



# MORNING CONSULT

Morning Consult  
National Tracking Poll #170705  
July 13-15, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from July 13-15, 2017, among a national sample of 2201 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.



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## Crosstabulation Results by Respondent Demographics

**Table BRD1\_4:** How often do use each the following to get your news online?

Drudge Report

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	5% (105)	4% (96)	5% (109)	3% (70)	5% (114)	78% (1707)	2201
Gender: Male	7% (77)	6% (65)	6% (64)	4% (47)	6% (63)	70% (735)	1051
Gender: Female	2% (28)	3% (31)	4% (45)	2% (23)	4% (51)	85% (972)	1150
Age: 18-29	6% (31)	6% (30)	7% (34)	5% (25)	6% (27)	70% (341)	488
Age: 30-44	7% (40)	8% (45)	5% (29)	3% (18)	4% (24)	71% (390)	546
Age: 45-54	5% (23)	3% (14)	5% (21)	2% (10)	6% (25)	78% (332)	425
Age: 55-64	2% (6)	1% (4)	4% (14)	3% (9)	5% (17)	85% (292)	342
Age: 65+	1% (5)	1% (3)	3% (11)	2% (8)	5% (21)	88% (352)	400
PID: Dem (no lean)	4% (31)	4% (30)	5% (38)	3% (24)	5% (36)	79% (598)	757
PID: Ind (no lean)	4% (29)	2% (17)	5% (33)	3% (24)	5% (33)	81% (584)	720
PID: Rep (no lean)	6% (45)	7% (49)	5% (38)	3% (22)	6% (45)	73% (525)	724
PID/Gender: Dem Men	7% (24)	6% (20)	6% (22)	4% (15)	6% (21)	71% (246)	348
PID/Gender: Dem Women	2% (7)	2% (10)	4% (16)	2% (9)	4% (15)	86% (352)	409
PID/Gender: Ind Men	5% (17)	3% (9)	6% (21)	4% (15)	6% (19)	76% (254)	335
PID/Gender: Ind Women	3% (12)	2% (8)	3% (12)	2% (9)	4% (14)	86% (330)	385
PID/Gender: Rep Men	10% (36)	10% (36)	6% (21)	5% (17)	6% (23)	64% (235)	368
PID/Gender: Rep Women	3% (9)	4% (13)	5% (17)	1% (5)	6% (22)	81% (290)	356
Tea Party: Supporter	10% (64)	10% (62)	7% (46)	4% (25)	7% (45)	61% (383)	625
Tea Party: Not Supporter	3% (40)	2% (32)	4% (63)	3% (45)	4% (68)	84% (1316)	1564
Ideo: Liberal (1-3)	7% (56)	7% (51)	6% (45)	3% (25)	4% (34)	73% (562)	773
Ideo: Moderate (4)	3% (13)	3% (15)	3% (15)	4% (16)	5% (21)	82% (368)	448
Ideo: Conservative (5-7)	5% (35)	4% (30)	6% (43)	4% (27)	7% (50)	75% (555)	740
Educ: < College	4% (53)	4% (53)	5% (79)	3% (42)	5% (71)	80% (1164)	1462
Educ: Bachelors degree	6% (26)	5% (23)	4% (18)	4% (16)	6% (27)	74% (319)	429
Educ: Post-grad	8% (26)	6% (20)	4% (12)	4% (12)	5% (16)	72% (224)	310

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**Table BRD1\_4:** How often do use each the following to get your news online?  
Drudge Report

Demographic	Frequency												Total N
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often		Never		
Adults	5%	(105)	4%	(96)	5%	(109)	3%	(70)	5%	(114)	78%	(1707)	2201
Income: Under 50k	4%	(54)	3%	(40)	5%	(60)	3%	(32)	5%	(60)	80%	(986)	1232
Income: 50k-100k	4%	(30)	6%	(40)	6%	(39)	5%	(32)	5%	(38)	75%	(526)	705
Income: 100k+	8%	(21)	6%	(16)	4%	(10)	2%	(6)	6%	(16)	74%	(195)	264
Ethnicity: White	4%	(71)	4%	(75)	4%	(77)	3%	(50)	5%	(94)	79%	(1412)	1779
Ethnicity: Hispanic	8%	(16)	11%	(21)	8%	(15)	4%	(7)	5%	(10)	63%	(120)	189
Ethnicity: Afr. Am.	8%	(20)	2%	(5)	8%	(19)	5%	(11)	5%	(12)	72%	(172)	239
Ethnicity: Other	8%	(14)	9%	(16)	7%	(13)	5%	(9)	4%	(8)	67%	(123)	183
Relig: Protestant	5%	(25)	3%	(17)	4%	(24)	3%	(15)	5%	(28)	80%	(430)	539
Relig: Roman Catholic	6%	(26)	8%	(37)	7%	(32)	3%	(14)	7%	(32)	70%	(323)	464
Relig: Ath./Agn./None	3%	(16)	3%	(19)	4%	(20)	3%	(18)	5%	(25)	82%	(457)	555
Relig: Something Else	6%	(21)	4%	(15)	5%	(17)	5%	(17)	4%	(16)	76%	(276)	362
Relig: Jewish	2%	(1)	8%	(4)	8%	(4)	6%	(3)	12%	(6)	65%	(33)	51
Relig: Evangelical	7%	(45)	5%	(37)	6%	(43)	3%	(18)	5%	(36)	74%	(499)	678
Relig: Non-Evang. Catholics	4%	(23)	4%	(25)	5%	(29)	3%	(17)	6%	(37)	78%	(475)	606
Relig: All Christian	5%	(68)	5%	(62)	6%	(72)	3%	(35)	6%	(73)	76%	(974)	1284
Relig: All Non-Christian	4%	(37)	4%	(34)	4%	(37)	4%	(35)	4%	(41)	80%	(733)	917
Community: Urban	7%	(40)	8%	(43)	5%	(26)	4%	(24)	4%	(23)	71%	(391)	547
Community: Suburban	5%	(50)	3%	(31)	5%	(54)	3%	(27)	5%	(54)	78%	(786)	1002
Community: Rural	2%	(15)	3%	(22)	4%	(29)	3%	(19)	6%	(37)	81%	(530)	652
Employ: Private Sector	7%	(52)	7%	(49)	5%	(35)	4%	(31)	7%	(50)	69%	(492)	709
Employ: Government	5%	(8)	5%	(8)	9%	(16)	5%	(9)	3%	(6)	73%	(127)	174
Employ: Self-Employed	9%	(18)	5%	(10)	9%	(18)	6%	(11)	5%	(9)	66%	(130)	196
Employ: Homemaker	1%	(2)	1%	(2)	3%	(4)	—	(0)	7%	(10)	88%	(133)	151
Employ: Student	4%	(5)	6%	(7)	6%	(7)	3%	(4)	3%	(4)	78%	(93)	120
Employ: Retired	1%	(6)	2%	(7)	3%	(13)	1%	(6)	4%	(20)	89%	(410)	462
Employ: Unemployed	4%	(7)	2%	(4)	3%	(6)	2%	(4)	4%	(7)	84%	(152)	180
Employ: Other	3%	(7)	4%	(9)	5%	(10)	2%	(5)	4%	(8)	81%	(170)	209
Military HH: Yes	6%	(25)	5%	(23)	7%	(31)	3%	(15)	5%	(20)	73%	(316)	430
Military HH: No	5%	(80)	4%	(73)	4%	(78)	3%	(55)	5%	(94)	79%	(1391)	1771

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**Table BRD1\_4:** How often do use each the following to get your news online?

Drudge Report

Demographic	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often		Never	Total N
Adults	5%	(105)	4%	(96)	5%	(109)	3%	(70)	5%	(114)	78% (1707)	2201
RD/WT: Right Direction	8%	(71)	8%	(67)	7%	(60)	4%	(38)	6%	(55)	67% (594)	885
RD/WT: Wrong Track	3%	(34)	2%	(29)	4%	(49)	2%	(32)	4%	(59)	85% (1113)	1316
Strongly Approve	10%	(50)	8%	(40)	7%	(34)	3%	(16)	6%	(32)	65% (322)	494
Somewhat Approve	5%	(23)	5%	(25)	5%	(24)	4%	(19)	7%	(31)	74% (344)	466
Somewhat Disapprove	4%	(11)	5%	(14)	7%	(20)	5%	(15)	4%	(12)	77% (235)	307
Strongly Disapprove	3%	(21)	2%	(16)	3%	(27)	2%	(18)	4%	(35)	86% (693)	810
Dont Know / No Opinion	—	(0)	1%	(1)	3%	(4)	2%	(2)	3%	(4)	91% (113)	124
#1 Issue: Economy	5%	(31)	4%	(21)	5%	(31)	3%	(20)	6%	(36)	76% (446)	585
#1 Issue: Security	5%	(20)	6%	(23)	6%	(23)	4%	(16)	6%	(24)	73% (281)	387
#1 Issue: Health Care	3%	(17)	3%	(14)	3%	(15)	2%	(8)	6%	(28)	83% (412)	494
#1 Issue: Medicare / Social Security	3%	(8)	3%	(10)	4%	(13)	3%	(8)	2%	(6)	85% (248)	293
#1 Issue: Women's Issues	9%	(9)	12%	(12)	7%	(7)	4%	(4)	4%	(4)	64% (64)	100
#1 Issue: Education	5%	(9)	6%	(11)	7%	(12)	5%	(9)	5%	(8)	72% (125)	174
#1 Issue: Energy	10%	(8)	3%	(2)	8%	(6)	6%	(5)	3%	(2)	70% (54)	77
#1 Issue: Other	3%	(3)	3%	(3)	2%	(2)	—	(0)	7%	(6)	85% (77)	91
2016 Vote: Democrat Hillary Clinton	5%	(35)	3%	(24)	4%	(30)	3%	(24)	4%	(28)	81% (586)	727
2016 Vote: Republican Donald Trump	6%	(51)	6%	(50)	5%	(43)	3%	(27)	7%	(57)	71% (566)	794
2016 Vote: Someone else	2%	(3)	3%	(5)	5%	(10)	3%	(5)	6%	(11)	82% (157)	191
2012 Vote: Barack Obama	4%	(36)	4%	(34)	5%	(39)	3%	(23)	5%	(42)	80% (685)	859
2012 Vote: Mitt Romney	7%	(41)	5%	(33)	5%	(32)	4%	(22)	7%	(40)	73% (444)	612
2012 Vote: Other	1%	(1)	3%	(3)	5%	(5)	5%	(5)	9%	(9)	76% (74)	97
2012 Vote: Didn't Vote	4%	(26)	4%	(26)	5%	(33)	3%	(20)	4%	(22)	80% (501)	628
4-Region: Northeast	5%	(19)	5%	(20)	6%	(23)	3%	(10)	5%	(18)	77% (295)	385
4-Region: Midwest	3%	(13)	5%	(21)	4%	(17)	4%	(17)	4%	(18)	81% (375)	461
4-Region: South	6%	(51)	4%	(31)	6%	(54)	4%	(31)	6%	(49)	75% (662)	878
4-Region: West	5%	(22)	5%	(24)	3%	(15)	3%	(12)	6%	(29)	79% (375)	477

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

**Table BRD1\_5:** How often do use each the following to get your news online?

Reddit

Demographic	Several times		About once a		A few times a		About once a		About once a		Never	Total N	
	a day		day		week		week		month or less often				
Adults	6%	(128)	5%	(105)	5%	(111)	5%	(110)	7%	(152)	72%	(1595)	2201
Gender: Male	8%	(84)	6%	(67)	6%	(68)	7%	(69)	7%	(77)	65%	(686)	1051
Gender: Female	4%	(44)	3%	(38)	4%	(43)	4%	(41)	7%	(75)	79%	(909)	1150
Age: 18-29	11%	(54)	8%	(41)	9%	(46)	10%	(49)	10%	(47)	51%	(251)	488
Age: 30-44	10%	(54)	8%	(44)	8%	(42)	6%	(33)	8%	(41)	61%	(332)	546
Age: 45-54	3%	(13)	3%	(11)	3%	(14)	4%	(16)	9%	(37)	79%	(334)	425
Age: 55-64	2%	(6)	1%	(5)	2%	(7)	2%	(6)	4%	(12)	89%	(306)	342
Age: 65+	—	(1)	1%	(4)	—	(2)	2%	(6)	4%	(15)	93%	(372)	400
PID: Dem (no lean)	6%	(49)	6%	(46)	6%	(45)	5%	(39)	8%	(57)	69%	(521)	757
PID: Ind (no lean)	5%	(36)	3%	(24)	4%	(26)	5%	(39)	7%	(48)	76%	(547)	720
PID: Rep (no lean)	6%	(43)	5%	(35)	6%	(40)	4%	(32)	6%	(47)	73%	(527)	724
PID/Gender: Dem Men	9%	(31)	8%	(28)	9%	(30)	7%	(23)	7%	(24)	61%	(212)	348
PID/Gender: Dem Women	4%	(18)	4%	(18)	4%	(15)	4%	(16)	8%	(33)	76%	(309)	409
PID/Gender: Ind Men	5%	(18)	5%	(16)	5%	(16)	7%	(24)	8%	(27)	70%	(234)	335
PID/Gender: Ind Women	5%	(18)	2%	(8)	3%	(10)	4%	(15)	5%	(21)	81%	(313)	385
PID/Gender: Rep Men	10%	(35)	6%	(23)	6%	(22)	6%	(22)	7%	(26)	65%	(240)	368
PID/Gender: Rep Women	2%	(8)	3%	(12)	5%	(18)	3%	(10)	6%	(21)	81%	(287)	356
Tea Party: Supporter	11%	(70)	9%	(57)	7%	(43)	6%	(37)	6%	(39)	61%	(379)	625
Tea Party: Not Supporter	4%	(57)	3%	(47)	4%	(68)	5%	(71)	7%	(113)	77%	(1208)	1564
Ideo: Liberal (1-3)	11%	(85)	7%	(54)	8%	(60)	5%	(42)	8%	(62)	61%	(470)	773
Ideo: Moderate (4)	4%	(16)	5%	(24)	4%	(20)	4%	(20)	8%	(35)	74%	(333)	448
Ideo: Conservative (5-7)	3%	(22)	3%	(25)	4%	(28)	5%	(37)	6%	(47)	79%	(581)	740
Educ: < College	5%	(76)	4%	(60)	4%	(63)	5%	(78)	7%	(100)	74%	(1085)	1462
Educ: Bachelors degree	5%	(23)	6%	(25)	6%	(26)	4%	(18)	8%	(34)	71%	(303)	429
Educ: Post-grad	9%	(29)	6%	(20)	7%	(22)	5%	(14)	6%	(18)	67%	(207)	310

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**Table BRD1\_5:** How often do use each the following to get your news online?

Reddit

Demographic	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often		Never	Total N
Adults	6%	(128)	5%	(105)	5%	(111)	5%	(110)	7%	(152)	72% (1595)	2201
Income: Under 50k	6%	(68)	4%	(55)	4%	(50)	5%	(62)	6%	(79)	75% (918)	1232
Income: 50k-100k	6%	(43)	6%	(39)	7%	(49)	5%	(36)	7%	(52)	69% (486)	705
Income: 100k+	6%	(17)	4%	(11)	5%	(12)	5%	(12)	8%	(21)	72% (191)	264
Ethnicity: White	5%	(93)	4%	(74)	4%	(80)	4%	(72)	7%	(119)	75% (1341)	1779
Ethnicity: Hispanic	14%	(26)	10%	(19)	9%	(17)	8%	(16)	7%	(13)	52% (98)	189
Ethnicity: Afr. Am.	8%	(20)	6%	(15)	6%	(14)	6%	(15)	6%	(14)	67% (161)	239
Ethnicity: Other	8%	(15)	9%	(16)	9%	(17)	13%	(23)	10%	(19)	51% (93)	183
Relig: Protestant	4%	(19)	3%	(15)	3%	(15)	3%	(18)	7%	(37)	81% (435)	539
Relig: Roman Catholic	8%	(38)	6%	(29)	6%	(29)	5%	(25)	6%	(26)	68% (317)	464
Relig: Ath./Agn./None	7%	(37)	5%	(29)	5%	(27)	5%	(30)	9%	(49)	69% (383)	555
Relig: Something Else	5%	(19)	6%	(21)	7%	(26)	7%	(24)	7%	(25)	68% (247)	362
Relig: Jewish	2%	(1)	4%	(2)	8%	(4)	6%	(3)	2%	(1)	78% (40)	51
Relig: Evangelical	7%	(48)	5%	(36)	5%	(32)	4%	(28)	6%	(39)	73% (495)	678
Relig: Non-Evang. Catholics	4%	(24)	3%	(19)	4%	(26)	5%	(28)	6%	(39)	78% (470)	606
Relig: All Christian	6%	(72)	4%	(55)	5%	(58)	4%	(56)	6%	(78)	75% (965)	1284
Relig: All Non-Christian	6%	(56)	5%	(50)	6%	(53)	6%	(54)	8%	(74)	69% (630)	917
Community: Urban	10%	(54)	8%	(44)	6%	(33)	7%	(39)	7%	(40)	62% (337)	547
Community: Suburban	5%	(51)	4%	(42)	4%	(45)	4%	(45)	7%	(68)	75% (751)	1002
Community: Rural	4%	(23)	3%	(19)	5%	(33)	4%	(26)	7%	(44)	78% (507)	652
Employ: Private Sector	8%	(55)	7%	(48)	7%	(53)	6%	(39)	9%	(66)	63% (448)	709
Employ: Government	7%	(13)	7%	(13)	8%	(14)	9%	(16)	3%	(5)	65% (113)	174
Employ: Self-Employed	12%	(24)	7%	(14)	4%	(7)	4%	(8)	11%	(21)	62% (122)	196
Employ: Homemaker	3%	(5)	2%	(3)	3%	(5)	2%	(3)	8%	(12)	81% (123)	151
Employ: Student	8%	(9)	6%	(7)	9%	(11)	12%	(14)	13%	(16)	52% (63)	120
Employ: Retired	1%	(3)	1%	(5)	2%	(7)	2%	(10)	3%	(14)	92% (423)	462
Employ: Unemployed	4%	(8)	4%	(8)	3%	(6)	6%	(10)	3%	(5)	79% (143)	180
Employ: Other	5%	(11)	3%	(7)	4%	(8)	5%	(10)	6%	(13)	77% (160)	209
Military HH: Yes	7%	(30)	4%	(18)	5%	(23)	5%	(23)	5%	(23)	73% (313)	430
Military HH: No	6%	(98)	5%	(87)	5%	(88)	5%	(87)	7%	(129)	72% (1282)	1771

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**Table BRD1\_5:** How often do use each the following to get your news online?  
*Reddit*

Demographic	Several times		About once a		A few times a		About once a		About once a		Never	Total N	
	a day		day		week		week		month or less often				
Adults	6%	(128)	5%	(105)	5%	(111)	5%	(110)	7%	(152)	72%	(1595)	2201
RD/WT: Right Direction	8%	(69)	6%	(57)	6%	(56)	6%	(49)	6%	(57)	67%	(597)	885
RD/WT: Wrong Track	4%	(59)	4%	(48)	4%	(55)	5%	(61)	7%	(95)	76%	(998)	1316
Strongly Approve	10%	(47)	5%	(25)	5%	(23)	4%	(21)	5%	(23)	72%	(355)	494
Somewhat Approve	3%	(14)	6%	(29)	6%	(29)	6%	(30)	8%	(39)	70%	(325)	466
Somewhat Disapprove	7%	(22)	7%	(23)	6%	(17)	7%	(21)	5%	(16)	68%	(208)	307
Strongly Disapprove	5%	(41)	3%	(27)	5%	(37)	4%	(31)	8%	(64)	75%	(610)	810
Dont Know / No Opinion	3%	(4)	1%	(1)	4%	(5)	6%	(7)	8%	(10)	78%	(97)	124
#1 Issue: Economy	5%	(29)	4%	(24)	5%	(31)	5%	(32)	9%	(53)	71%	(416)	585
#1 Issue: Security	5%	(19)	4%	(17)	6%	(24)	4%	(16)	4%	(15)	76%	(296)	387
#1 Issue: Health Care	6%	(28)	3%	(17)	4%	(20)	5%	(25)	9%	(44)	73%	(360)	494
#1 Issue: Medicare / Social Security	5%	(15)	4%	(13)	1%	(3)	4%	(11)	2%	(6)	84%	(245)	293
#1 Issue: Women's Issues	20%	(20)	7%	(7)	9%	(9)	7%	(7)	8%	(8)	49%	(49)	100
#1 Issue: Education	5%	(9)	10%	(18)	8%	(14)	7%	(12)	8%	(14)	61%	(107)	174
#1 Issue: Energy	8%	(6)	10%	(8)	10%	(8)	5%	(4)	3%	(2)	64%	(49)	77
#1 Issue: Other	2%	(2)	1%	(1)	2%	(2)	3%	(3)	11%	(10)	80%	(73)	91
2016 Vote: Democrat Hillary Clinton	7%	(48)	6%	(41)	5%	(39)	4%	(32)	7%	(54)	71%	(513)	727
2016 Vote: Republican Donald Trump	5%	(39)	5%	(39)	5%	(37)	5%	(36)	6%	(48)	75%	(595)	794
2016 Vote: Someone else	7%	(14)	4%	(8)	5%	(10)	6%	(12)	7%	(13)	70%	(134)	191
2012 Vote: Barack Obama	7%	(56)	6%	(50)	7%	(58)	4%	(36)	7%	(60)	70%	(599)	859
2012 Vote: Mitt Romney	6%	(34)	4%	(22)	3%	(18)	4%	(27)	6%	(34)	78%	(477)	612
2012 Vote: Other	2%	(2)	1%	(1)	2%	(2)	2%	(2)	12%	(12)	80%	(78)	97
2012 Vote: Didn't Vote	6%	(36)	5%	(31)	5%	(33)	7%	(44)	7%	(46)	70%	(438)	628
4-Region: Northeast	6%	(22)	5%	(21)	6%	(24)	5%	(21)	6%	(24)	71%	(273)	385
4-Region: Midwest	3%	(16)	5%	(23)	6%	(26)	5%	(22)	7%	(32)	74%	(342)	461
4-Region: South	6%	(56)	4%	(35)	4%	(39)	5%	(46)	7%	(59)	73%	(643)	878
4-Region: West	7%	(34)	5%	(26)	5%	(22)	4%	(21)	8%	(37)	71%	(337)	477

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

**Table BRD1\_6:** *How often do use each the following to get your news online?*  
*News sites like CNN, Fox News, etc.*

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	20% (433)	20% (450)	17% (365)	9% (193)	9% (209)	25% (551)	2201
Gender: Male	23% (239)	22% (228)	17% (175)	9% (90)	8% (79)	23% (240)	1051
Gender: Female	17% (194)	19% (222)	17% (190)	9% (103)	11% (130)	27% (311)	1150
Age: 18-29	17% (83)	20% (100)	20% (97)	9% (43)	11% (52)	23% (113)	488
Age: 30-44	19% (105)	21% (115)	17% (95)	11% (61)	9% (49)	22% (121)	546
Age: 45-54	18% (75)	20% (86)	17% (71)	9% (40)	12% (51)	24% (102)	425
Age: 55-64	20% (68)	21% (71)	15% (53)	8% (26)	8% (27)	28% (97)	342
Age: 65+	26% (102)	20% (78)	12% (49)	6% (23)	8% (30)	30% (118)	400
PID: Dem (no lean)	23% (175)	20% (149)	17% (129)	9% (70)	9% (67)	22% (167)	757
PID: Ind (no lean)	13% (97)	20% (147)	17% (120)	8% (57)	11% (79)	31% (220)	720
PID: Rep (no lean)	22% (161)	21% (154)	16% (116)	9% (66)	9% (63)	23% (164)	724
PID/Gender: Dem Men	26% (91)	20% (68)	18% (62)	10% (36)	6% (20)	20% (71)	348
PID/Gender: Dem Women	21% (84)	20% (81)	16% (67)	8% (34)	11% (47)	23% (96)	409
PID/Gender: Ind Men	13% (44)	24% (79)	16% (53)	7% (25)	12% (40)	28% (94)	335
PID/Gender: Ind Women	14% (53)	18% (68)	17% (67)	8% (32)	10% (39)	33% (126)	385
PID/Gender: Rep Men	28% (104)	22% (81)	16% (60)	8% (29)	5% (19)	20% (75)	368
PID/Gender: Rep Women	16% (57)	21% (73)	16% (56)	10% (37)	12% (44)	25% (89)	356
Tea Party: Supporter	27% (166)	21% (131)	16% (100)	9% (56)	7% (45)	20% (127)	625
Tea Party: Not Supporter	17% (264)	20% (316)	17% (264)	9% (136)	10% (164)	27% (420)	1564
Ideo: Liberal (1-3)	25% (195)	21% (166)	18% (141)	9% (69)	8% (62)	18% (140)	773
Ideo: Moderate (4)	17% (76)	21% (94)	16% (73)	9% (41)	11% (49)	26% (115)	448
Ideo: Conservative (5-7)	19% (142)	22% (162)	16% (117)	9% (63)	9% (69)	25% (187)	740
Educ: < College	17% (243)	20% (298)	17% (254)	8% (120)	9% (133)	28% (414)	1462
Educ: Bachelors degree	22% (94)	21% (90)	17% (71)	11% (46)	10% (43)	20% (85)	429
Educ: Post-grad	31% (96)	20% (62)	13% (40)	9% (27)	11% (33)	17% (52)	310

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**Table BRD1\_6:** How often do use each the following to get your news online?

News sites like CNN, Fox News, etc.

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	20% (433)	20% (450)	17% (365)	9% (193)	9% (209)	25% (551)	2201
Income: Under 50k	16% (202)	18% (223)	17% (215)	9% (108)	10% (129)	29% (355)	1232
Income: 50k-100k	23% (159)	24% (170)	16% (115)	9% (63)	9% (62)	19% (136)	705
Income: 100k+	27% (72)	22% (57)	13% (35)	8% (22)	7% (18)	23% (60)	264
Ethnicity: White	19% (346)	21% (366)	16% (293)	9% (153)	9% (164)	26% (457)	1779
Ethnicity: Hispanic	23% (43)	21% (39)	20% (38)	11% (21)	6% (12)	19% (36)	189
Ethnicity: Afr. Am.	26% (62)	17% (41)	16% (38)	8% (20)	10% (24)	23% (54)	239
Ethnicity: Other	14% (25)	23% (43)	19% (34)	11% (20)	11% (21)	22% (40)	183
Relig: Protestant	23% (122)	18% (98)	16% (86)	8% (44)	9% (49)	26% (140)	539
Relig: Roman Catholic	22% (104)	23% (107)	19% (87)	8% (37)	8% (37)	20% (92)	464
Relig: Ath./Agn./None	15% (82)	19% (108)	17% (92)	8% (46)	12% (64)	29% (163)	555
Relig: Something Else	20% (71)	19% (69)	17% (60)	11% (40)	9% (33)	25% (89)	362
Relig: Jewish	24% (12)	25% (13)	14% (7)	12% (6)	10% (5)	16% (8)	51
Relig: Evangelical	22% (149)	22% (148)	15% (105)	9% (58)	9% (62)	23% (156)	678
Relig: Non-Evang. Catholics	22% (131)	21% (125)	18% (108)	8% (49)	8% (50)	24% (143)	606
Relig: All Christian	22% (280)	21% (273)	17% (213)	8% (107)	9% (112)	23% (299)	1284
Relig: All Non-Christian	17% (153)	19% (177)	17% (152)	9% (86)	11% (97)	27% (252)	917
Community: Urban	22% (122)	22% (119)	17% (93)	10% (53)	8% (42)	22% (118)	547
Community: Suburban	21% (209)	20% (202)	16% (161)	8% (80)	10% (103)	25% (247)	1002
Community: Rural	16% (102)	20% (129)	17% (111)	9% (60)	10% (64)	29% (186)	652
Employ: Private Sector	20% (143)	25% (176)	17% (121)	10% (69)	10% (73)	18% (127)	709
Employ: Government	21% (37)	23% (40)	21% (36)	9% (16)	7% (12)	19% (33)	174
Employ: Self-Employed	25% (49)	18% (35)	19% (37)	8% (16)	7% (14)	23% (45)	196
Employ: Homemaker	11% (16)	19% (28)	18% (27)	7% (10)	13% (19)	34% (51)	151
Employ: Student	15% (18)	19% (23)	21% (25)	12% (14)	8% (10)	25% (30)	120
Employ: Retired	23% (105)	18% (83)	13% (60)	6% (30)	9% (40)	31% (144)	462
Employ: Unemployed	17% (31)	12% (21)	12% (22)	13% (24)	12% (21)	34% (61)	180
Employ: Other	16% (34)	21% (44)	18% (37)	7% (14)	10% (20)	29% (60)	209
Military HH: Yes	23% (97)	22% (93)	15% (66)	8% (36)	8% (33)	24% (105)	430
Military HH: No	19% (336)	20% (357)	17% (299)	9% (157)	10% (176)	25% (446)	1771

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**Table BRD1\_6:** How often do use each the following to get your news online?

News sites like CNN, Fox News, etc.

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	20% (433)	20% (450)	17% (365)	9% (193)	9% (209)	25% (551)	2201
RD/WT: Right Direction	24% (213)	20% (181)	15% (136)	8% (70)	8% (74)	24% (211)	885
RD/WT: Wrong Track	17% (220)	20% (269)	17% (229)	9% (123)	10% (135)	26% (340)	1316
Strongly Approve	27% (135)	21% (103)	14% (71)	6% (28)	6% (31)	26% (126)	494
Somewhat Approve	18% (82)	21% (100)	18% (83)	10% (47)	11% (50)	22% (104)	466
Somewhat Disapprove	14% (42)	22% (68)	17% (53)	13% (39)	10% (32)	24% (73)	307
Strongly Disapprove	20% (165)	21% (168)	17% (141)	9% (69)	9% (71)	24% (196)	810
Dont Know / No Opinion	7% (9)	9% (11)	14% (17)	8% (10)	20% (25)	42% (52)	124
#1 Issue: Economy	19% (112)	23% (133)	17% (99)	10% (57)	10% (56)	22% (128)	585
#1 Issue: Security	23% (88)	21% (83)	14% (54)	7% (28)	9% (36)	25% (98)	387
#1 Issue: Health Care	21% (106)	19% (96)	17% (85)	9% (42)	10% (48)	24% (117)	494
#1 Issue: Medicare / Social Security	20% (58)	19% (57)	14% (41)	6% (17)	9% (26)	32% (94)	293
#1 Issue: Women's Issues	20% (20)	24% (24)	21% (21)	6% (6)	8% (8)	21% (21)	100
#1 Issue: Education	13% (23)	16% (28)	21% (37)	16% (28)	10% (18)	23% (40)	174
#1 Issue: Energy	16% (12)	21% (16)	21% (16)	10% (8)	8% (6)	25% (19)	77
#1 Issue: Other	15% (14)	14% (13)	13% (12)	8% (7)	12% (11)	37% (34)	91
2016 Vote: Democrat Hillary Clinton	23% (170)	21% (153)	16% (117)	10% (74)	9% (67)	20% (146)	727
2016 Vote: Republican Donald Trump	23% (181)	23% (182)	15% (123)	8% (63)	8% (61)	23% (184)	794
2016 Vote: Someone else	15% (28)	17% (33)	16% (31)	7% (14)	13% (25)	31% (60)	191
2012 Vote: Barack Obama	24% (204)	20% (171)	16% (137)	10% (86)	9% (79)	21% (182)	859
2012 Vote: Mitt Romney	23% (139)	23% (142)	14% (88)	8% (48)	9% (54)	23% (141)	612
2012 Vote: Other	10% (10)	29% (28)	16% (16)	6% (6)	14% (14)	24% (23)	97
2012 Vote: Didn't Vote	13% (79)	17% (106)	20% (124)	8% (53)	10% (62)	32% (204)	628
4-Region: Northeast	21% (79)	19% (73)	17% (67)	9% (36)	7% (26)	27% (104)	385
4-Region: Midwest	18% (82)	20% (92)	18% (82)	7% (32)	11% (53)	26% (120)	461
4-Region: South	20% (179)	20% (177)	17% (145)	9% (83)	10% (92)	23% (202)	878
4-Region: West	19% (93)	23% (108)	15% (71)	9% (42)	8% (38)	26% (125)	477

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

**Table BRD1\_7:** How often do use each the following to get your news online?

Google News

Demographic	Several times		About once a		A few times a		About once a		About once a		Never	Total N	
	a day		day		week		week		month or less often				
Adults	15%	(325)	15%	(329)	12%	(272)	7%	(159)	11%	(243)	40%	(873)	2201
Gender: Male	17%	(178)	15%	(162)	13%	(136)	7%	(73)	9%	(97)	39%	(405)	1051
Gender: Female	13%	(147)	15%	(167)	12%	(136)	7%	(86)	13%	(146)	41%	(468)	1150
Age: 18-29	16%	(79)	18%	(88)	13%	(65)	7%	(33)	10%	(51)	35%	(172)	488
Age: 30-44	21%	(114)	18%	(100)	13%	(71)	8%	(43)	11%	(60)	29%	(158)	546
Age: 45-54	13%	(57)	14%	(61)	13%	(55)	7%	(29)	13%	(57)	39%	(166)	425
Age: 55-64	12%	(41)	12%	(41)	13%	(44)	7%	(25)	11%	(36)	45%	(155)	342
Age: 65+	8%	(34)	10%	(39)	9%	(37)	7%	(29)	10%	(39)	56%	(222)	400
PID: Dem (no lean)	18%	(139)	17%	(126)	14%	(103)	8%	(58)	10%	(73)	34%	(258)	757
PID: Ind (no lean)	11%	(77)	13%	(96)	11%	(81)	8%	(57)	13%	(97)	43%	(312)	720
PID: Rep (no lean)	15%	(109)	15%	(107)	12%	(88)	6%	(44)	10%	(73)	42%	(303)	724
PID/Gender: Dem Men	23%	(80)	18%	(61)	16%	(54)	7%	(25)	6%	(21)	31%	(107)	348
PID/Gender: Dem Women	14%	(59)	16%	(65)	12%	(49)	8%	(33)	13%	(52)	37%	(151)	409
PID/Gender: Ind Men	9%	(29)	12%	(40)	13%	(43)	7%	(23)	15%	(49)	45%	(151)	335
PID/Gender: Ind Women	12%	(48)	15%	(56)	10%	(38)	9%	(34)	12%	(48)	42%	(161)	385
PID/Gender: Rep Men	19%	(69)	17%	(61)	11%	(39)	7%	(25)	7%	(27)	40%	(147)	368
PID/Gender: Rep Women	11%	(40)	13%	(46)	14%	(49)	5%	(19)	13%	(46)	44%	(156)	356
Tea Party: Supporter	20%	(126)	16%	(101)	12%	(74)	7%	(45)	8%	(51)	36%	(228)	625
Tea Party: Not Supporter	13%	(196)	15%	(227)	13%	(197)	7%	(113)	12%	(191)	41%	(640)	1564
Ideo: Liberal (1-3)	19%	(145)	19%	(144)	14%	(111)	8%	(60)	11%	(83)	30%	(230)	773
Ideo: Moderate (4)	15%	(67)	15%	(67)	10%	(43)	10%	(43)	9%	(42)	42%	(186)	448
Ideo: Conservative (5-7)	11%	(83)	13%	(95)	12%	(89)	6%	(47)	12%	(89)	46%	(337)	740
Educ: < College	14%	(203)	15%	(222)	13%	(185)	7%	(96)	11%	(160)	41%	(596)	1462
Educ: Bachelors degree	16%	(67)	14%	(59)	11%	(49)	8%	(33)	13%	(56)	38%	(165)	429
Educ: Post-grad	18%	(55)	15%	(48)	12%	(38)	10%	(30)	9%	(27)	36%	(112)	310

Continued on next page

**Table BRD1\_7:** How often do use each the following to get your news online?

Google News

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	15% (325)	15% (329)	12% (272)	7% (159)	11% (243)	40% (873)	2201
Income: Under 50k	15% (190)	14% (176)	12% (147)	7% (81)	11% (135)	41% (503)	1232
Income: 50k-100k	13% (95)	15% (103)	14% (98)	8% (58)	12% (83)	38% (268)	705
Income: 100k+	15% (40)	19% (50)	10% (27)	8% (20)	9% (25)	39% (102)	264
Ethnicity: White	13% (228)	15% (267)	12% (215)	7% (131)	11% (196)	42% (742)	1779
Ethnicity: Hispanic	22% (42)	23% (43)	12% (23)	4% (8)	11% (21)	28% (52)	189
Ethnicity: Afr. Am.	28% (67)	13% (30)	13% (30)	6% (15)	11% (27)	29% (70)	239
Ethnicity: Other	16% (30)	17% (32)	15% (27)	7% (13)	11% (20)	33% (61)	183
Relig: Protestant	13% (68)	12% (67)	12% (63)	7% (36)	10% (55)	46% (250)	539
Relig: Roman Catholic	16% (74)	17% (79)	15% (71)	8% (36)	9% (44)	34% (160)	464
Relig: Ath./Agn./None	13% (74)	14% (79)	9% (52)	6% (33)	13% (70)	45% (247)	555
Relig: Something Else	16% (59)	16% (58)	13% (46)	9% (33)	11% (41)	35% (125)	362
Relig: Jewish	10% (5)	14% (7)	10% (5)	10% (5)	8% (4)	49% (25)	51
Relig: Evangelical	17% (116)	16% (109)	13% (91)	6% (44)	10% (71)	36% (247)	678
Relig: Non-Evang. Catholics	13% (76)	14% (83)	14% (83)	8% (49)	10% (61)	42% (254)	606
Relig: All Christian	15% (192)	15% (192)	14% (174)	7% (93)	10% (132)	39% (501)	1284
Relig: All Non-Christian	15% (133)	15% (137)	11% (98)	7% (66)	12% (111)	41% (372)	917
Community: Urban	21% (117)	18% (97)	12% (65)	5% (30)	10% (56)	33% (182)	547
Community: Suburban	13% (127)	13% (132)	12% (123)	8% (79)	11% (115)	43% (426)	1002
Community: Rural	12% (81)	15% (100)	13% (84)	8% (50)	11% (72)	41% (265)	652
Employ: Private Sector	16% (110)	19% (136)	13% (95)	5% (36)	12% (87)	35% (245)	709
Employ: Government	14% (25)	18% (32)	15% (26)	9% (16)	11% (20)	32% (55)	174
Employ: Self-Employed	23% (45)	19% (37)	14% (28)	7% (14)	9% (17)	28% (55)	196
Employ: Homemaker	15% (23)	11% (17)	11% (17)	9% (13)	13% (20)	40% (61)	151
Employ: Student	12% (15)	11% (13)	16% (19)	13% (16)	7% (8)	41% (49)	120
Employ: Retired	10% (44)	9% (41)	11% (52)	8% (36)	10% (47)	52% (242)	462
Employ: Unemployed	16% (29)	12% (22)	7% (13)	8% (15)	8% (15)	48% (86)	180
Employ: Other	16% (34)	15% (31)	11% (22)	6% (13)	14% (29)	38% (80)	209
Military HH: Yes	17% (74)	15% (64)	12% (51)	8% (33)	10% (45)	38% (163)	430
Military HH: No	14% (251)	15% (265)	12% (221)	7% (126)	11% (198)	40% (710)	1771

Continued on next page

**Table BRD1\_7:** How often do use each the following to get your news online?

Google News

Demographic	Frequency										Total N		
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often			Never	
Adults	15%	(325)	15%	(329)	12%	(272)	7%	(159)	11%	(243)	40%	(873)	2201
RD/WT: Right Direction	17%	(150)	15%	(137)	11%	(100)	7%	(60)	10%	(87)	40%	(351)	885
RD/WT: Wrong Track	13%	(175)	15%	(192)	13%	(172)	8%	(99)	12%	(156)	40%	(522)	1316
Strongly Approve	19%	(94)	13%	(65)	11%	(54)	5%	(26)	9%	(46)	42%	(209)	494
Somewhat Approve	12%	(58)	17%	(79)	13%	(61)	7%	(32)	11%	(52)	39%	(184)	466
Somewhat Disapprove	17%	(51)	17%	(51)	11%	(34)	9%	(28)	12%	(37)	35%	(106)	307
Strongly Disapprove	14%	(110)	15%	(124)	13%	(104)	8%	(65)	12%	(94)	39%	(313)	810
Dont Know / No Opinion	10%	(12)	8%	(10)	15%	(19)	6%	(8)	11%	(14)	49%	(61)	124
#1 Issue: Economy	15%	(85)	16%	(91)	14%	(81)	7%	(43)	11%	(63)	38%	(222)	585
#1 Issue: Security	15%	(59)	17%	(64)	11%	(44)	7%	(28)	10%	(40)	39%	(152)	387
#1 Issue: Health Care	15%	(72)	14%	(71)	14%	(70)	8%	(38)	13%	(63)	36%	(180)	494
#1 Issue: Medicare / Social Security	14%	(41)	12%	(35)	10%	(29)	5%	(16)	6%	(18)	53%	(154)	293
#1 Issue: Women's Issues	18%	(18)	27%	(27)	12%	(12)	6%	(6)	8%	(8)	29%	(29)	100
#1 Issue: Education	13%	(22)	14%	(24)	13%	(23)	7%	(13)	17%	(29)	36%	(63)	174
#1 Issue: Energy	21%	(16)	14%	(11)	9%	(7)	9%	(7)	16%	(12)	31%	(24)	77
#1 Issue: Other	13%	(12)	7%	(6)	7%	(6)	9%	(8)	11%	(10)	54%	(49)	91
2016 Vote: Democrat Hillary Clinton	17%	(124)	16%	(119)	14%	(101)	7%	(51)	11%	(78)	35%	(254)	727
2016 Vote: Republican Donald Trump	13%	(107)	15%	(116)	11%	(90)	7%	(59)	10%	(81)	43%	(341)	794
2016 Vote: Someone else	15%	(28)	15%	(29)	9%	(17)	9%	(17)	14%	(26)	39%	(74)	191
2012 Vote: Barack Obama	16%	(135)	17%	(148)	14%	(118)	8%	(68)	11%	(93)	35%	(297)	859
2012 Vote: Mitt Romney	15%	(89)	14%	(85)	10%	(61)	7%	(42)	10%	(64)	44%	(271)	612
2012 Vote: Other	8%	(8)	12%	(12)	14%	(14)	4%	(4)	20%	(19)	41%	(40)	97
2012 Vote: Didn't Vote	15%	(93)	13%	(84)	13%	(79)	7%	(44)	11%	(66)	42%	(262)	628
4-Region: Northeast	14%	(54)	15%	(57)	13%	(51)	7%	(28)	9%	(35)	42%	(160)	385
4-Region: Midwest	14%	(63)	13%	(59)	12%	(57)	9%	(42)	12%	(55)	40%	(185)	461
4-Region: South	16%	(138)	15%	(133)	13%	(110)	7%	(60)	11%	(97)	39%	(340)	878
4-Region: West	15%	(70)	17%	(80)	11%	(54)	6%	(29)	12%	(56)	39%	(188)	477

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

**Table BRD1\_8:** *How often do use each the following to get your news online?*

Facebook

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	42% (917)	15% (341)	10% (224)	5% (114)	6% (129)	22% (476)	2201
Gender: Male	37% (387)	16% (164)	11% (113)	5% (56)	7% (69)	25% (262)	1051
Gender: Female	46% (530)	15% (177)	10% (111)	5% (58)	5% (60)	19% (214)	1150
Age: 18-29	47% (227)	15% (72)	12% (59)	9% (42)	5% (26)	13% (62)	488
Age: 30-44	52% (283)	15% (82)	10% (57)	5% (27)	5% (27)	13% (70)	546
Age: 45-54	43% (184)	16% (67)	9% (37)	4% (17)	6% (26)	22% (94)	425
Age: 55-64	33% (114)	16% (54)	11% (37)	3% (9)	7% (24)	30% (104)	342
Age: 65+	27% (109)	16% (66)	8% (34)	5% (19)	6% (26)	36% (146)	400
PID: Dem (no lean)	43% (323)	15% (110)	10% (79)	5% (40)	6% (47)	21% (158)	757
PID: Ind (no lean)	39% (284)	15% (109)	10% (75)	6% (40)	7% (47)	23% (165)	720
PID: Rep (no lean)	43% (310)	17% (122)	10% (70)	5% (34)	5% (35)	21% (153)	724
PID/Gender: Dem Men	41% (142)	16% (54)	11% (40)	4% (14)	8% (27)	20% (71)	348
PID/Gender: Dem Women	44% (181)	14% (56)	10% (39)	6% (26)	5% (20)	21% (87)	409
PID/Gender: Ind Men	31% (105)	13% (42)	13% (43)	6% (20)	7% (25)	30% (100)	335
PID/Gender: Ind Women	46% (179)	17% (67)	8% (32)	5% (20)	6% (22)	17% (65)	385
PID/Gender: Rep Men	38% (140)	18% (68)	8% (30)	6% (22)	5% (17)	25% (91)	368
PID/Gender: Rep Women	48% (170)	15% (54)	11% (40)	3% (12)	5% (18)	17% (62)	356
Tea Party: Supporter	46% (285)	17% (109)	11% (67)	4% (25)	5% (30)	17% (109)	625
Tea Party: Not Supporter	40% (627)	15% (230)	10% (155)	6% (88)	6% (98)	23% (366)	1564
Ideo: Liberal (1-3)	47% (366)	13% (98)	9% (73)	5% (42)	7% (55)	18% (139)	773
Ideo: Moderate (4)	38% (168)	19% (84)	10% (46)	6% (29)	5% (23)	22% (98)	448
Ideo: Conservative (5-7)	38% (278)	17% (125)	11% (84)	4% (32)	5% (39)	25% (182)	740
Educ: < College	42% (615)	16% (233)	10% (145)	5% (71)	5% (75)	22% (323)	1462
Educ: Bachelors degree	38% (165)	17% (74)	10% (43)	7% (28)	8% (33)	20% (86)	429
Educ: Post-grad	44% (137)	11% (34)	12% (36)	5% (15)	7% (21)	22% (67)	310

Continued on next page



**Table BRD1\_8:** How often do use each the following to get your news online?  
Facebook

Demographic	Several times		About once a		A few times a		About once a		About once a		Never	Total N	
	a day		day		week		week		month or less often				
Adults	42%	(917)	15%	(341)	10%	(224)	5%	(114)	6%	(129)	22%	(476)	2201
Income: Under 50k	43%	(528)	15%	(188)	10%	(124)	5%	(63)	6%	(69)	21%	(260)	1232
Income: 50k-100k	40%	(285)	16%	(111)	10%	(73)	5%	(35)	7%	(46)	22%	(155)	705
Income: 100k+	39%	(104)	16%	(42)	10%	(27)	6%	(16)	5%	(14)	23%	(61)	264
Ethnicity: White	41%	(738)	17%	(295)	10%	(180)	5%	(86)	6%	(104)	21%	(376)	1779
Ethnicity: Hispanic	47%	(88)	13%	(25)	13%	(24)	7%	(14)	2%	(3)	19%	(35)	189
Ethnicity: Afr. Am.	48%	(114)	7%	(17)	9%	(21)	5%	(11)	7%	(16)	25%	(60)	239
Ethnicity: Other	36%	(65)	16%	(29)	13%	(23)	9%	(17)	5%	(9)	22%	(40)	183
Relig: Protestant	40%	(214)	17%	(92)	8%	(43)	5%	(26)	7%	(36)	24%	(128)	539
Relig: Roman Catholic	38%	(178)	19%	(89)	12%	(57)	5%	(25)	5%	(22)	20%	(93)	464
Relig: Ath./Agn./None	43%	(236)	12%	(67)	10%	(53)	7%	(38)	6%	(36)	23%	(125)	555
Relig: Something Else	43%	(155)	14%	(52)	11%	(41)	5%	(18)	6%	(20)	21%	(76)	362
Relig: Jewish	27%	(14)	18%	(9)	10%	(5)	4%	(2)	6%	(3)	35%	(18)	51
Relig: Evangelical	44%	(299)	17%	(115)	10%	(66)	4%	(26)	6%	(41)	19%	(131)	678
Relig: Non-Evang. Catholics	37%	(227)	18%	(107)	11%	(64)	5%	(32)	5%	(32)	24%	(144)	606
Relig: All Christian	41%	(526)	17%	(222)	10%	(130)	5%	(58)	6%	(73)	21%	(275)	1284
Relig: All Non-Christian	43%	(391)	13%	(119)	10%	(94)	6%	(56)	6%	(56)	22%	(201)	917
Community: Urban	44%	(242)	16%	(88)	9%	(50)	5%	(30)	5%	(25)	20%	(112)	547
Community: Suburban	38%	(384)	16%	(159)	11%	(113)	5%	(55)	6%	(64)	23%	(227)	1002
Community: Rural	45%	(291)	14%	(94)	9%	(61)	4%	(29)	6%	(40)	21%	(137)	652
Employ: Private Sector	44%	(310)	16%	(113)	11%	(75)	5%	(34)	6%	(40)	19%	(137)	709
Employ: Government	43%	(75)	17%	(29)	12%	(21)	7%	(12)	5%	(8)	17%	(29)	174
Employ: Self-Employed	44%	(87)	13%	(25)	11%	(22)	5%	(10)	10%	(20)	16%	(32)	196
Employ: Homemaker	54%	(81)	13%	(19)	8%	(12)	4%	(6)	6%	(9)	16%	(24)	151
Employ: Student	38%	(45)	16%	(19)	12%	(14)	10%	(12)	8%	(9)	18%	(21)	120
Employ: Retired	32%	(146)	18%	(83)	9%	(41)	4%	(20)	6%	(27)	31%	(145)	462
Employ: Unemployed	37%	(67)	13%	(23)	11%	(20)	6%	(11)	5%	(9)	28%	(50)	180
Employ: Other	51%	(106)	14%	(30)	9%	(19)	4%	(9)	3%	(7)	18%	(38)	209
Military HH: Yes	38%	(165)	16%	(69)	11%	(46)	6%	(26)	7%	(29)	22%	(95)	430
Military HH: No	42%	(752)	15%	(272)	10%	(178)	5%	(88)	6%	(100)	22%	(381)	1771

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**Table BRD1\_8:** How often do use each the following to get your news online?

Facebook

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	42% (917)	15% (341)	10% (224)	5% (114)	6% (129)	22% (476)	2201
RD/WT: Right Direction	42% (368)	18% (162)	10% (86)	5% (46)	5% (42)	20% (181)	885
RD/WT: Wrong Track	42% (549)	14% (179)	10% (138)	5% (68)	7% (87)	22% (295)	1316
Strongly Approve	48% (236)	16% (77)	9% (46)	4% (18)	3% (15)	21% (102)	494
Somewhat Approve	38% (175)	19% (88)	10% (48)	5% (21)	8% (35)	21% (99)	466
Somewhat Disapprove	40% (122)	19% (57)	11% (34)	8% (24)	5% (15)	18% (55)	307
Strongly Disapprove	42% (341)	13% (105)	9% (75)	5% (44)	7% (58)	23% (187)	810
Dont Know / No Opinion	35% (43)	11% (14)	17% (21)	6% (7)	5% (6)	27% (33)	124
#1 Issue: Economy	42% (244)	15% (86)	11% (66)	5% (31)	5% (31)	22% (127)	585
#1 Issue: Security	43% (166)	16% (62)	10% (40)	4% (17)	4% (17)	22% (85)	387
#1 Issue: Health Care	46% (226)	13% (65)	10% (47)	5% (26)	7% (37)	19% (93)	494
#1 Issue: Medicare / Social Security	33% (97)	20% (58)	9% (26)	4% (12)	5% (15)	29% (85)	293
#1 Issue: Women's Issues	56% (56)	16% (16)	7% (7)	10% (10)	2% (2)	9% (9)	100
#1 Issue: Education	44% (77)	18% (31)	10% (18)	6% (11)	5% (9)	16% (28)	174
#1 Issue: Energy	30% (23)	16% (12)	17% (13)	5% (4)	13% (10)	19% (15)	77
#1 Issue: Other	31% (28)	12% (11)	8% (7)	3% (3)	9% (8)	37% (34)	91
2016 Vote: Democrat Hillary Clinton	41% (297)	14% (103)	10% (75)	5% (38)	7% (53)	22% (161)	727
2016 Vote: Republican Donald Trump	41% (329)	17% (138)	10% (77)	4% (32)	5% (40)	22% (178)	794
2016 Vote: Someone else	43% (82)	14% (26)	10% (19)	6% (12)	6% (12)	21% (40)	191
2012 Vote: Barack Obama	41% (354)	15% (133)	10% (90)	5% (41)	7% (62)	21% (179)	859
2012 Vote: Mitt Romney	40% (244)	17% (105)	8% (52)	4% (25)	6% (37)	24% (149)	612
2012 Vote: Other	41% (40)	11% (11)	8% (8)	4% (4)	4% (4)	31% (30)	97
2012 Vote: Didn't Vote	44% (278)	14% (91)	12% (74)	7% (43)	4% (26)	18% (116)	628
4-Region: Northeast	42% (161)	16% (60)	10% (38)	4% (14)	6% (22)	23% (90)	385
4-Region: Midwest	41% (187)	14% (64)	10% (47)	6% (29)	6% (28)	23% (106)	461
4-Region: South	45% (397)	14% (125)	10% (84)	5% (47)	7% (60)	19% (165)	878
4-Region: West	36% (172)	19% (92)	12% (55)	5% (24)	4% (19)	24% (115)	477

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

**Table BRD1\_9:** How often do use each the following to get your news online?

Twitter

Demographic	Several times		About once a		A few times a		About once a		About once a		Never	Total N	
	a day		day		week		week		month or less often				
Adults	12%	(264)	8%	(185)	7%	(155)	5%	(119)	7%	(163)	60%	(1315)	2201
Gender: Male	16%	(165)	9%	(98)	8%	(81)	6%	(66)	7%	(75)	54%	(566)	1051
Gender: Female	9%	(99)	8%	(87)	6%	(74)	5%	(53)	8%	(88)	65%	(749)	1150
Age: 18-29	20%	(96)	13%	(64)	9%	(45)	8%	(40)	8%	(40)	42%	(203)	488
Age: 30-44	17%	(91)	11%	(62)	9%	(50)	5%	(30)	8%	(45)	49%	(268)	546
Age: 45-54	12%	(53)	7%	(30)	7%	(29)	5%	(22)	7%	(30)	61%	(261)	425
Age: 55-64	6%	(20)	6%	(19)	5%	(16)	5%	(17)	7%	(24)	72%	(246)	342
Age: 65+	1%	(4)	2%	(10)	4%	(15)	2%	(10)	6%	(24)	84%	(337)	400
PID: Dem (no lean)	15%	(113)	10%	(73)	8%	(59)	6%	(49)	7%	(54)	54%	(409)	757
PID: Ind (no lean)	10%	(70)	7%	(48)	7%	(49)	6%	(43)	8%	(59)	63%	(451)	720
PID: Rep (no lean)	11%	(81)	9%	(64)	6%	(47)	4%	(27)	7%	(50)	63%	(455)	724
PID/Gender: Dem Men	19%	(66)	11%	(38)	8%	(29)	8%	(27)	7%	(24)	47%	(164)	348
PID/Gender: Dem Women	11%	(47)	9%	(35)	7%	(30)	5%	(22)	7%	(30)	60%	(245)	409
PID/Gender: Ind Men	12%	(41)	7%	(22)	7%	(23)	8%	(26)	9%	(31)	57%	(192)	335
PID/Gender: Ind Women	8%	(29)	7%	(26)	7%	(26)	4%	(17)	7%	(28)	67%	(259)	385
PID/Gender: Rep Men	16%	(58)	10%	(38)	8%	(29)	4%	(13)	5%	(20)	57%	(210)	368
PID/Gender: Rep Women	6%	(23)	7%	(26)	5%	(18)	4%	(14)	8%	(30)	69%	(245)	356
Tea Party: Supporter	18%	(110)	10%	(65)	9%	(56)	5%	(30)	6%	(36)	52%	(328)	625
Tea Party: Not Supporter	10%	(153)	8%	(119)	6%	(98)	6%	(88)	8%	(127)	63%	(979)	1564
Ideo: Liberal (1-3)	18%	(139)	12%	(90)	9%	(67)	6%	(44)	8%	(58)	49%	(375)	773
Ideo: Moderate (4)	10%	(43)	7%	(33)	7%	(30)	6%	(26)	8%	(34)	63%	(282)	448
Ideo: Conservative (5-7)	10%	(73)	6%	(48)	7%	(50)	5%	(35)	7%	(53)	65%	(481)	740
Educ: < College	11%	(162)	8%	(118)	7%	(96)	5%	(79)	7%	(97)	62%	(910)	1462
Educ: Bachelors degree	12%	(50)	7%	(32)	10%	(43)	6%	(25)	10%	(44)	55%	(235)	429
Educ: Post-grad	17%	(52)	11%	(35)	5%	(16)	5%	(15)	7%	(22)	55%	(170)	310

Continued on next page

**Table BRD1\_9:** How often do use each the following to get your news online?

Twitter

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	12% (264)	8% (185)	7% (155)	5% (119)	7% (163)	60% (1315)	2201
Income: Under 50k	11% (135)	8% (100)	7% (82)	6% (76)	7% (88)	61% (751)	1232
Income: 50k-100k	13% (92)	8% (59)	7% (52)	4% (30)	8% (59)	59% (413)	705
Income: 100k+	14% (37)	10% (26)	8% (21)	5% (13)	6% (16)	57% (151)	264
Ethnicity: White	11% (191)	8% (142)	6% (115)	5% (85)	7% (132)	63% (1114)	1779
Ethnicity: Hispanic	21% (39)	15% (29)	11% (20)	7% (13)	5% (9)	42% (79)	189
Ethnicity: Afr. Am.	21% (49)	7% (17)	8% (20)	7% (17)	8% (19)	49% (117)	239
Ethnicity: Other	13% (24)	14% (26)	11% (20)	9% (17)	7% (12)	46% (84)	183
Relig: Protestant	9% (51)	6% (34)	6% (35)	4% (21)	7% (39)	67% (359)	539
Relig: Roman Catholic	15% (68)	11% (49)	9% (41)	5% (25)	7% (33)	53% (248)	464
Relig: Ath./Agn./None	12% (67)	9% (49)	6% (34)	6% (34)	8% (47)	58% (324)	555
Relig: Something Else	13% (46)	9% (31)	7% (26)	7% (25)	8% (28)	57% (206)	362
Relig: Jewish	8% (4)	8% (4)	8% (4)	8% (4)	10% (5)	59% (30)	51
Relig: Evangelical	13% (87)	8% (55)	8% (51)	5% (31)	7% (48)	60% (406)	678
Relig: Non-Evang. Catholics	11% (64)	8% (50)	7% (44)	5% (29)	7% (40)	63% (379)	606
Relig: All Christian	12% (151)	8% (105)	7% (95)	5% (60)	7% (88)	61% (785)	1284
Relig: All Non-Christian	12% (113)	9% (80)	7% (60)	6% (59)	8% (75)	58% (530)	917
Community: Urban	18% (100)	11% (61)	8% (45)	7% (37)	7% (36)	49% (268)	547
Community: Suburban	11% (109)	8% (79)	7% (68)	5% (53)	8% (78)	61% (615)	1002
Community: Rural	8% (55)	7% (45)	6% (42)	4% (29)	8% (49)	66% (432)	652
Employ: Private Sector	15% (104)	12% (82)	7% (52)	6% (45)	8% (60)	52% (366)	709
Employ: Government	13% (22)	12% (21)	9% (16)	5% (8)	7% (13)	54% (94)	174
Employ: Self-Employed	19% (37)	11% (21)	7% (14)	7% (14)	6% (11)	51% (99)	196
Employ: Homemaker	11% (16)	5% (7)	8% (12)	1% (2)	8% (12)	68% (102)	151
Employ: Student	24% (29)	14% (17)	7% (8)	10% (12)	7% (8)	38% (46)	120
Employ: Retired	3% (14)	3% (14)	4% (19)	4% (18)	6% (29)	80% (368)	462
Employ: Unemployed	9% (16)	6% (11)	7% (13)	7% (12)	9% (16)	62% (112)	180
Employ: Other	12% (26)	6% (12)	10% (21)	4% (8)	7% (14)	61% (128)	209
Military HH: Yes	12% (52)	7% (31)	8% (33)	5% (21)	7% (29)	61% (264)	430
Military HH: No	12% (212)	9% (154)	7% (122)	6% (98)	8% (134)	59% (1051)	1771

Continued on next page

**Table BRD1\_9:** How often do use each the following to get your news online?

Twitter

Demographic	Frequency										Total N		
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often			Never	
Adults	12%	(264)	8%	(185)	7%	(155)	5%	(119)	7%	(163)	60%	(1315)	2201
RD/WT: Right Direction	14%	(124)	9%	(76)	7%	(63)	5%	(45)	6%	(57)	59%	(520)	885
RD/WT: Wrong Track	11%	(140)	8%	(109)	7%	(92)	6%	(74)	8%	(106)	60%	(795)	1316
Strongly Approve	15%	(72)	9%	(44)	7%	(35)	4%	(22)	5%	(27)	60%	(294)	494
Somewhat Approve	10%	(46)	8%	(36)	8%	(36)	6%	(27)	8%	(39)	61%	(282)	466
Somewhat Disapprove	13%	(40)	7%	(22)	8%	(24)	7%	(21)	5%	(15)	60%	(185)	307
Strongly Disapprove	12%	(95)	9%	(75)	7%	(53)	6%	(45)	9%	(72)	58%	(470)	810
Dont Know / No Opinion	9%	(11)	6%	(8)	6%	(7)	3%	(4)	8%	(10)	68%	(84)	124
#1 Issue: Economy	12%	(68)	10%	(60)	7%	(43)	5%	(32)	8%	(48)	57%	(334)	585
#1 Issue: Security	12%	(45)	8%	(30)	7%	(26)	5%	(18)	6%	(25)	63%	(243)	387
#1 Issue: Health Care	12%	(57)	9%	(45)	7%	(36)	6%	(29)	9%	(43)	57%	(284)	494
#1 Issue: Medicare / Social Security	7%	(20)	5%	(14)	5%	(16)	3%	(9)	6%	(18)	74%	(216)	293
#1 Issue: Women's Issues	24%	(24)	14%	(14)	8%	(8)	7%	(7)	6%	(6)	41%	(41)	100
#1 Issue: Education	17%	(30)	7%	(12)	12%	(21)	10%	(17)	6%	(11)	48%	(83)	174
#1 Issue: Energy	16%	(12)	12%	(9)	4%	(3)	6%	(5)	4%	(3)	58%	(45)	77
#1 Issue: Other	9%	(8)	1%	(1)	2%	(2)	2%	(2)	10%	(9)	76%	(69)	91
2016 Vote: Democrat Hillary Clinton	14%	(103)	9%	(67)	7%	(54)	6%	(42)	8%	(55)	56%	(406)	727
2016 Vote: Republican Donald Trump	11%	(86)	8%	(64)	7%	(54)	4%	(31)	8%	(62)	63%	(497)	794
2016 Vote: Someone else	6%	(12)	8%	(16)	7%	(14)	6%	(11)	10%	(20)	62%	(118)	191
2012 Vote: Barack Obama	14%	(117)	8%	(67)	7%	(63)	5%	(47)	8%	(72)	57%	(493)	859
2012 Vote: Mitt Romney	10%	(61)	7%	(44)	6%	(38)	4%	(25)	6%	(38)	66%	(406)	612
2012 Vote: Other	8%	(8)	5%	(5)	9%	(9)	5%	(5)	13%	(13)	59%	(57)	97
2012 Vote: Didn't Vote	12%	(78)	11%	(69)	7%	(45)	7%	(41)	6%	(39)	57%	(356)	628
4-Region: Northeast	15%	(59)	12%	(46)	7%	(26)	6%	(22)	6%	(25)	54%	(207)	385
4-Region: Midwest	10%	(46)	7%	(30)	6%	(29)	6%	(29)	8%	(36)	63%	(291)	461
4-Region: South	13%	(110)	8%	(67)	8%	(71)	5%	(41)	8%	(67)	59%	(522)	878
4-Region: West	10%	(49)	9%	(42)	6%	(29)	6%	(27)	7%	(35)	62%	(295)	477

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

**Table BRD1\_10: How often do use each the following to get your news online?**  
*LinkedIn*

Demographic	Frequency										Total N		
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often			Never	
Adults	5%	(113)	6%	(130)	6%	(139)	5%	(117)	11%	(244)	66%	(1458)	2201
Gender: Male	7%	(72)	8%	(85)	7%	(72)	7%	(72)	11%	(112)	61%	(638)	1051
Gender: Female	4%	(41)	4%	(45)	6%	(67)	4%	(45)	11%	(132)	71%	(820)	1150
Age: 18-29	8%	(39)	8%	(40)	9%	(43)	7%	(34)	10%	(51)	58%	(281)	488
Age: 30-44	8%	(45)	9%	(47)	9%	(48)	5%	(29)	12%	(64)	57%	(313)	546
Age: 45-54	4%	(16)	6%	(25)	6%	(27)	5%	(23)	13%	(56)	65%	(278)	425
Age: 55-64	3%	(9)	4%	(12)	4%	(12)	6%	(20)	11%	(36)	74%	(253)	342
Age: 65+	1%	(4)	2%	(6)	2%	(9)	3%	(11)	9%	(37)	83%	(333)	400
PID: Dem (no lean)	6%	(48)	6%	(45)	8%	(58)	6%	(49)	9%	(70)	64%	(487)	757
PID: Ind (no lean)	3%	(25)	5%	(33)	6%	(44)	4%	(29)	12%	(85)	70%	(504)	720
PID: Rep (no lean)	6%	(40)	7%	(52)	5%	(37)	5%	(39)	12%	(89)	65%	(467)	724
PID/Gender: Dem Men	9%	(32)	8%	(27)	10%	(34)	8%	(27)	9%	(31)	57%	(197)	348
PID/Gender: Dem Women	4%	(16)	4%	(18)	6%	(24)	5%	(22)	10%	(39)	71%	(290)	409
PID/Gender: Ind Men	3%	(11)	6%	(20)	7%	(23)	6%	(19)	12%	(41)	66%	(221)	335
PID/Gender: Ind Women	4%	(14)	3%	(13)	5%	(21)	3%	(10)	11%	(44)	74%	(283)	385
PID/Gender: Rep Men	8%	(29)	10%	(38)	4%	(15)	7%	(26)	11%	(40)	60%	(220)	368
PID/Gender: Rep Women	3%	(11)	4%	(14)	6%	(22)	4%	(13)	14%	(49)	69%	(247)	356
Tea Party: Supporter	12%	(73)	10%	(61)	7%	(46)	5%	(29)	11%	(66)	56%	(350)	625
Tea Party: Not Supporter	2%	(39)	4%	(68)	6%	(93)	5%	(85)	11%	(177)	70%	(1102)	1564
Ideo: Liberal (1-3)	9%	(70)	9%	(69)	8%	(64)	5%	(41)	12%	(91)	57%	(438)	773
Ideo: Moderate (4)	4%	(19)	3%	(14)	6%	(28)	6%	(27)	12%	(55)	68%	(305)	448
Ideo: Conservative (5-7)	3%	(21)	6%	(46)	6%	(43)	5%	(39)	11%	(82)	69%	(509)	740
Educ: < College	4%	(55)	5%	(78)	6%	(83)	4%	(63)	10%	(139)	71%	(1044)	1462
Educ: Bachelors degree	6%	(25)	8%	(36)	8%	(35)	6%	(26)	13%	(56)	59%	(251)	429
Educ: Post-grad	11%	(33)	5%	(16)	7%	(21)	9%	(28)	16%	(49)	53%	(163)	310

Continued on next page

**Table BRD1\_10:** How often do use each the following to get your news online?

LinkedIn

Demographic	Frequency												Total N
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often		Never		
Adults	5%	(113)	6%	(130)	6%	(139)	5%	(117)	11%	(244)	66%	(1458)	2201
Income: Under 50k	4%	(54)	5%	(67)	6%	(74)	4%	(50)	9%	(114)	71%	(873)	1232
Income: 50k-100k	5%	(35)	6%	(45)	6%	(45)	7%	(46)	13%	(91)	63%	(443)	705
Income: 100k+	9%	(24)	7%	(18)	8%	(20)	8%	(21)	15%	(39)	54%	(142)	264
Ethnicity: White	4%	(76)	5%	(97)	6%	(106)	4%	(79)	11%	(195)	69%	(1226)	1779
Ethnicity: Hispanic	8%	(16)	17%	(32)	11%	(21)	6%	(11)	8%	(16)	49%	(93)	189
Ethnicity: Afr. Am.	12%	(28)	6%	(14)	9%	(21)	6%	(14)	10%	(24)	58%	(138)	239
Ethnicity: Other	5%	(9)	10%	(19)	7%	(12)	13%	(24)	14%	(25)	51%	(94)	183
Relig: Protestant	3%	(17)	5%	(27)	4%	(23)	3%	(18)	13%	(69)	71%	(385)	539
Relig: Roman Catholic	9%	(41)	8%	(37)	8%	(35)	7%	(32)	10%	(48)	58%	(271)	464
Relig: Ath./Agn./None	3%	(19)	5%	(27)	5%	(29)	6%	(32)	10%	(58)	70%	(390)	555
Relig: Something Else	5%	(18)	5%	(19)	9%	(31)	6%	(22)	12%	(43)	63%	(229)	362
Relig: Jewish	—	(0)	10%	(5)	10%	(5)	10%	(5)	12%	(6)	59%	(30)	51
Relig: Evangelical	8%	(51)	7%	(49)	7%	(47)	4%	(28)	11%	(75)	63%	(428)	678
Relig: Non-Evang. Catholics	4%	(25)	6%	(35)	5%	(32)	6%	(35)	11%	(68)	68%	(411)	606
Relig: All Christian	6%	(76)	7%	(84)	6%	(79)	5%	(63)	11%	(143)	65%	(839)	1284
Relig: All Non-Christian	4%	(37)	5%	(46)	7%	(60)	6%	(54)	11%	(101)	68%	(619)	917
Community: Urban	9%	(48)	8%	(46)	8%	(42)	5%	(28)	13%	(69)	57%	(314)	547
Community: Suburban	4%	(45)	6%	(56)	6%	(60)	7%	(71)	12%	(124)	64%	(646)	1002
Community: Rural	3%	(20)	4%	(28)	6%	(37)	3%	(18)	8%	(51)	76%	(498)	652
Employ: Private Sector	7%	(47)	10%	(69)	8%	(56)	8%	(55)	13%	(95)	55%	(387)	709
Employ: Government	8%	(14)	5%	(8)	7%	(13)	8%	(14)	11%	(20)	60%	(105)	174
Employ: Self-Employed	11%	(21)	8%	(15)	10%	(20)	5%	(10)	13%	(26)	53%	(104)	196
Employ: Homemaker	—	(0)	5%	(8)	2%	(3)	3%	(4)	9%	(14)	81%	(122)	151
Employ: Student	9%	(11)	3%	(4)	8%	(10)	6%	(7)	12%	(15)	61%	(73)	120
Employ: Retired	2%	(8)	1%	(5)	3%	(15)	3%	(12)	8%	(38)	83%	(384)	462
Employ: Unemployed	3%	(6)	3%	(5)	5%	(9)	4%	(7)	9%	(16)	76%	(137)	180
Employ: Other	3%	(6)	8%	(16)	6%	(13)	4%	(8)	10%	(20)	70%	(146)	209
Military HH: Yes	6%	(25)	6%	(25)	6%	(26)	5%	(21)	11%	(47)	67%	(286)	430
Military HH: No	5%	(88)	6%	(105)	6%	(113)	5%	(96)	11%	(197)	66%	(1172)	1771

Continued on next page

**Table BRD1\_10:** How often do use each the following to get your news online?

LinkedIn

Demographic											Total N		
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often			Never	
Adults	5%	(113)	6%	(130)	6%	(139)	5%	(117)	11%	(244)	66%	(1458)	2201
RD/WT: Right Direction	8%	(72)	8%	(71)	7%	(58)	6%	(50)	11%	(95)	61%	(539)	885
RD/WT: Wrong Track	3%	(41)	4%	(59)	6%	(81)	5%	(67)	11%	(149)	70%	(919)	1316
Strongly Approve	11%	(52)	6%	(31)	6%	(31)	4%	(22)	11%	(52)	62%	(306)	494
Somewhat Approve	3%	(12)	9%	(42)	5%	(24)	6%	(30)	12%	(58)	64%	(300)	466
Somewhat Disapprove	6%	(18)	8%	(24)	8%	(24)	6%	(19)	8%	(24)	64%	(198)	307
Strongly Disapprove	4%	(29)	4%	(31)	7%	(53)	5%	(39)	12%	(101)	69%	(557)	810
Dont Know / No Opinion	2%	(2)	2%	(2)	6%	(7)	6%	(7)	7%	(9)	78%	(97)	124
#1 Issue: Economy	5%	(28)	6%	(37)	7%	(42)	6%	(34)	13%	(76)	63%	(368)	585
#1 Issue: Security	6%	(22)	7%	(27)	6%	(23)	4%	(16)	12%	(47)	65%	(252)	387
#1 Issue: Health Care	5%	(24)	3%	(17)	6%	(28)	5%	(25)	12%	(61)	69%	(339)	494
#1 Issue: Medicare / Social Security	5%	(15)	4%	(12)	3%	(9)	4%	(13)	6%	(19)	77%	(225)	293
#1 Issue: Women's Issues	13%	(13)	13%	(13)	10%	(10)	8%	(8)	7%	(7)	49%	(49)	100
#1 Issue: Education	3%	(5)	8%	(14)	10%	(18)	7%	(13)	10%	(17)	61%	(107)	174
#1 Issue: Energy	5%	(4)	10%	(8)	5%	(4)	6%	(5)	9%	(7)	64%	(49)	77
#1 Issue: Other	2%	(2)	2%	(2)	5%	(5)	3%	(3)	11%	(10)	76%	(69)	91
2016 Vote: Democrat Hillary Clinton	6%	(42)	7%	(50)	8%	(55)	6%	(43)	11%	(77)	63%	(460)	727
2016 Vote: Republican Donald Trump	6%	(48)	6%	(47)	5%	(43)	5%	(38)	13%	(102)	65%	(516)	794
2016 Vote: Someone else	5%	(9)	4%	(7)	6%	(12)	6%	(11)	10%	(20)	69%	(132)	191
2012 Vote: Barack Obama	6%	(54)	6%	(52)	8%	(66)	5%	(43)	11%	(91)	64%	(553)	859
2012 Vote: Mitt Romney	5%	(32)	6%	(36)	5%	(31)	5%	(30)	14%	(84)	65%	(399)	612
2012 Vote: Other	3%	(3)	5%	(5)	4%	(4)	2%	(2)	15%	(15)	70%	(68)	97
2012 Vote: Didn't Vote	4%	(24)	6%	(37)	6%	(37)	7%	(41)	9%	(54)	69%	(435)	628
4-Region: Northeast	5%	(20)	8%	(29)	9%	(33)	4%	(16)	13%	(50)	62%	(237)	385
4-Region: Midwest	3%	(15)	5%	(21)	7%	(33)	6%	(27)	11%	(49)	69%	(316)	461
4-Region: South	6%	(54)	5%	(42)	5%	(48)	5%	(46)	11%	(94)	68%	(594)	878
4-Region: West	5%	(24)	8%	(38)	5%	(25)	6%	(28)	11%	(51)	65%	(311)	477

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



**Table BRD1A:** *How often do you notice the source of a news story?*

Demographic	Always		Usually		Sometimes		Never		Total N
Adults	29%	(641)	38%	(828)	26%	(578)	7%	(154)	2201
Gender: Male	32%	(341)	37%	(392)	24%	(252)	6%	(66)	1051
Gender: Female	26%	(300)	38%	(436)	28%	(326)	8%	(88)	1150
Age: 18-29	32%	(155)	38%	(187)	23%	(111)	7%	(35)	488
Age: 30-44	34%	(186)	34%	(185)	24%	(131)	8%	(44)	546
Age: 45-54	28%	(121)	36%	(151)	28%	(120)	8%	(33)	425
Age: 55-64	23%	(80)	44%	(152)	27%	(93)	5%	(17)	342
Age: 65+	25%	(99)	38%	(153)	31%	(123)	6%	(25)	400
PID: Dem (no lean)	30%	(226)	41%	(310)	23%	(175)	6%	(46)	757
PID: Ind (no lean)	25%	(182)	35%	(253)	30%	(218)	9%	(67)	720
PID: Rep (no lean)	32%	(233)	37%	(265)	26%	(185)	6%	(41)	724
PID/Gender: Dem Men	32%	(112)	40%	(138)	22%	(78)	6%	(20)	348
PID/Gender: Dem Women	28%	(114)	42%	(172)	24%	(97)	6%	(26)	409
PID/Gender: Ind Men	30%	(101)	33%	(110)	30%	(99)	7%	(25)	335
PID/Gender: Ind Women	21%	(81)	37%	(143)	31%	(119)	11%	(42)	385
PID/Gender: Rep Men	35%	(128)	39%	(144)	20%	(75)	6%	(21)	368
PID/Gender: Rep Women	29%	(105)	34%	(121)	31%	(110)	6%	(20)	356
Tea Party: Supporter	38%	(238)	34%	(215)	22%	(137)	6%	(35)	625
Tea Party: Not Supporter	26%	(399)	39%	(608)	28%	(438)	8%	(119)	1564
Ideo: Liberal (1-3)	37%	(288)	39%	(298)	18%	(136)	7%	(51)	773
Ideo: Moderate (4)	23%	(101)	40%	(179)	31%	(140)	6%	(28)	448
Ideo: Conservative (5-7)	29%	(218)	38%	(281)	27%	(202)	5%	(39)	740
Educ: < College	26%	(385)	37%	(540)	28%	(412)	9%	(125)	1462
Educ: Bachelors degree	32%	(136)	39%	(167)	24%	(105)	5%	(21)	429
Educ: Post-grad	39%	(120)	39%	(121)	20%	(61)	3%	(8)	310
Income: Under 50k	27%	(327)	37%	(452)	28%	(350)	8%	(103)	1232
Income: 50k-100k	31%	(216)	40%	(283)	24%	(170)	5%	(36)	705
Income: 100k+	37%	(98)	35%	(93)	22%	(58)	6%	(15)	264
Ethnicity: White	29%	(523)	38%	(671)	26%	(471)	6%	(114)	1779
Ethnicity: Hispanic	35%	(67)	38%	(71)	23%	(43)	4%	(8)	189
Ethnicity: Afr. Am.	31%	(75)	34%	(82)	24%	(57)	10%	(25)	239

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**Table BRD1A:** *How often do you notice the source of a news story?*

Demographic	Always		Usually		Sometimes		Never		Total N
Adults	29%	(641)	38%	(828)	26%	(578)	7%	(154)	2201
Ethnicity: Other	23%	(43)	41%	(75)	27%	(50)	8%	(15)	183
Relig: Protestant	26%	(142)	42%	(227)	26%	(142)	5%	(28)	539
Relig: Roman Catholic	29%	(135)	41%	(189)	26%	(120)	4%	(20)	464
Relig: Ath./Agn./None	31%	(174)	35%	(194)	25%	(138)	9%	(49)	555
Relig: Something Else	29%	(105)	36%	(129)	28%	(100)	8%	(28)	362
Relig: Jewish	31%	(16)	37%	(19)	25%	(13)	6%	(3)	51
Relig: Evangelical	30%	(202)	36%	(243)	27%	(184)	7%	(49)	678
Relig: Non-Evang. Catholics	26%	(160)	43%	(262)	26%	(156)	5%	(28)	606
Relig: All Christian	28%	(362)	39%	(505)	26%	(340)	6%	(77)	1284
Relig: All Non-Christian	30%	(279)	35%	(323)	26%	(238)	8%	(77)	917
Community: Urban	32%	(177)	37%	(204)	23%	(126)	7%	(40)	547
Community: Suburban	30%	(298)	38%	(385)	26%	(259)	6%	(60)	1002
Community: Rural	25%	(166)	37%	(239)	30%	(193)	8%	(54)	652
Employ: Private Sector	33%	(231)	38%	(272)	25%	(177)	4%	(29)	709
Employ: Government	34%	(59)	41%	(72)	20%	(35)	5%	(8)	174
Employ: Self-Employed	39%	(76)	35%	(69)	18%	(35)	8%	(16)	196
Employ: Homemaker	26%	(39)	36%	(55)	29%	(44)	9%	(13)	151
Employ: Student	32%	(39)	39%	(47)	20%	(24)	8%	(10)	120
Employ: Retired	24%	(111)	40%	(183)	30%	(137)	7%	(31)	462
Employ: Unemployed	22%	(40)	33%	(59)	31%	(56)	14%	(25)	180
Employ: Other	22%	(46)	34%	(71)	33%	(70)	11%	(22)	209
Military HH: Yes	32%	(136)	36%	(156)	27%	(114)	6%	(24)	430
Military HH: No	29%	(505)	38%	(672)	26%	(464)	7%	(130)	1771
RD/WT: Right Direction	32%	(286)	36%	(320)	25%	(220)	7%	(59)	885
RD/WT: Wrong Track	27%	(355)	39%	(508)	27%	(358)	7%	(95)	1316
Strongly Approve	38%	(190)	34%	(169)	21%	(103)	6%	(32)	494
Somewhat Approve	24%	(112)	38%	(177)	32%	(150)	6%	(27)	466
Somewhat Disapprove	21%	(65)	40%	(124)	32%	(99)	6%	(19)	307
Strongly Disapprove	31%	(253)	39%	(318)	23%	(185)	7%	(54)	810
Dont Know / No Opinion	17%	(21)	32%	(40)	33%	(41)	18%	(22)	124

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**Table BRD1A:** *How often do you notice the source of a news story?*

Demographic	Always		Usually		Sometimes		Never		Total N
Adults	29%	(641)	38%	(828)	26%	(578)	7%	(154)	2201
#1 Issue: Economy	28%	(163)	42%	(244)	25%	(146)	5%	(32)	585
#1 Issue: Security	28%	(110)	38%	(146)	27%	(104)	7%	(27)	387
#1 Issue: Health Care	32%	(157)	38%	(186)	23%	(113)	8%	(38)	494
#1 Issue: Medicare / Social Security	23%	(68)	31%	(92)	38%	(110)	8%	(23)	293
#1 Issue: Women's Issues	43%	(43)	29%	(29)	23%	(23)	5%	(5)	100
#1 Issue: Education	29%	(50)	39%	(68)	25%	(43)	7%	(13)	174
#1 Issue: Energy	29%	(22)	47%	(36)	16%	(12)	9%	(7)	77
#1 Issue: Other	31%	(28)	30%	(27)	30%	(27)	10%	(9)	91
2016 Vote: Democrat Hillary Clinton	33%	(241)	40%	(292)	22%	(158)	5%	(36)	727
2016 Vote: Republican Donald Trump	31%	(244)	37%	(297)	26%	(208)	6%	(45)	794
2016 Vote: Someone else	26%	(50)	39%	(75)	27%	(51)	8%	(15)	191
2012 Vote: Barack Obama	33%	(280)	39%	(336)	23%	(199)	5%	(44)	859
2012 Vote: Mitt Romney	30%	(182)	38%	(234)	26%	(160)	6%	(36)	612
2012 Vote: Other	33%	(32)	35%	(34)	25%	(24)	7%	(7)	97
2012 Vote: Didn't Vote	23%	(146)	35%	(221)	31%	(194)	11%	(67)	628
4-Region: Northeast	29%	(111)	35%	(136)	26%	(100)	10%	(38)	385
4-Region: Midwest	28%	(128)	37%	(171)	26%	(122)	9%	(40)	461
4-Region: South	30%	(261)	38%	(338)	27%	(234)	5%	(45)	878
4-Region: West	30%	(141)	38%	(183)	26%	(122)	6%	(31)	477

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

**Table BRD2:** *How important is the source of a news story when determining if a news story is credible?*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion		Total N
Adults	64%	(1418)	25%	(546)	5%	(102)	1%	(25)	5%	(110)	2201
Gender: Male	63%	(667)	25%	(263)	5%	(55)	1%	(15)	5%	(51)	1051
Gender: Female	65%	(751)	25%	(283)	4%	(47)	1%	(10)	5%	(59)	1150
Age: 18-29	58%	(282)	26%	(126)	7%	(33)	2%	(8)	8%	(39)	488
Age: 30-44	65%	(355)	25%	(139)	4%	(24)	1%	(5)	4%	(23)	546
Age: 45-54	67%	(284)	23%	(98)	5%	(22)	—	(1)	5%	(20)	425
Age: 55-64	64%	(220)	26%	(89)	4%	(13)	2%	(6)	4%	(14)	342
Age: 65+	69%	(277)	24%	(94)	2%	(10)	1%	(5)	4%	(14)	400
PID: Dem (no lean)	64%	(484)	27%	(203)	5%	(35)	1%	(9)	3%	(26)	757
PID: Ind (no lean)	59%	(428)	26%	(186)	5%	(35)	2%	(13)	8%	(58)	720
PID: Rep (no lean)	70%	(506)	22%	(157)	4%	(32)	—	(3)	4%	(26)	724
PID/Gender: Dem Men	61%	(212)	29%	(101)	6%	(22)	1%	(3)	3%	(10)	348
PID/Gender: Dem Women	67%	(272)	25%	(102)	3%	(13)	1%	(6)	4%	(16)	409
PID/Gender: Ind Men	61%	(203)	25%	(83)	4%	(15)	3%	(10)	7%	(24)	335
PID/Gender: Ind Women	58%	(225)	27%	(103)	5%	(20)	1%	(3)	9%	(34)	385
PID/Gender: Rep Men	68%	(252)	21%	(79)	5%	(18)	1%	(2)	5%	(17)	368
PID/Gender: Rep Women	71%	(254)	22%	(78)	4%	(14)	—	(1)	3%	(9)	356
Tea Party: Supporter	70%	(438)	22%	(140)	4%	(24)	—	(3)	3%	(20)	625
Tea Party: Not Supporter	62%	(975)	26%	(401)	5%	(77)	1%	(22)	6%	(89)	1564
Ideo: Liberal (1-3)	68%	(527)	23%	(175)	6%	(43)	1%	(11)	2%	(17)	773
Ideo: Moderate (4)	58%	(260)	33%	(147)	4%	(19)	1%	(4)	4%	(18)	448
Ideo: Conservative (5-7)	69%	(511)	23%	(168)	4%	(26)	1%	(5)	4%	(30)	740
Educ: < College	63%	(914)	25%	(367)	5%	(70)	1%	(14)	7%	(97)	1462
Educ: Bachelors degree	64%	(276)	26%	(112)	6%	(25)	2%	(8)	2%	(8)	429
Educ: Post-grad	74%	(228)	22%	(67)	2%	(7)	1%	(3)	2%	(5)	310
Income: Under 50k	62%	(769)	25%	(303)	5%	(66)	1%	(11)	7%	(83)	1232
Income: 50k-100k	65%	(461)	26%	(181)	5%	(33)	2%	(11)	3%	(19)	705
Income: 100k+	71%	(188)	23%	(62)	1%	(3)	1%	(3)	3%	(8)	264
Ethnicity: White	66%	(1179)	25%	(436)	4%	(72)	1%	(17)	4%	(75)	1779
Ethnicity: Hispanic	66%	(124)	23%	(44)	5%	(9)	2%	(3)	5%	(9)	189

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**Table BRD2:** *How important is the source of a news story when determining if a news story is credible?*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion	Total N
Adults	64%	(1418)	25%	(546)	5%	(102)	1%	(25)	5% (110)	2201
Ethnicity: Afr. Am.	61%	(146)	23%	(54)	6%	(15)	3%	(6)	8% (18)	239
Ethnicity: Other	51%	(93)	31%	(56)	8%	(15)	1%	(2)	9% (17)	183
Relig: Protestant	72%	(388)	22%	(118)	3%	(16)	1%	(4)	2% (13)	539
Relig: Roman Catholic	63%	(294)	28%	(130)	5%	(21)	2%	(8)	2% (11)	464
Relig: Ath./Agn./None	61%	(338)	25%	(141)	5%	(27)	1%	(5)	8% (44)	555
Relig: Something Else	59%	(215)	27%	(98)	6%	(22)	2%	(7)	6% (20)	362
Relig: Jewish	57%	(29)	35%	(18)	4%	(2)	4%	(2)	— (0)	51
Relig: Evangelical	68%	(461)	22%	(152)	5%	(31)	—	(3)	5% (31)	678
Relig: Non-Evang. Catholics	67%	(404)	26%	(155)	4%	(22)	2%	(10)	2% (15)	606
Relig: All Christian	67%	(865)	24%	(307)	4%	(53)	1%	(13)	4% (46)	1284
Relig: All Non-Christian	60%	(553)	26%	(239)	5%	(49)	1%	(12)	7% (64)	917
Community: Urban	65%	(357)	24%	(134)	4%	(23)	1%	(7)	5% (26)	547
Community: Suburban	66%	(658)	24%	(245)	5%	(47)	1%	(13)	4% (39)	1002
Community: Rural	62%	(403)	26%	(167)	5%	(32)	1%	(5)	7% (45)	652
Employ: Private Sector	66%	(469)	26%	(185)	4%	(31)	1%	(6)	3% (18)	709
Employ: Government	63%	(109)	26%	(45)	6%	(11)	2%	(4)	3% (5)	174
Employ: Self-Employed	64%	(126)	24%	(48)	4%	(7)	2%	(3)	6% (12)	196
Employ: Homemaker	68%	(103)	21%	(31)	7%	(11)	—	(0)	4% (6)	151
Employ: Student	61%	(73)	28%	(34)	2%	(2)	1%	(1)	8% (10)	120
Employ: Retired	68%	(312)	23%	(107)	3%	(14)	2%	(7)	5% (22)	462
Employ: Unemployed	57%	(102)	24%	(43)	7%	(12)	1%	(2)	12% (21)	180
Employ: Other	59%	(124)	25%	(53)	7%	(14)	1%	(2)	8% (16)	209
Military HH: Yes	67%	(286)	24%	(104)	5%	(21)	1%	(6)	3% (13)	430
Military HH: No	64%	(1132)	25%	(442)	5%	(81)	1%	(19)	5% (97)	1771
RD/WT: Right Direction	67%	(596)	23%	(207)	4%	(36)	1%	(10)	4% (36)	885
RD/WT: Wrong Track	62%	(822)	26%	(339)	5%	(66)	1%	(15)	6% (74)	1316
Strongly Approve	77%	(378)	17%	(85)	3%	(15)	—	(1)	3% (15)	494
Somewhat Approve	63%	(295)	27%	(125)	5%	(23)	1%	(6)	4% (17)	466
Somewhat Disapprove	54%	(165)	34%	(103)	8%	(25)	2%	(5)	3% (9)	307
Strongly Disapprove	66%	(534)	24%	(198)	4%	(32)	1%	(9)	5% (37)	810
Dont Know / No Opinion	37%	(46)	28%	(35)	6%	(7)	3%	(4)	26% (32)	124

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**Table BRD2:** *How important is the source of a news story when determining if a news story is credible?*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't Know / No Opinion	Total N
Adults	64%	(1418)	25%	(546)	5%	(102)	1%	(25)	5% (110)	2201
#1 Issue: Economy	65%	(379)	27%	(156)	4%	(21)	1%	(3)	4% (26)	585
#1 Issue: Security	67%	(261)	24%	(91)	5%	(19)	1%	(3)	3% (13)	387
#1 Issue: Health Care	69%	(341)	22%	(108)	3%	(16)	2%	(8)	4% (21)	494
#1 Issue: Medicare / Social Security	58%	(169)	30%	(87)	6%	(18)	1%	(3)	5% (16)	293
#1 Issue: Women's Issues	62%	(62)	28%	(28)	3%	(3)	1%	(1)	6% (6)	100
#1 Issue: Education	59%	(103)	24%	(42)	8%	(14)	1%	(2)	7% (13)	174
#1 Issue: Energy	58%	(45)	23%	(18)	10%	(8)	5%	(4)	3% (2)	77
#1 Issue: Other	64%	(58)	18%	(16)	3%	(3)	1%	(1)	14% (13)	91
2016 Vote: Democrat Hillary Clinton	65%	(472)	27%	(193)	5%	(33)	1%	(7)	3% (22)	727
2016 Vote: Republican Donald Trump	70%	(558)	23%	(186)	3%	(24)	1%	(4)	3% (22)	794
2016 Vote: Someone else	61%	(117)	25%	(47)	6%	(12)	1%	(2)	7% (13)	191
2012 Vote: Barack Obama	66%	(568)	25%	(219)	4%	(38)	1%	(6)	3% (28)	859
2012 Vote: Mitt Romney	70%	(430)	24%	(144)	3%	(20)	—	(3)	2% (15)	612
2012 Vote: Other	64%	(62)	24%	(23)	3%	(3)	2%	(2)	7% (7)	97
2012 Vote: Didn't Vote	57%	(355)	25%	(158)	7%	(41)	2%	(14)	10% (60)	628
4-Region: Northeast	63%	(243)	25%	(97)	4%	(17)	1%	(5)	6% (23)	385
4-Region: Midwest	61%	(279)	26%	(122)	5%	(22)	2%	(7)	7% (31)	461
4-Region: South	68%	(595)	23%	(202)	5%	(43)	—	(4)	4% (34)	878
4-Region: West	63%	(301)	26%	(125)	4%	(20)	2%	(9)	5% (22)	477

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

**Table BRD3\_4:** Have you ever watched any of the following shows?  
*Better Call Saul*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	9%	(200)	15%	(322)	12%	(255)	44%	(958)	21%	(466)	2201
Gender: Male	12%	(127)	18%	(194)	13%	(137)	38%	(402)	18%	(191)	1051
Gender: Female	6%	(73)	11%	(128)	10%	(118)	48%	(556)	24%	(275)	1150
Age: 18-29	12%	(61)	18%	(90)	18%	(86)	31%	(152)	20%	(99)	488
Age: 30-44	12%	(68)	20%	(111)	12%	(66)	37%	(200)	18%	(101)	546
Age: 45-54	8%	(35)	12%	(53)	10%	(41)	48%	(204)	22%	(92)	425
Age: 55-64	6%	(21)	11%	(36)	9%	(32)	53%	(180)	21%	(73)	342
Age: 65+	4%	(15)	8%	(32)	8%	(30)	56%	(222)	25%	(101)	400
PID: Dem (no lean)	8%	(64)	17%	(128)	15%	(110)	41%	(308)	19%	(147)	757
PID: Ind (no lean)	8%	(56)	12%	(86)	11%	(79)	45%	(323)	24%	(176)	720
PID: Rep (no lean)	11%	(80)	15%	(108)	9%	(66)	45%	(327)	20%	(143)	724
PID/Gender: Dem Men	11%	(39)	20%	(70)	17%	(59)	34%	(118)	18%	(62)	348
PID/Gender: Dem Women	6%	(25)	14%	(58)	12%	(51)	46%	(190)	21%	(85)	409
PID/Gender: Ind Men	10%	(33)	18%	(59)	12%	(39)	39%	(131)	22%	(73)	335
PID/Gender: Ind Women	6%	(23)	7%	(27)	10%	(40)	50%	(192)	27%	(103)	385
PID/Gender: Rep Men	15%	(55)	18%	(65)	11%	(39)	42%	(153)	15%	(56)	368
PID/Gender: Rep Women	7%	(25)	12%	(43)	8%	(27)	49%	(174)	24%	(87)	356
Tea Party: Supporter	15%	(94)	19%	(119)	12%	(72)	36%	(222)	19%	(118)	625
Tea Party: Not Supporter	7%	(103)	13%	(201)	12%	(183)	47%	(730)	22%	(347)	1564
Ideo: Liberal (1-3)	14%	(106)	18%	(137)	16%	(126)	37%	(288)	15%	(116)	773
Ideo: Moderate (4)	8%	(37)	18%	(79)	10%	(47)	41%	(183)	23%	(102)	448
Ideo: Conservative (5-7)	7%	(53)	12%	(92)	9%	(63)	50%	(373)	21%	(159)	740
Educ: < College	8%	(113)	13%	(195)	12%	(171)	44%	(641)	23%	(342)	1462
Educ: Bachelors degree	11%	(49)	16%	(70)	13%	(55)	43%	(186)	16%	(69)	429
Educ: Post-grad	12%	(38)	18%	(57)	9%	(29)	42%	(131)	18%	(55)	310

Continued on next page

**Table BRD3\_4:** Have you ever watched any of the following shows?  
Better Call Saul

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	9%	(200)	15%	(322)	12%	(255)	44%	(958)	21%	(466)	2201
Income: Under 50k	8%	(94)	14%	(167)	12%	(151)	42%	(512)	25%	(308)	1232
Income: 50k-100k	11%	(76)	17%	(119)	11%	(77)	45%	(318)	16%	(115)	705
Income: 100k+	11%	(30)	14%	(36)	10%	(27)	48%	(128)	16%	(43)	264
Ethnicity: White	9%	(159)	15%	(269)	11%	(188)	45%	(796)	21%	(367)	1779
Ethnicity: Hispanic	16%	(31)	17%	(33)	18%	(34)	29%	(54)	20%	(37)	189
Ethnicity: Afr. Am.	9%	(22)	14%	(34)	16%	(39)	38%	(90)	23%	(54)	239
Ethnicity: Other	10%	(19)	10%	(19)	15%	(28)	39%	(72)	25%	(45)	183
Relig: Protestant	7%	(40)	11%	(58)	9%	(51)	52%	(281)	20%	(109)	539
Relig: Roman Catholic	11%	(50)	19%	(88)	11%	(53)	40%	(185)	19%	(88)	464
Relig: Ath./Agn./None	11%	(59)	14%	(80)	13%	(72)	43%	(237)	19%	(107)	555
Relig: Something Else	8%	(29)	16%	(57)	14%	(51)	41%	(150)	21%	(75)	362
Relig: Jewish	4%	(2)	24%	(12)	12%	(6)	45%	(23)	16%	(8)	51
Relig: Evangelical	10%	(65)	13%	(90)	10%	(67)	43%	(291)	24%	(165)	678
Relig: Non-Evang. Catholics	8%	(47)	16%	(95)	11%	(65)	46%	(280)	20%	(119)	606
Relig: All Christian	9%	(112)	14%	(185)	10%	(132)	44%	(571)	22%	(284)	1284
Relig: All Non-Christian	10%	(88)	15%	(137)	13%	(123)	42%	(387)	20%	(182)	917
Community: Urban	11%	(62)	19%	(102)	13%	(73)	35%	(189)	22%	(121)	547
Community: Suburban	9%	(87)	14%	(141)	11%	(108)	48%	(479)	19%	(187)	1002
Community: Rural	8%	(51)	12%	(79)	11%	(74)	44%	(290)	24%	(158)	652
Employ: Private Sector	13%	(93)	19%	(136)	12%	(86)	40%	(287)	15%	(107)	709
Employ: Government	9%	(16)	17%	(29)	16%	(27)	41%	(72)	17%	(30)	174
Employ: Self-Employed	15%	(30)	15%	(30)	15%	(30)	33%	(64)	21%	(42)	196
Employ: Homemaker	5%	(7)	13%	(19)	9%	(14)	46%	(70)	27%	(41)	151
Employ: Student	7%	(8)	18%	(21)	17%	(20)	41%	(49)	18%	(22)	120
Employ: Retired	5%	(23)	9%	(40)	8%	(39)	55%	(254)	23%	(106)	462
Employ: Unemployed	4%	(7)	9%	(17)	14%	(25)	44%	(79)	29%	(52)	180
Employ: Other	8%	(16)	14%	(30)	7%	(14)	40%	(83)	32%	(66)	209
Military HH: Yes	9%	(40)	13%	(57)	10%	(45)	47%	(201)	20%	(87)	430
Military HH: No	9%	(160)	15%	(265)	12%	(210)	43%	(757)	21%	(379)	1771

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**Table BRD3\_4:** Have you ever watched any of the following shows?  
Better Call Saul

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	9%	(200)	15%	(322)	12%	(255)	44%	(958)	21% (466)	2201
RD/WT: Right Direction	11%	(97)	16%	(142)	11%	(101)	42%	(368)	20% (177)	885
RD/WT: Wrong Track	8%	(103)	14%	(180)	12%	(154)	45%	(590)	22% (289)	1316
Strongly Approve	12%	(59)	15%	(75)	8%	(40)	45%	(224)	19% (96)	494
Somewhat Approve	9%	(43)	16%	(73)	12%	(54)	41%	(192)	22% (104)	466
Somewhat Disapprove	10%	(32)	14%	(42)	16%	(48)	40%	(122)	21% (63)	307
Strongly Disapprove	7%	(58)	15%	(124)	12%	(99)	46%	(369)	20% (160)	810
Dont Know / No Opinion	6%	(8)	6%	(8)	11%	(14)	41%	(51)	35% (43)	124
#1 Issue: Economy	10%	(60)	17%	(97)	11%	(66)	44%	(259)	18% (103)	585
#1 Issue: Security	9%	(35)	12%	(47)	11%	(44)	49%	(190)	18% (71)	387
#1 Issue: Health Care	8%	(39)	17%	(86)	10%	(48)	40%	(200)	24% (121)	494
#1 Issue: Medicare / Social Security	9%	(27)	8%	(22)	11%	(32)	48%	(142)	24% (70)	293
#1 Issue: Women's Issues	13%	(13)	23%	(23)	16%	(16)	26%	(26)	22% (22)	100
#1 Issue: Education	9%	(15)	17%	(29)	17%	(30)	38%	(66)	20% (34)	174
#1 Issue: Energy	12%	(9)	16%	(12)	14%	(11)	42%	(32)	17% (13)	77
#1 Issue: Other	2%	(2)	7%	(6)	9%	(8)	47%	(43)	35% (32)	91
2016 Vote: Democrat Hillary Clinton	11%	(79)	17%	(120)	14%	(101)	43%	(311)	16% (116)	727
2016 Vote: Republican Donald Trump	8%	(64)	14%	(114)	10%	(78)	47%	(377)	20% (161)	794
2016 Vote: Someone else	10%	(20)	14%	(27)	8%	(15)	42%	(80)	26% (49)	191
2012 Vote: Barack Obama	10%	(86)	18%	(152)	13%	(114)	40%	(347)	19% (160)	859
2012 Vote: Mitt Romney	10%	(59)	13%	(82)	8%	(50)	49%	(298)	20% (123)	612
2012 Vote: Other	3%	(3)	12%	(12)	10%	(10)	49%	(48)	25% (24)	97
2012 Vote: Didn't Vote	8%	(52)	12%	(76)	13%	(79)	42%	(264)	25% (157)	628
4-Region: Northeast	11%	(44)	16%	(62)	11%	(41)	39%	(149)	23% (89)	385
4-Region: Midwest	7%	(32)	16%	(74)	10%	(46)	48%	(222)	19% (87)	461
4-Region: South	10%	(84)	13%	(110)	13%	(111)	44%	(390)	21% (183)	878
4-Region: West	8%	(40)	16%	(76)	12%	(57)	41%	(197)	22% (107)	477

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

**Table BRD3\_5: Have you ever watched any of the following shows?**  
*The Crown*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	7%	(160)	8%	(175)	12%	(254)	46%	(1013)	27%	(599)	2201
Gender: Male	8%	(88)	9%	(93)	11%	(118)	45%	(478)	26%	(274)	1051
Gender: Female	6%	(72)	7%	(82)	12%	(136)	47%	(535)	28%	(325)	1150
Age: 18-29	11%	(52)	13%	(63)	18%	(86)	33%	(163)	25%	(124)	488
Age: 30-44	11%	(60)	10%	(56)	11%	(60)	41%	(226)	26%	(144)	546
Age: 45-54	5%	(23)	7%	(30)	11%	(48)	47%	(201)	29%	(123)	425
Age: 55-64	4%	(15)	4%	(12)	9%	(30)	54%	(184)	30%	(101)	342
Age: 65+	2%	(10)	4%	(14)	8%	(30)	60%	(239)	27%	(107)	400
PID: Dem (no lean)	9%	(66)	9%	(69)	14%	(109)	41%	(309)	27%	(204)	757
PID: Ind (no lean)	5%	(36)	7%	(50)	11%	(77)	47%	(336)	31%	(221)	720
PID: Rep (no lean)	8%	(58)	8%	(56)	9%	(68)	51%	(368)	24%	(174)	724
PID/Gender: Dem Men	10%	(35)	11%	(39)	16%	(55)	37%	(129)	26%	(90)	348
PID/Gender: Dem Women	8%	(31)	7%	(30)	13%	(54)	44%	(180)	28%	(114)	409
PID/Gender: Ind Men	5%	(17)	6%	(20)	11%	(36)	48%	(161)	30%	(101)	335
PID/Gender: Ind Women	5%	(19)	8%	(30)	11%	(41)	45%	(175)	31%	(120)	385
PID/Gender: Rep Men	10%	(36)	9%	(34)	7%	(27)	51%	(188)	23%	(83)	368
PID/Gender: Rep Women	6%	(22)	6%	(22)	12%	(41)	51%	(180)	26%	(91)	356
Tea Party: Supporter	12%	(78)	11%	(66)	13%	(79)	41%	(254)	24%	(148)	625
Tea Party: Not Supporter	5%	(81)	7%	(106)	11%	(175)	48%	(754)	29%	(448)	1564
Ideo: Liberal (1-3)	13%	(100)	12%	(91)	15%	(118)	38%	(292)	22%	(172)	773
Ideo: Moderate (4)	5%	(24)	8%	(38)	11%	(48)	46%	(207)	29%	(131)	448
Ideo: Conservative (5-7)	4%	(32)	5%	(40)	9%	(67)	54%	(403)	27%	(198)	740
Educ: < College	6%	(82)	7%	(102)	11%	(163)	46%	(678)	30%	(437)	1462
Educ: Bachelors degree	9%	(37)	10%	(43)	13%	(54)	46%	(196)	23%	(99)	429
Educ: Post-grad	13%	(41)	10%	(30)	12%	(37)	45%	(139)	20%	(63)	310

Continued on next page

**Table BRD3\_5:** Have you ever watched any of the following shows?  
*The Crown*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	7%	(160)	8%	(175)	12%	(254)	46%	(1013)	27%	(599)	2201
Income: Under 50k	6%	(80)	7%	(91)	12%	(143)	43%	(535)	31%	(383)	1232
Income: 50k-100k	8%	(54)	9%	(63)	12%	(87)	47%	(334)	24%	(167)	705
Income: 100k+	10%	(26)	8%	(21)	9%	(24)	55%	(144)	19%	(49)	264
Ethnicity: White	7%	(116)	7%	(124)	11%	(194)	48%	(860)	27%	(485)	1779
Ethnicity: Hispanic	16%	(30)	14%	(27)	14%	(27)	32%	(60)	24%	(45)	189
Ethnicity: Afr. Am.	12%	(28)	12%	(28)	16%	(39)	35%	(84)	25%	(60)	239
Ethnicity: Other	9%	(16)	13%	(23)	11%	(21)	38%	(69)	30%	(54)	183
Relig: Protestant	7%	(39)	6%	(32)	11%	(58)	51%	(276)	25%	(134)	539
Relig: Roman Catholic	9%	(42)	10%	(45)	12%	(55)	45%	(211)	24%	(111)	464
Relig: Ath./Agn./None	6%	(33)	8%	(43)	11%	(63)	45%	(252)	30%	(164)	555
Relig: Something Else	8%	(29)	10%	(35)	12%	(43)	46%	(168)	24%	(87)	362
Relig: Jewish	12%	(6)	10%	(5)	12%	(6)	49%	(25)	18%	(9)	51
Relig: Evangelical	9%	(61)	7%	(50)	13%	(85)	42%	(287)	29%	(195)	678
Relig: Non-Evang. Catholics	6%	(37)	8%	(47)	10%	(63)	50%	(306)	25%	(153)	606
Relig: All Christian	8%	(98)	8%	(97)	12%	(148)	46%	(593)	27%	(348)	1284
Relig: All Non-Christian	7%	(62)	9%	(78)	12%	(106)	46%	(420)	27%	(251)	917
Community: Urban	9%	(51)	12%	(64)	14%	(75)	38%	(209)	27%	(148)	547
Community: Suburban	8%	(78)	7%	(72)	10%	(100)	49%	(493)	26%	(259)	1002
Community: Rural	5%	(31)	6%	(39)	12%	(79)	48%	(311)	29%	(192)	652
Employ: Private Sector	9%	(61)	11%	(80)	12%	(87)	46%	(327)	22%	(154)	709
Employ: Government	9%	(16)	12%	(21)	16%	(27)	41%	(71)	22%	(39)	174
Employ: Self-Employed	11%	(21)	10%	(20)	12%	(23)	37%	(72)	31%	(60)	196
Employ: Homemaker	6%	(9)	3%	(5)	12%	(18)	49%	(74)	30%	(45)	151
Employ: Student	12%	(15)	7%	(8)	17%	(20)	42%	(50)	22%	(27)	120
Employ: Retired	3%	(15)	3%	(14)	8%	(38)	56%	(259)	29%	(136)	462
Employ: Unemployed	4%	(7)	8%	(15)	9%	(17)	39%	(70)	39%	(71)	180
Employ: Other	8%	(16)	6%	(12)	11%	(24)	43%	(90)	32%	(67)	209
Military HH: Yes	9%	(40)	7%	(32)	9%	(40)	47%	(203)	27%	(115)	430
Military HH: No	7%	(120)	8%	(143)	12%	(214)	46%	(810)	27%	(484)	1771

Continued on next page

**Table BRD3\_5:** Have you ever watched any of the following shows?

*The Crown*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	7%	(160)	8%	(175)	12%	(254)	46%	(1013)	27%	(599)	2201
RD/WT: Right Direction	10%	(85)	10%	(86)	10%	(91)	45%	(401)	25%	(222)	885
RD/WT: Wrong Track	6%	(75)	7%	(89)	12%	(163)	47%	(612)	29%	(377)	1316
Strongly Approve	11%	(52)	7%	(35)	9%	(46)	51%	(251)	22%	(110)	494
Somewhat Approve	6%	(26)	9%	(42)	11%	(50)	45%	(210)	30%	(138)	466
Somewhat Disapprove	8%	(24)	11%	(34)	15%	(45)	37%	(113)	30%	(91)	307
Strongly Disapprove	7%	(53)	7%	(60)	12%	(101)	47%	(382)	26%	(214)	810
Dont Know / No Opinion	4%	(5)	3%	(4)	10%	(12)	46%	(57)	37%	(46)	124
#1 Issue: Economy	6%	(37)	7%	(43)	10%	(61)	50%	(295)	25%	(149)	585
#1 Issue: Security	5%	(20)	7%	(27)	11%	(42)	53%	(205)	24%	(93)	387
#1 Issue: Health Care	6%	(32)	8%	(40)	14%	(70)	41%	(201)	31%	(151)	494
#1 Issue: Medicare / Social Security	7%	(20)	6%	(17)	8%	(22)	46%	(136)	33%	(98)	293
#1 Issue: Women's Issues	13%	(13)	15%	(15)	16%	(16)	32%	(32)	24%	(24)	100
#1 Issue: Education	10%	(17)	13%	(23)	16%	(28)	40%	(69)	21%	(37)	174
#1 Issue: Energy	18%	(14)	9%	(7)	12%	(9)	39%	(30)	22%	(17)	77
#1 Issue: Other	8%	(7)	3%	(3)	7%	(6)	49%	(45)	33%	(30)	91
2016 Vote: Democrat Hillary Clinton	10%	(71)	9%	(69)	14%	(103)	42%	(308)	24%	(176)	727
2016 Vote: Republican Donald Trump	7%	(52)	6%	(50)	9%	(73)	52%	(416)	26%	(203)	794
2016 Vote: Someone else	6%	(11)	7%	(13)	10%	(19)	44%	(84)	34%	(64)	191
2012 Vote: Barack Obama	9%	(78)	9%	(79)	13%	(108)	43%	(368)	26%	(226)	859
2012 Vote: Mitt Romney	7%	(41)	6%	(37)	9%	(54)	54%	(333)	24%	(147)	612
2012 Vote: Other	3%	(3)	7%	(7)	10%	(10)	47%	(46)	32%	(31)	97
2012 Vote: Didn't Vote	6%	(38)	8%	(52)	13%	(82)	42%	(263)	31%	(193)	628
4-Region: Northeast	6%	(25)	10%	(38)	11%	(41)	46%	(176)	27%	(105)	385
4-Region: Midwest	7%	(32)	8%	(36)	10%	(48)	46%	(214)	28%	(131)	461
4-Region: South	7%	(64)	7%	(63)	13%	(110)	46%	(404)	27%	(237)	878
4-Region: West	8%	(39)	8%	(38)	12%	(55)	46%	(219)	26%	(126)	477

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

**Table BRD3\_6:** Have you ever watched any of the following shows?  
*The Handmaids Tale*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(134)	6%	(135)	15%	(330)	47%	(1032)	26%	(570)	2201
Gender: Male	7%	(75)	8%	(81)	14%	(143)	47%	(493)	25%	(259)	1051
Gender: Female	5%	(59)	5%	(54)	16%	(187)	47%	(539)	27%	(311)	1150
Age: 18-29	11%	(54)	9%	(43)	21%	(103)	37%	(182)	22%	(106)	488
Age: 30-44	10%	(53)	10%	(56)	15%	(81)	41%	(222)	25%	(134)	546
Age: 45-54	3%	(14)	5%	(21)	15%	(63)	48%	(206)	28%	(121)	425
Age: 55-64	2%	(8)	3%	(10)	12%	(41)	54%	(183)	29%	(100)	342
Age: 65+	1%	(5)	1%	(5)	10%	(42)	60%	(239)	27%	(109)	400
PID: Dem (no lean)	8%	(59)	8%	(57)	20%	(148)	42%	(316)	23%	(177)	757
PID: Ind (no lean)	4%	(28)	5%	(36)	14%	(99)	48%	(343)	30%	(214)	720
PID: Rep (no lean)	6%	(47)	6%	(42)	11%	(83)	52%	(373)	25%	(179)	724
PID/Gender: Dem Men	9%	(30)	10%	(35)	20%	(70)	38%	(132)	23%	(81)	348
PID/Gender: Dem Women	7%	(29)	5%	(22)	19%	(78)	45%	(184)	23%	(96)	409
PID/Gender: Ind Men	4%	(12)	5%	(16)	11%	(37)	53%	(176)	28%	(94)	335
PID/Gender: Ind Women	4%	(16)	5%	(20)	16%	(62)	43%	(167)	31%	(120)	385
PID/Gender: Rep Men	9%	(33)	8%	(30)	10%	(36)	50%	(185)	23%	(84)	368
PID/Gender: Rep Women	4%	(14)	3%	(12)	13%	(47)	53%	(188)	27%	(95)	356
Tea Party: Supporter	11%	(69)	10%	(60)	14%	(86)	41%	(259)	24%	(151)	625
Tea Party: Not Supporter	4%	(63)	5%	(74)	16%	(243)	49%	(768)	27%	(416)	1564
Ideo: Liberal (1-3)	12%	(90)	9%	(69)	22%	(167)	38%	(297)	19%	(150)	773
Ideo: Moderate (4)	4%	(17)	6%	(27)	17%	(77)	46%	(204)	27%	(123)	448
Ideo: Conservative (5-7)	3%	(21)	4%	(32)	10%	(71)	56%	(418)	27%	(198)	740
Educ: < College	5%	(71)	6%	(81)	14%	(201)	48%	(697)	28%	(412)	1462
Educ: Bachelors degree	7%	(29)	5%	(20)	19%	(83)	47%	(200)	23%	(97)	429
Educ: Post-grad	11%	(34)	11%	(34)	15%	(46)	44%	(135)	20%	(61)	310

Continued on next page

**Table BRD3\_6:** Have you ever watched any of the following shows?  
*The Handmaids Tale*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(134)	6%	(135)	15%	(330)	47%	(1032)	26%	(570)	2201
Income: Under 50k	5%	(67)	6%	(71)	15%	(185)	45%	(550)	29%	(359)	1232
Income: 50k-100k	7%	(48)	7%	(49)	16%	(115)	48%	(335)	22%	(158)	705
Income: 100k+	7%	(19)	6%	(15)	11%	(30)	56%	(147)	20%	(53)	264
Ethnicity: White	5%	(97)	5%	(94)	15%	(259)	49%	(874)	26%	(455)	1779
Ethnicity: Hispanic	17%	(32)	11%	(20)	20%	(37)	30%	(57)	23%	(43)	189
Ethnicity: Afr. Am.	9%	(21)	8%	(19)	15%	(36)	40%	(95)	28%	(68)	239
Ethnicity: Other	9%	(16)	12%	(22)	19%	(35)	34%	(63)	26%	(47)	183
Relig: Protestant	5%	(27)	4%	(22)	13%	(72)	51%	(274)	27%	(144)	539
Relig: Roman Catholic	8%	(36)	8%	(36)	14%	(64)	46%	(214)	25%	(114)	464
Relig: Ath./Agn./None	6%	(31)	5%	(28)	16%	(91)	48%	(267)	25%	(138)	555
Relig: Something Else	7%	(24)	8%	(29)	18%	(65)	46%	(167)	21%	(77)	362
Relig: Jewish	10%	(5)	8%	(4)	14%	(7)	57%	(29)	12%	(6)	51
Relig: Evangelical	7%	(50)	8%	(51)	13%	(89)	42%	(287)	30%	(201)	678
Relig: Non-Evang. Catholics	5%	(29)	4%	(27)	14%	(85)	51%	(311)	25%	(154)	606
Relig: All Christian	6%	(79)	6%	(78)	14%	(174)	47%	(598)	28%	(355)	1284
Relig: All Non-Christian	6%	(55)	6%	(57)	17%	(156)	47%	(434)	23%	(215)	917
Community: Urban	10%	(55)	9%	(49)	17%	(93)	39%	(213)	25%	(137)	547
Community: Suburban	5%	(53)	6%	(58)	13%	(134)	51%	(516)	24%	(241)	1002
Community: Rural	4%	(26)	4%	(28)	16%	(103)	46%	(303)	29%	(192)	652
Employ: Private Sector	8%	(57)	8%	(54)	16%	(115)	48%	(341)	20%	(142)	709
Employ: Government	9%	(15)	8%	(14)	21%	(37)	39%	(68)	23%	(40)	174
Employ: Self-Employed	10%	(20)	8%	(15)	18%	(35)	35%	(69)	29%	(57)	196
Employ: Homemaker	5%	(8)	4%	(6)	13%	(19)	50%	(75)	28%	(43)	151
Employ: Student	8%	(9)	8%	(10)	19%	(23)	43%	(52)	22%	(26)	120
Employ: Retired	2%	(9)	2%	(9)	11%	(51)	55%	(256)	30%	(137)	462
Employ: Unemployed	4%	(7)	6%	(11)	16%	(28)	40%	(72)	34%	(62)	180
Employ: Other	4%	(9)	8%	(16)	11%	(22)	47%	(99)	30%	(63)	209
Military HH: Yes	7%	(29)	6%	(26)	13%	(57)	46%	(197)	28%	(121)	430
Military HH: No	6%	(105)	6%	(109)	15%	(273)	47%	(835)	25%	(449)	1771

Continued on next page

**Table BRD3\_6:** Have you ever watched any of the following shows?  
*The Handmaids Tale*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(134)	6%	(135)	15%	(330)	47%	(1032)	26%	(570)	2201
RD/WT: Right Direction	7%	(66)	8%	(75)	13%	(116)	45%	(400)	26%	(228)	885
RD/WT: Wrong Track	5%	(68)	5%	(60)	16%	(214)	48%	(632)	26%	(342)	1316
Strongly Approve	9%	(42)	7%	(34)	10%	(50)	51%	(250)	24%	(118)	494
Somewhat Approve	5%	(23)	7%	(33)	13%	(61)	47%	(220)	28%	(129)	466
Somewhat Disapprove	7%	(20)	6%	(19)	18%	(56)	42%	(130)	27%	(82)	307
Strongly Disapprove	5%	(44)	5%	(44)	19%	(156)	46%	(374)	24%	(192)	810
Dont Know / No Opinion	4%	(5)	4%	(5)	6%	(7)	47%	(58)	40%	(49)	124
#1 Issue: Economy	4%	(24)	6%	(38)	14%	(80)	50%	(295)	25%	(148)	585
#1 Issue: Security	6%	(24)	6%	(23)	11%	(44)	52%	(200)	25%	(96)	387
#1 Issue: Health Care	5%	(23)	6%	(29)	18%	(87)	43%	(213)	29%	(142)	494
#1 Issue: Medicare / Social Security	5%	(14)	4%	(11)	14%	(40)	48%	(142)	29%	(86)	293
#1 Issue: Women's Issues	19%	(19)	11%	(11)	21%	(21)	31%	(31)	18%	(18)	100
#1 Issue: Education	10%	(18)	7%	(13)	21%	(36)	43%	(75)	18%	(32)	174
#1 Issue: Energy	10%	(8)	13%	(10)	19%	(15)	40%	(31)	17%	(13)	77
#1 Issue: Other	4%	(4)	—	(0)	8%	(7)	49%	(45)	38%	(35)	91
2016 Vote: Democrat Hillary Clinton	9%	(64)	7%	(51)	21%	(150)	43%	(309)	21%	(153)	727
2016 Vote: Republican Donald Trump	5%	(37)	6%	(50)	11%	(87)	52%	(413)	26%	(207)	794
2016 Vote: Someone else	3%	(6)	6%	(12)	17%	(33)	45%	(86)	28%	(54)	191
2012 Vote: Barack Obama	8%	(65)	7%	(64)	20%	(169)	43%	(367)	23%	(194)	859
2012 Vote: Mitt Romney	5%	(29)	5%	(31)	10%	(64)	55%	(334)	25%	(154)	612
2012 Vote: Other	2%	(2)	5%	(5)	11%	(11)	51%	(49)	31%	(30)	97
2012 Vote: Didn't Vote	6%	(37)	6%	(35)	14%	(86)	45%	(280)	30%	(190)	628
4-Region: Northeast	8%	(29)	8%	(29)	14%	(53)	44%	(170)	27%	(104)	385
4-Region: Midwest	3%	(12)	7%	(32)	14%	(64)	51%	(237)	25%	(116)	461
4-Region: South	7%	(60)	5%	(40)	16%	(140)	47%	(417)	25%	(221)	878
4-Region: West	7%	(33)	7%	(34)	15%	(73)	44%	(208)	27%	(129)	477

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

**Table BRD3\_7: Have you ever watched any of the following shows?**  
*House of Cards*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	10%	(229)	17%	(370)	16%	(342)	39%	(861)	18%	(399)	2201
Gender: Male	14%	(142)	19%	(202)	16%	(163)	35%	(368)	17%	(176)	1051
Gender: Female	8%	(87)	15%	(168)	16%	(179)	43%	(493)	19%	(223)	1150
Age: 18-29	15%	(72)	22%	(109)	18%	(88)	27%	(133)	18%	(86)	488
Age: 30-44	14%	(77)	19%	(105)	17%	(91)	33%	(178)	17%	(95)	546
Age: 45-54	8%	(35)	16%	(68)	14%	(60)	44%	(185)	18%	(77)	425
Age: 55-64	6%	(20)	13%	(46)	15%	(52)	47%	(162)	18%	(62)	342
Age: 65+	6%	(25)	10%	(42)	13%	(51)	51%	(203)	20%	(79)	400
PID: Dem (no lean)	11%	(85)	19%	(146)	18%	(140)	35%	(265)	16%	(121)	757
PID: Ind (no lean)	8%	(57)	16%	(112)	14%	(100)	41%	(297)	21%	(154)	720
PID: Rep (no lean)	12%	(87)	15%	(112)	14%	(102)	41%	(299)	17%	(124)	724
PID/Gender: Dem Men	14%	(49)	22%	(77)	20%	(69)	30%	(104)	14%	(49)	348
PID/Gender: Dem Women	9%	(36)	17%	(69)	17%	(71)	39%	(161)	18%	(72)	409
PID/Gender: Ind Men	9%	(31)	18%	(61)	15%	(51)	36%	(122)	21%	(70)	335
PID/Gender: Ind Women	7%	(26)	13%	(51)	13%	(49)	45%	(175)	22%	(84)	385
PID/Gender: Rep Men	17%	(62)	17%	(64)	12%	(43)	39%	(142)	15%	(57)	368
PID/Gender: Rep Women	7%	(25)	13%	(48)	17%	(59)	44%	(157)	19%	(67)	356
Tea Party: Supporter	15%	(94)	20%	(122)	15%	(92)	36%	(222)	15%	(95)	625
Tea Party: Not Supporter	9%	(133)	16%	(245)	16%	(250)	41%	(635)	19%	(301)	1564
Ideo: Liberal (1-3)	17%	(129)	21%	(163)	18%	(142)	30%	(235)	13%	(104)	773
Ideo: Moderate (4)	9%	(39)	19%	(87)	16%	(71)	40%	(178)	16%	(73)	448
Ideo: Conservative (5-7)	7%	(54)	14%	(107)	14%	(102)	46%	(341)	18%	(136)	740
Educ: < College	8%	(119)	15%	(221)	15%	(217)	41%	(599)	21%	(306)	1462
Educ: Bachelors degree	15%	(63)	20%	(86)	17%	(74)	36%	(154)	12%	(52)	429
Educ: Post-grad	15%	(47)	20%	(63)	16%	(51)	35%	(108)	13%	(41)	310

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**Table BRD3\_7:** Have you ever watched any of the following shows?

*House of Cards*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	10%	(229)	17%	(370)	16%	(342)	39%	(861)	18% (399)	2201
Income: Under 50k	9%	(106)	15%	(187)	14%	(174)	40%	(489)	22% (276)	1232
Income: 50k-100k	13%	(91)	19%	(132)	18%	(124)	37%	(263)	13% (95)	705
Income: 100k+	12%	(32)	19%	(51)	17%	(44)	41%	(109)	11% (28)	264
Ethnicity: White	10%	(176)	16%	(293)	15%	(265)	41%	(722)	18% (323)	1779
Ethnicity: Hispanic	17%	(33)	20%	(37)	16%	(31)	28%	(53)	19% (35)	189
Ethnicity: Afr. Am.	12%	(28)	17%	(40)	20%	(47)	33%	(80)	18% (44)	239
Ethnicity: Other	14%	(25)	20%	(37)	16%	(30)	32%	(59)	17% (32)	183
Relig: Protestant	11%	(58)	14%	(76)	13%	(71)	45%	(241)	17% (93)	539
Relig: Roman Catholic	13%	(59)	19%	(87)	15%	(71)	37%	(173)	16% (74)	464
Relig: Ath./Agn./None	10%	(53)	18%	(98)	17%	(94)	39%	(215)	17% (95)	555
Relig: Something Else	8%	(29)	19%	(68)	17%	(63)	38%	(137)	18% (65)	362
Relig: Jewish	6%	(3)	16%	(8)	29%	(15)	37%	(19)	12% (6)	51
Relig: Evangelical	12%	(81)	15%	(100)	15%	(100)	38%	(255)	21% (142)	678
Relig: Non-Evang. Catholics	11%	(66)	17%	(104)	14%	(85)	42%	(254)	16% (97)	606
Relig: All Christian	11%	(147)	16%	(204)	14%	(185)	40%	(509)	19% (239)	1284
Relig: All Non-Christian	9%	(82)	18%	(166)	17%	(157)	38%	(352)	17% (160)	917
Community: Urban	15%	(82)	18%	(99)	18%	(96)	31%	(169)	18% (101)	547
Community: Suburban	10%	(104)	18%	(181)	15%	(152)	42%	(424)	14% (141)	1002
Community: Rural	7%	(43)	14%	(90)	14%	(94)	41%	(268)	24% (157)	652
Employ: Private Sector	14%	(96)	21%	(152)	17%	(118)	36%	(253)	13% (90)	709
Employ: Government	17%	(29)	17%	(29)	15%	(26)	38%	(66)	14% (24)	174
Employ: Self-Employed	15%	(29)	21%	(42)	16%	(32)	29%	(56)	19% (37)	196
Employ: Homemaker	6%	(9)	15%	(23)	13%	(20)	44%	(67)	21% (32)	151
Employ: Student	10%	(12)	27%	(32)	17%	(20)	31%	(37)	16% (19)	120
Employ: Retired	6%	(27)	10%	(48)	13%	(61)	50%	(233)	20% (93)	462
Employ: Unemployed	7%	(12)	11%	(20)	19%	(34)	35%	(63)	28% (51)	180
Employ: Other	7%	(15)	11%	(24)	15%	(31)	41%	(86)	25% (53)	209
Military HH: Yes	11%	(46)	12%	(53)	13%	(56)	43%	(187)	20% (88)	430
Military HH: No	10%	(183)	18%	(317)	16%	(286)	38%	(674)	18% (311)	1771

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**Table BRD3\_7:** Have you ever watched any of the following shows?

*House of Cards*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	10%	(229)	17%	(370)	16%	(342)	39%	(861)	18% (399)	2201
RD/WT: Right Direction	12%	(108)	16%	(146)	15%	(131)	39%	(341)	18% (159)	885
RD/WT: Wrong Track	9%	(121)	17%	(224)	16%	(211)	40%	(520)	18% (240)	1316
Strongly Approve	15%	(72)	14%	(68)	11%	(54)	44%	(219)	16% (81)	494
Somewhat Approve	7%	(33)	20%	(92)	18%	(82)	37%	(172)	19% (87)	466
Somewhat Disapprove	12%	(38)	18%	(54)	18%	(55)	32%	(97)	21% (63)	307
Strongly Disapprove	10%	(80)	18%	(144)	17%	(137)	39%	(319)	16% (130)	810
Dont Know / No Opinion	5%	(6)	10%	(12)	11%	(14)	44%	(54)	31% (38)	124
#1 Issue: Economy	10%	(59)	20%	(117)	14%	(82)	39%	(226)	17% (101)	585
#1 Issue: Security	11%	(42)	15%	(59)	13%	(49)	46%	(178)	15% (59)	387
#1 Issue: Health Care	10%	(51)	17%	(85)	18%	(90)	36%	(177)	18% (91)	494
#1 Issue: Medicare / Social Security	7%	(21)	13%	(38)	14%	(42)	43%	(125)	23% (67)	293
#1 Issue: Women's Issues	21%	(21)	17%	(17)	16%	(16)	30%	(30)	16% (16)	100
#1 Issue: Education	9%	(16)	18%	(31)	23%	(40)	33%	(58)	17% (29)	174
#1 Issue: Energy	16%	(12)	19%	(15)	17%	(13)	38%	(29)	10% (8)	77
#1 Issue: Other	8%	(7)	9%	(8)	11%	(10)	42%	(38)	31% (28)	91
2016 Vote: Democrat Hillary Clinton	13%	(98)	18%	(132)	20%	(143)	35%	(253)	14% (101)	727
2016 Vote: Republican Donald Trump	10%	(79)	15%	(120)	13%	(106)	45%	(354)	17% (135)	794
2016 Vote: Someone else	9%	(17)	18%	(35)	15%	(28)	39%	(74)	19% (37)	191
2012 Vote: Barack Obama	12%	(105)	19%	(159)	18%	(158)	35%	(303)	16% (134)	859
2012 Vote: Mitt Romney	10%	(59)	16%	(98)	12%	(72)	46%	(280)	17% (103)	612
2012 Vote: Other	6%	(6)	21%	(20)	19%	(18)	37%	(36)	18% (17)	97
2012 Vote: Didn't Vote	9%	(57)	15%	(93)	15%	(93)	38%	(241)	23% (144)	628
4-Region: Northeast	12%	(46)	17%	(65)	16%	(61)	37%	(143)	18% (70)	385
4-Region: Midwest	8%	(37)	18%	(81)	15%	(70)	43%	(197)	16% (76)	461
4-Region: South	10%	(92)	16%	(141)	15%	(136)	39%	(342)	19% (167)	878
4-Region: West	11%	(54)	17%	(83)	16%	(75)	38%	(179)	18% (86)	477

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

**Table BRD3\_8:** Have you ever watched any of the following shows?  
*Stranger Things*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	16%	(349)	11%	(241)	13%	(296)	38%	(840)	22%	(475)	2201
Gender: Male	17%	(174)	12%	(126)	14%	(142)	37%	(391)	21%	(218)	1051
Gender: Female	15%	(175)	10%	(115)	13%	(154)	39%	(449)	22%	(257)	1150
Age: 18-29	31%	(152)	17%	(83)	19%	(95)	19%	(95)	13%	(63)	488
Age: 30-44	23%	(126)	16%	(85)	17%	(93)	27%	(145)	18%	(97)	546
Age: 45-54	10%	(43)	10%	(42)	12%	(52)	44%	(188)	24%	(100)	425
Age: 55-64	6%	(19)	5%	(16)	9%	(32)	51%	(176)	29%	(99)	342
Age: 65+	2%	(9)	4%	(15)	6%	(24)	59%	(236)	29%	(116)	400
PID: Dem (no lean)	19%	(145)	11%	(87)	15%	(117)	34%	(257)	20%	(151)	757
PID: Ind (no lean)	15%	(108)	9%	(67)	13%	(93)	38%	(276)	24%	(176)	720
PID: Rep (no lean)	13%	(96)	12%	(87)	12%	(86)	42%	(307)	20%	(148)	724
PID/Gender: Dem Men	21%	(72)	12%	(43)	18%	(62)	31%	(108)	18%	(63)	348
PID/Gender: Dem Women	18%	(73)	11%	(44)	13%	(55)	36%	(149)	22%	(88)	409
PID/Gender: Ind Men	14%	(48)	10%	(33)	12%	(41)	38%	(126)	26%	(87)	335
PID/Gender: Ind Women	16%	(60)	9%	(34)	14%	(52)	39%	(150)	23%	(89)	385
PID/Gender: Rep Men	15%	(54)	14%	(50)	11%	(39)	43%	(157)	18%	(68)	368
PID/Gender: Rep Women	12%	(42)	10%	(37)	13%	(47)	42%	(150)	22%	(80)	356
Tea Party: Supporter	19%	(119)	17%	(105)	14%	(90)	31%	(196)	18%	(115)	625
Tea Party: Not Supporter	15%	(227)	9%	(136)	13%	(205)	41%	(639)	23%	(357)	1564
Ideo: Liberal (1-3)	24%	(187)	14%	(109)	17%	(129)	29%	(223)	16%	(125)	773
Ideo: Moderate (4)	14%	(63)	13%	(59)	14%	(61)	36%	(162)	23%	(103)	448
Ideo: Conservative (5-7)	10%	(74)	8%	(62)	10%	(75)	48%	(354)	24%	(175)	740
Educ: < College	15%	(222)	11%	(160)	13%	(194)	38%	(552)	23%	(334)	1462
Educ: Bachelors degree	17%	(71)	11%	(48)	15%	(66)	38%	(161)	19%	(83)	429
Educ: Post-grad	18%	(56)	11%	(33)	12%	(36)	41%	(127)	19%	(58)	310

Continued on next page

**Table BRD3\_8:** Have you ever watched any of the following shows?  
*Stranger Things*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	16%	(349)	11%	(241)	13%	(296)	38%	(840)	22%	(475)	2201
Income: Under 50k	15%	(179)	12%	(143)	14%	(173)	35%	(435)	25%	(302)	1232
Income: 50k-100k	17%	(121)	11%	(77)	13%	(93)	40%	(284)	18%	(130)	705
Income: 100k+	19%	(49)	8%	(21)	11%	(30)	46%	(121)	16%	(43)	264
Ethnicity: White	16%	(280)	10%	(173)	13%	(227)	40%	(706)	22%	(393)	1779
Ethnicity: Hispanic	28%	(53)	16%	(30)	21%	(39)	18%	(34)	17%	(33)	189
Ethnicity: Afr. Am.	14%	(33)	17%	(40)	18%	(43)	34%	(81)	18%	(42)	239
Ethnicity: Other	20%	(36)	15%	(28)	14%	(26)	29%	(53)	22%	(40)	183
Relig: Protestant	12%	(66)	8%	(43)	8%	(45)	47%	(251)	25%	(134)	539
Relig: Roman Catholic	17%	(79)	12%	(57)	13%	(62)	38%	(178)	19%	(88)	464
Relig: Ath./Agn./None	21%	(117)	10%	(57)	13%	(74)	34%	(190)	21%	(117)	555
Relig: Something Else	15%	(56)	13%	(47)	18%	(66)	36%	(130)	17%	(63)	362
Relig: Jewish	8%	(4)	10%	(5)	10%	(5)	59%	(30)	14%	(7)	51
Relig: Evangelical	13%	(88)	12%	(83)	13%	(88)	36%	(247)	25%	(172)	678
Relig: Non-Evang. Catholics	15%	(88)	9%	(54)	11%	(68)	45%	(273)	20%	(123)	606
Relig: All Christian	14%	(176)	11%	(137)	12%	(156)	40%	(520)	23%	(295)	1284
Relig: All Non-Christian	19%	(173)	11%	(104)	15%	(140)	35%	(320)	20%	(180)	917
Community: Urban	18%	(98)	17%	(94)	15%	(81)	29%	(161)	21%	(113)	547
Community: Suburban	17%	(171)	9%	(89)	13%	(132)	41%	(414)	20%	(196)	1002
Community: Rural	12%	(80)	9%	(58)	13%	(83)	41%	(265)	25%	(166)	652
Employ: Private Sector	20%	(141)	14%	(96)	15%	(103)	36%	(258)	16%	(111)	709
Employ: Government	20%	(35)	16%	(27)	13%	(23)	35%	(61)	16%	(28)	174
Employ: Self-Employed	17%	(34)	13%	(25)	14%	(28)	31%	(60)	25%	(49)	196
Employ: Homemaker	21%	(31)	9%	(14)	14%	(21)	32%	(48)	25%	(37)	151
Employ: Student	32%	(39)	15%	(18)	17%	(20)	26%	(31)	10%	(12)	120
Employ: Retired	3%	(16)	4%	(17)	7%	(34)	56%	(258)	30%	(137)	462
Employ: Unemployed	12%	(21)	12%	(21)	17%	(31)	29%	(52)	31%	(55)	180
Employ: Other	15%	(32)	11%	(23)	17%	(36)	34%	(72)	22%	(46)	209
Military HH: Yes	13%	(55)	10%	(42)	13%	(58)	40%	(174)	23%	(101)	430
Military HH: No	17%	(294)	11%	(199)	13%	(238)	38%	(666)	21%	(374)	1771

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**Table BRD3\_8:** Have you ever watched any of the following shows?  
*Stranger Things*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	16%	(349)	11%	(241)	13%	(296)	38%	(840)	22% (475)	2201
RD/WT: Right Direction	15%	(134)	13%	(111)	11%	(96)	40%	(351)	22% (193)	885
RD/WT: Wrong Track	16%	(215)	10%	(130)	15%	(200)	37%	(489)	21% (282)	1316
Strongly Approve	13%	(63)	12%	(59)	10%	(50)	44%	(219)	21% (103)	494
Somewhat Approve	12%	(58)	14%	(64)	15%	(69)	35%	(165)	24% (110)	466
Somewhat Disapprove	20%	(62)	11%	(35)	15%	(46)	32%	(98)	21% (66)	307
Strongly Disapprove	18%	(148)	9%	(74)	15%	(121)	38%	(309)	20% (158)	810
Dont Know / No Opinion	15%	(18)	7%	(9)	8%	(10)	40%	(49)	31% (38)	124
#1 Issue: Economy	16%	(95)	11%	(64)	13%	(76)	40%	(236)	19% (114)	585
#1 Issue: Security	13%	(50)	10%	(40)	12%	(46)	44%	(169)	21% (82)	387
#1 Issue: Health Care	18%	(89)	12%	(58)	14%	(69)	34%	(168)	22% (110)	494
#1 Issue: Medicare / Social Security	7%	(21)	7%	(20)	9%	(26)	48%	(141)	29% (85)	293
#1 Issue: Women's Issues	32%	(32)	18%	(18)	17%	(17)	16%	(16)	17% (17)	100
#1 Issue: Education	20%	(35)	13%	(23)	22%	(38)	29%	(51)	16% (27)	174
#1 Issue: Energy	23%	(18)	17%	(13)	14%	(11)	31%	(24)	14% (11)	77
#1 Issue: Other	10%	(9)	5%	(5)	14%	(13)	38%	(35)	32% (29)	91
2016 Vote: Democrat Hillary Clinton	19%	(138)	11%	(78)	17%	(121)	36%	(262)	18% (128)	727
2016 Vote: Republican Donald Trump	12%	(94)	11%	(84)	10%	(78)	45%	(356)	23% (182)	794
2016 Vote: Someone else	19%	(36)	10%	(20)	12%	(23)	34%	(65)	25% (47)	191
2012 Vote: Barack Obama	18%	(157)	11%	(97)	15%	(125)	36%	(306)	20% (174)	859
2012 Vote: Mitt Romney	10%	(60)	10%	(62)	9%	(58)	48%	(294)	23% (138)	612
2012 Vote: Other	12%	(12)	8%	(8)	12%	(12)	41%	(40)	26% (25)	97
2012 Vote: Didn't Vote	19%	(120)	12%	(74)	16%	(100)	32%	(198)	22% (136)	628
4-Region: Northeast	14%	(54)	12%	(46)	13%	(50)	39%	(152)	22% (83)	385
4-Region: Midwest	15%	(71)	11%	(50)	12%	(54)	42%	(194)	20% (92)	461
4-Region: South	15%	(134)	11%	(95)	14%	(122)	38%	(336)	22% (191)	878
4-Region: West	19%	(90)	10%	(50)	15%	(70)	33%	(158)	23% (109)	477

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

**Table BRD3\_9: Have you ever watched any of the following shows?**  
*This Is Us*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	14%	(308)	13%	(290)	13%	(287)	39%	(861)	21%	(455)	2201
Gender: Male	11%	(119)	13%	(136)	11%	(120)	42%	(440)	22%	(236)	1051
Gender: Female	16%	(189)	13%	(154)	15%	(167)	37%	(421)	19%	(219)	1150
Age: 18-29	13%	(64)	15%	(72)	22%	(107)	31%	(149)	20%	(96)	488
Age: 30-44	19%	(106)	19%	(102)	13%	(69)	31%	(170)	18%	(99)	546
Age: 45-54	13%	(56)	12%	(50)	12%	(53)	38%	(163)	24%	(103)	425
Age: 55-64	14%	(47)	8%	(27)	9%	(31)	48%	(164)	21%	(73)	342
Age: 65+	9%	(35)	10%	(39)	7%	(27)	54%	(215)	21%	(84)	400
PID: Dem (no lean)	15%	(116)	14%	(109)	15%	(112)	37%	(281)	18%	(139)	757
PID: Ind (no lean)	12%	(86)	12%	(86)	12%	(85)	39%	(280)	25%	(183)	720
PID: Rep (no lean)	15%	(106)	13%	(95)	12%	(90)	41%	(300)	18%	(133)	724
PID/Gender: Dem Men	11%	(39)	13%	(46)	16%	(57)	39%	(134)	21%	(72)	348
PID/Gender: Dem Women	19%	(77)	15%	(63)	13%	(55)	36%	(147)	16%	(67)	409
PID/Gender: Ind Men	8%	(27)	11%	(38)	10%	(34)	42%	(141)	28%	(95)	335
PID/Gender: Ind Women	15%	(59)	12%	(48)	13%	(51)	36%	(139)	23%	(88)	385
PID/Gender: Rep Men	14%	(53)	14%	(52)	8%	(29)	45%	(165)	19%	(69)	368
PID/Gender: Rep Women	15%	(53)	12%	(43)	17%	(61)	38%	(135)	18%	(64)	356
Tea Party: Supporter	18%	(110)	17%	(105)	13%	(83)	34%	(215)	18%	(112)	625
Tea Party: Not Supporter	12%	(195)	12%	(183)	13%	(203)	41%	(642)	22%	(341)	1564
Ideo: Liberal (1-3)	19%	(149)	17%	(129)	15%	(113)	32%	(251)	17%	(131)	773
Ideo: Moderate (4)	11%	(51)	14%	(64)	15%	(65)	38%	(172)	21%	(96)	448
Ideo: Conservative (5-7)	12%	(88)	11%	(80)	11%	(78)	47%	(350)	19%	(144)	740
Educ: < College	12%	(175)	12%	(180)	13%	(195)	39%	(577)	23%	(335)	1462
Educ: Bachelors degree	18%	(77)	14%	(59)	14%	(62)	37%	(159)	17%	(72)	429
Educ: Post-grad	18%	(56)	16%	(51)	10%	(30)	40%	(125)	15%	(48)	310

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**Table BRD3\_9:** Have you ever watched any of the following shows?

*This Is Us*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	14%	(308)	13%	(290)	13%	(287)	39%	(861)	21% (455)	2201
Income: Under 50k	11%	(141)	13%	(157)	14%	(176)	38%	(462)	24% (296)	1232
Income: 50k-100k	15%	(109)	14%	(96)	13%	(94)	41%	(286)	17% (120)	705
Income: 100k+	22%	(58)	14%	(37)	6%	(17)	43%	(113)	15% (39)	264
Ethnicity: White	14%	(251)	13%	(224)	13%	(225)	41%	(721)	20% (358)	1779
Ethnicity: Hispanic	15%	(28)	19%	(35)	17%	(33)	28%	(52)	22% (41)	189
Ethnicity: Afr. Am.	16%	(39)	15%	(37)	16%	(39)	31%	(74)	21% (50)	239
Ethnicity: Other	10%	(18)	16%	(29)	13%	(23)	36%	(66)	26% (47)	183
Relig: Protestant	16%	(86)	12%	(62)	10%	(54)	45%	(240)	18% (97)	539
Relig: Roman Catholic	16%	(74)	16%	(74)	14%	(65)	37%	(173)	17% (78)	464
Relig: Ath./Agn./None	12%	(64)	11%	(62)	14%	(77)	41%	(227)	23% (125)	555
Relig: Something Else	15%	(54)	15%	(53)	16%	(57)	34%	(124)	20% (74)	362
Relig: Jewish	27%	(14)	12%	(6)	4%	(2)	45%	(23)	12% (6)	51
Relig: Evangelical	16%	(106)	14%	(94)	12%	(80)	36%	(247)	22% (151)	678
Relig: Non-Evang. Catholics	14%	(84)	13%	(81)	12%	(73)	43%	(263)	17% (105)	606
Relig: All Christian	15%	(190)	14%	(175)	12%	(153)	40%	(510)	20% (256)	1284
Relig: All Non-Christian	13%	(118)	13%	(115)	15%	(134)	38%	(351)	22% (199)	917
Community: Urban	14%	(74)	18%	(96)	14%	(78)	33%	(180)	22% (119)	547
Community: Suburban	15%	(154)	12%	(117)	12%	(123)	43%	(430)	18% (178)	1002
Community: Rural	12%	(80)	12%	(77)	13%	(86)	38%	(251)	24% (158)	652
Employ: Private Sector	17%	(117)	17%	(123)	13%	(95)	38%	(272)	14% (102)	709
Employ: Government	18%	(32)	13%	(22)	13%	(22)	39%	(68)	17% (30)	174
Employ: Self-Employed	13%	(25)	15%	(29)	11%	(21)	33%	(64)	29% (57)	196
Employ: Homemaker	17%	(26)	11%	(17)	18%	(27)	32%	(49)	21% (32)	151
Employ: Student	12%	(14)	12%	(15)	19%	(23)	40%	(48)	17% (20)	120
Employ: Retired	10%	(45)	8%	(39)	9%	(41)	51%	(236)	22% (101)	462
Employ: Unemployed	9%	(16)	12%	(22)	15%	(27)	35%	(63)	29% (52)	180
Employ: Other	16%	(33)	11%	(23)	15%	(31)	29%	(61)	29% (61)	209
Military HH: Yes	12%	(51)	10%	(42)	11%	(48)	43%	(186)	24% (103)	430
Military HH: No	15%	(257)	14%	(248)	13%	(239)	38%	(675)	20% (352)	1771

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**Table BRD3\_9:** Have you ever watched any of the following shows?

*This Is Us*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	14%	(308)	13%	(290)	13%	(287)	39%	(861)	21% (455)	2201
RD/WT: Right Direction	15%	(134)	13%	(116)	11%	(97)	40%	(354)	21% (184)	885
RD/WT: Wrong Track	13%	(174)	13%	(174)	14%	(190)	39%	(507)	21% (271)	1316
Strongly Approve	15%	(75)	12%	(58)	9%	(42)	44%	(219)	20% (100)	494
Somewhat Approve	13%	(62)	14%	(65)	13%	(62)	38%	(179)	21% (98)	466
Somewhat Disapprove	15%	(45)	14%	(43)	20%	(60)	32%	(99)	20% (60)	307
Strongly Disapprove	15%	(118)	14%	(112)	13%	(105)	40%	(321)	19% (154)	810
Dont Know / No Opinion	6%	(8)	10%	(12)	15%	(18)	35%	(43)	35% (43)	124
#1 Issue: Economy	13%	(77)	14%	(83)	11%	(64)	42%	(245)	20% (116)	585
#1 Issue: Security	16%	(60)	12%	(48)	9%	(36)	44%	(169)	19% (74)	387
#1 Issue: Health Care	15%	(73)	14%	(69)	15%	(75)	36%	(178)	20% (99)	494
#1 Issue: Medicare / Social Security	11%	(33)	10%	(29)	10%	(30)	43%	(126)	26% (75)	293
#1 Issue: Women's Issues	17%	(17)	19%	(19)	21%	(21)	24%	(24)	19% (19)	100
#1 Issue: Education	16%	(27)	14%	(24)	25%	(43)	30%	(53)	16% (27)	174
#1 Issue: Energy	14%	(11)	14%	(11)	12%	(9)	39%	(30)	21% (16)	77
#1 Issue: Other	11%	(10)	8%	(7)	10%	(9)	40%	(36)	32% (29)	91
2016 Vote: Democrat Hillary Clinton	18%	(129)	15%	(107)	15%	(107)	35%	(255)	18% (129)	727
2016 Vote: Republican Donald Trump	13%	(103)	13%	(100)	10%	(77)	45%	(361)	19% (153)	794
2016 Vote: Someone else	15%	(28)	15%	(28)	13%	(24)	34%	(64)	25% (47)	191
2012 Vote: Barack Obama	17%	(148)	16%	(134)	13%	(112)	35%	(304)	19% (161)	859
2012 Vote: Mitt Romney	14%	(87)	12%	(75)	10%	(60)	47%	(287)	17% (103)	612
2012 Vote: Other	9%	(9)	8%	(8)	12%	(12)	37%	(36)	33% (32)	97
2012 Vote: Didn't Vote	10%	(63)	12%	(73)	16%	(102)	37%	(232)	25% (158)	628
4-Region: Northeast	16%	(62)	16%	(61)	11%	(44)	36%	(137)	21% (81)	385
4-Region: Midwest	15%	(69)	12%	(57)	11%	(52)	42%	(195)	19% (88)	461
4-Region: South	13%	(112)	12%	(108)	14%	(127)	39%	(339)	22% (192)	878
4-Region: West	14%	(65)	13%	(64)	13%	(64)	40%	(190)	20% (94)	477

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



**Table BRD3\_10:** Have you ever watched any of the following shows?

*Westworld*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	9%	(193)	10%	(228)	10%	(227)	45%	(993)	25%	(560)	2201
Gender: Male	13%	(132)	13%	(136)	13%	(134)	40%	(420)	22%	(229)	1051
Gender: Female	5%	(61)	8%	(92)	8%	(93)	50%	(573)	29%	(331)	1150
Age: 18-29	14%	(67)	15%	(71)	12%	(60)	35%	(169)	25%	(121)	488
Age: 30-44	12%	(63)	12%	(65)	12%	(64)	40%	(219)	25%	(135)	546
Age: 45-54	8%	(32)	7%	(28)	9%	(37)	48%	(204)	29%	(124)	425
Age: 55-64	5%	(16)	11%	(37)	9%	(32)	51%	(174)	24%	(83)	342
Age: 65+	4%	(15)	7%	(27)	8%	(34)	57%	(227)	24%	(97)	400
PID: Dem (no lean)	10%	(72)	12%	(90)	13%	(98)	41%	(310)	25%	(187)	757
PID: Ind (no lean)	7%	(49)	10%	(69)	10%	(69)	46%	(330)	28%	(203)	720
PID: Rep (no lean)	10%	(72)	10%	(69)	8%	(60)	49%	(353)	23%	(170)	724
PID/Gender: Dem Men	14%	(48)	15%	(51)	16%	(55)	34%	(118)	22%	(76)	348
PID/Gender: Dem Women	6%	(24)	10%	(39)	11%	(43)	47%	(192)	27%	(111)	409
PID/Gender: Ind Men	8%	(28)	12%	(40)	13%	(45)	40%	(135)	26%	(87)	335
PID/Gender: Ind Women	5%	(21)	8%	(29)	6%	(24)	51%	(195)	30%	(116)	385
PID/Gender: Rep Men	15%	(56)	12%	(45)	9%	(34)	45%	(167)	18%	(66)	368
PID/Gender: Rep Women	4%	(16)	7%	(24)	7%	(26)	52%	(186)	29%	(104)	356
Tea Party: Supporter	15%	(93)	14%	(86)	11%	(68)	38%	(240)	22%	(138)	625
Tea Party: Not Supporter	6%	(99)	9%	(140)	10%	(158)	48%	(748)	27%	(419)	1564
Ideo: Liberal (1-3)	14%	(112)	12%	(93)	14%	(106)	37%	(288)	23%	(174)	773
Ideo: Moderate (4)	6%	(28)	14%	(61)	10%	(43)	44%	(199)	26%	(117)	448
Ideo: Conservative (5-7)	6%	(46)	9%	(64)	8%	(58)	54%	(399)	23%	(173)	740
Educ: < College	7%	(108)	11%	(156)	10%	(149)	44%	(649)	27%	(400)	1462
Educ: Bachelors degree	10%	(44)	8%	(36)	11%	(49)	48%	(205)	22%	(95)	429
Educ: Post-grad	13%	(41)	12%	(36)	9%	(29)	45%	(139)	21%	(65)	310

Continued on next page

**Table BRD3\_10:** Have you ever watched any of the following shows?

Westworld

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	9%	(193)	10%	(228)	10%	(227)	45%	(993)	25% (560)	2201
Income: Under 50k	7%	(87)	9%	(117)	10%	(129)	43%	(534)	30% (365)	1232
Income: 50k-100k	11%	(76)	11%	(79)	10%	(70)	46%	(321)	23% (159)	705
Income: 100k+	11%	(30)	12%	(32)	11%	(28)	52%	(138)	14% (36)	264
Ethnicity: White	8%	(151)	9%	(169)	10%	(175)	47%	(832)	25% (452)	1779
Ethnicity: Hispanic	17%	(33)	15%	(28)	11%	(20)	31%	(59)	26% (49)	189
Ethnicity: Afr. Am.	10%	(23)	14%	(33)	16%	(38)	35%	(84)	26% (61)	239
Ethnicity: Other	10%	(19)	14%	(26)	8%	(14)	42%	(77)	26% (47)	183
Relig: Protestant	7%	(38)	9%	(50)	8%	(43)	52%	(278)	24% (130)	539
Relig: Roman Catholic	11%	(49)	13%	(61)	10%	(46)	45%	(210)	21% (98)	464
Relig: Ath./Agn./None	10%	(57)	10%	(58)	10%	(56)	43%	(236)	27% (148)	555
Relig: Something Else	7%	(25)	10%	(37)	14%	(52)	44%	(158)	25% (90)	362
Relig: Jewish	8%	(4)	8%	(4)	14%	(7)	59%	(30)	12% (6)	51
Relig: Evangelical	10%	(66)	11%	(76)	9%	(60)	43%	(290)	27% (186)	678
Relig: Non-Evang. Catholics	7%	(45)	9%	(57)	10%	(59)	51%	(309)	22% (136)	606
Relig: All Christian	9%	(111)	10%	(133)	9%	(119)	47%	(599)	25% (322)	1284
Relig: All Non-Christian	9%	(82)	10%	(95)	12%	(108)	43%	(394)	26% (238)	917
Community: Urban	13%	(70)	13%	(70)	11%	(60)	37%	(204)	26% (143)	547
Community: Suburban	8%	(78)	9%	(94)	11%	(110)	48%	(483)	24% (237)	1002
Community: Rural	7%	(45)	10%	(64)	9%	(57)	47%	(306)	28% (180)	652
Employ: Private Sector	12%	(85)	12%	(87)	12%	(82)	43%	(308)	21% (147)	709
Employ: Government	12%	(21)	11%	(20)	13%	(22)	42%	(73)	22% (38)	174
Employ: Self-Employed	11%	(22)	16%	(31)	8%	(15)	36%	(71)	29% (57)	196
Employ: Homemaker	3%	(5)	6%	(9)	8%	(12)	52%	(78)	31% (47)	151
Employ: Student	12%	(15)	13%	(16)	9%	(11)	44%	(53)	21% (25)	120
Employ: Retired	4%	(17)	8%	(38)	9%	(40)	55%	(256)	24% (111)	462
Employ: Unemployed	6%	(10)	9%	(16)	13%	(23)	36%	(65)	37% (66)	180
Employ: Other	9%	(18)	5%	(11)	11%	(22)	43%	(89)	33% (69)	209
Military HH: Yes	11%	(46)	10%	(45)	10%	(43)	44%	(190)	25% (106)	430
Military HH: No	8%	(147)	10%	(183)	10%	(184)	45%	(803)	26% (454)	1771

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**Table BRD3\_10:** Have you ever watched any of the following shows?  
Westworld

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	9%	(193)	10%	(228)	10%	(227)	45%	(993)	25% (560)	2201
RD/WT: Right Direction	12%	(104)	13%	(115)	9%	(82)	43%	(378)	23% (206)	885
RD/WT: Wrong Track	7%	(89)	9%	(113)	11%	(145)	47%	(615)	27% (354)	1316
Strongly Approve	12%	(57)	13%	(66)	7%	(35)	46%	(228)	22% (108)	494
Somewhat Approve	8%	(38)	10%	(46)	10%	(48)	45%	(210)	27% (124)	466
Somewhat Disapprove	9%	(27)	11%	(35)	10%	(32)	41%	(127)	28% (86)	307
Strongly Disapprove	8%	(64)	9%	(76)	13%	(103)	46%	(371)	24% (196)	810
Dont Know / No Opinion	6%	(7)	4%	(5)	7%	(9)	46%	(57)	37% (46)	124
#1 Issue: Economy	9%	(55)	11%	(66)	10%	(61)	45%	(266)	23% (137)	585
#1 Issue: Security	7%	(26)	10%	(38)	10%	(38)	52%	(201)	22% (84)	387
#1 Issue: Health Care	7%	(36)	10%	(49)	12%	(59)	41%	(202)	30% (148)	494
#1 Issue: Medicare / Social Security	9%	(27)	9%	(25)	7%	(20)	47%	(139)	28% (82)	293
#1 Issue: Women's Issues	15%	(15)	16%	(16)	14%	(14)	35%	(35)	20% (20)	100
#1 Issue: Education	9%	(16)	12%	(21)	10%	(17)	46%	(80)	23% (40)	174
#1 Issue: Energy	16%	(12)	13%	(10)	13%	(10)	35%	(27)	23% (18)	77
#1 Issue: Other	7%	(6)	3%	(3)	9%	(8)	47%	(43)	34% (31)	91
2016 Vote: Democrat Hillary Clinton	11%	(82)	12%	(84)	13%	(94)	42%	(304)	22% (163)	727
2016 Vote: Republican Donald Trump	9%	(71)	11%	(86)	7%	(57)	49%	(388)	24% (192)	794
2016 Vote: Someone else	6%	(12)	10%	(20)	12%	(22)	43%	(82)	29% (55)	191
2012 Vote: Barack Obama	10%	(90)	11%	(98)	13%	(108)	42%	(359)	24% (204)	859
2012 Vote: Mitt Romney	8%	(49)	10%	(63)	9%	(54)	51%	(312)	22% (134)	612
2012 Vote: Other	4%	(4)	9%	(9)	7%	(7)	48%	(47)	31% (30)	97
2012 Vote: Didn't Vote	8%	(50)	9%	(57)	9%	(58)	43%	(273)	30% (190)	628
4-Region: Northeast	7%	(27)	12%	(47)	13%	(50)	43%	(166)	25% (95)	385
4-Region: Midwest	7%	(34)	8%	(35)	9%	(42)	48%	(223)	28% (127)	461
4-Region: South	9%	(77)	10%	(84)	11%	(93)	46%	(406)	25% (218)	878
4-Region: West	12%	(55)	13%	(62)	9%	(42)	42%	(198)	25% (120)	477

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

**Table BRD3\_11: Have you ever watched any of the following shows?**  
*Atlanta*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(133)	7%	(157)	10%	(212)	50%	(1101)	27%	(598)	2201
Gender: Male	8%	(84)	9%	(93)	10%	(104)	49%	(510)	25%	(260)	1051
Gender: Female	4%	(49)	6%	(64)	9%	(108)	51%	(591)	29%	(338)	1150
Age: 18-29	11%	(56)	12%	(58)	15%	(74)	39%	(190)	23%	(110)	488
Age: 30-44	8%	(46)	11%	(59)	12%	(66)	43%	(234)	26%	(141)	546
Age: 45-54	4%	(18)	6%	(27)	7%	(28)	53%	(224)	30%	(128)	425
Age: 55-64	3%	(10)	3%	(9)	6%	(21)	58%	(200)	30%	(102)	342
Age: 65+	1%	(3)	1%	(4)	6%	(23)	63%	(253)	29%	(117)	400
PID: Dem (no lean)	8%	(57)	9%	(66)	14%	(107)	43%	(329)	26%	(198)	757
PID: Ind (no lean)	4%	(29)	6%	(41)	8%	(56)	53%	(381)	30%	(213)	720
PID: Rep (no lean)	6%	(47)	7%	(50)	7%	(49)	54%	(391)	26%	(187)	724
PID/Gender: Dem Men	11%	(37)	12%	(41)	15%	(51)	39%	(137)	24%	(82)	348
PID/Gender: Dem Women	5%	(20)	6%	(25)	14%	(56)	47%	(192)	28%	(116)	409
PID/Gender: Ind Men	4%	(13)	6%	(19)	8%	(26)	53%	(179)	29%	(98)	335
PID/Gender: Ind Women	4%	(16)	6%	(22)	8%	(30)	52%	(202)	30%	(115)	385
PID/Gender: Rep Men	9%	(34)	9%	(33)	7%	(27)	53%	(194)	22%	(80)	368
PID/Gender: Rep Women	4%	(13)	5%	(17)	6%	(22)	55%	(197)	30%	(107)	356
Tea Party: Supporter	11%	(66)	12%	(76)	10%	(64)	43%	(266)	24%	(153)	625
Tea Party: Not Supporter	4%	(66)	5%	(80)	9%	(147)	53%	(829)	28%	(442)	1564
Ideo: Liberal (1-3)	12%	(90)	10%	(79)	14%	(107)	43%	(332)	21%	(165)	773
Ideo: Moderate (4)	4%	(18)	8%	(38)	10%	(44)	50%	(222)	28%	(126)	448
Ideo: Conservative (5-7)	3%	(23)	5%	(34)	6%	(42)	59%	(435)	28%	(206)	740
Educ: < College	5%	(80)	7%	(96)	10%	(139)	50%	(725)	29%	(422)	1462
Educ: Bachelors degree	5%	(22)	8%	(34)	11%	(48)	50%	(215)	26%	(110)	429
Educ: Post-grad	10%	(31)	9%	(27)	8%	(25)	52%	(161)	21%	(66)	310

Continued on next page

**Table BRD3\_11:** Have you ever watched any of the following shows?  
*Atlanta*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	6%	(133)	7%	(157)	10%	(212)	50%	(1101)	27% (598)	2201
Income: Under 50k	6%	(70)	8%	(93)	10%	(129)	46%	(570)	30% (370)	1232
Income: 50k-100k	7%	(47)	7%	(49)	10%	(69)	53%	(375)	23% (165)	705
Income: 100k+	6%	(16)	6%	(15)	5%	(14)	59%	(156)	24% (63)	264
Ethnicity: White	4%	(77)	6%	(105)	8%	(147)	54%	(952)	28% (498)	1779
Ethnicity: Hispanic	13%	(24)	16%	(31)	12%	(23)	32%	(60)	27% (51)	189
Ethnicity: Afr. Am.	18%	(42)	12%	(28)	19%	(45)	32%	(76)	20% (48)	239
Ethnicity: Other	8%	(14)	13%	(24)	11%	(20)	40%	(73)	28% (52)	183
Relig: Protestant	4%	(24)	5%	(25)	7%	(38)	58%	(310)	26% (142)	539
Relig: Roman Catholic	8%	(38)	9%	(44)	10%	(48)	47%	(217)	25% (117)	464
Relig: Ath./Agn./None	5%	(30)	6%	(34)	9%	(52)	52%	(287)	27% (152)	555
Relig: Something Else	7%	(26)	7%	(27)	11%	(41)	48%	(172)	27% (96)	362
Relig: Jewish	8%	(4)	4%	(2)	12%	(6)	63%	(32)	14% (7)	51
Relig: Evangelical	8%	(53)	9%	(61)	9%	(62)	46%	(313)	28% (189)	678
Relig: Non-Evang. Catholics	4%	(24)	6%	(35)	9%	(57)	54%	(329)	27% (161)	606
Relig: All Christian	6%	(77)	7%	(96)	9%	(119)	50%	(642)	27% (350)	1284
Relig: All Non-Christian	6%	(56)	7%	(61)	10%	(93)	50%	(459)	27% (248)	917
Community: Urban	11%	(58)	13%	(72)	11%	(61)	39%	(216)	26% (140)	547
Community: Suburban	6%	(57)	5%	(50)	9%	(90)	54%	(538)	27% (267)	1002
Community: Rural	3%	(18)	5%	(35)	9%	(61)	53%	(347)	29% (191)	652
Employ: Private Sector	7%	(50)	10%	(70)	11%	(75)	51%	(362)	21% (152)	709
Employ: Government	6%	(11)	12%	(21)	10%	(17)	49%	(85)	23% (40)	174
Employ: Self-Employed	14%	(27)	9%	(17)	10%	(20)	39%	(76)	29% (56)	196
Employ: Homemaker	2%	(3)	3%	(5)	8%	(12)	56%	(84)	31% (47)	151
Employ: Student	12%	(14)	9%	(11)	11%	(13)	46%	(55)	22% (27)	120
Employ: Retired	2%	(8)	1%	(5)	7%	(31)	61%	(281)	30% (137)	462
Employ: Unemployed	4%	(7)	7%	(13)	12%	(21)	37%	(66)	41% (73)	180
Employ: Other	6%	(13)	7%	(15)	11%	(23)	44%	(92)	32% (66)	209
Military HH: Yes	10%	(42)	6%	(26)	8%	(33)	50%	(216)	26% (113)	430
Military HH: No	5%	(91)	7%	(131)	10%	(179)	50%	(885)	27% (485)	1771

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**Table BRD3\_11: Have you ever watched any of the following shows?**

Atlanta

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(133)	7%	(157)	10%	(212)	50%	(1101)	27%	(598)	2201
RD/WT: Right Direction	9%	(76)	9%	(82)	8%	(72)	49%	(430)	25%	(225)	885
RD/WT: Wrong Track	4%	(57)	6%	(75)	11%	(140)	51%	(671)	28%	(373)	1316
Strongly Approve	9%	(45)	8%	(38)	6%	(32)	53%	(261)	24%	(118)	494
Somewhat Approve	4%	(20)	8%	(37)	9%	(42)	50%	(233)	29%	(134)	466
Somewhat Disapprove	8%	(26)	8%	(26)	11%	(35)	44%	(136)	27%	(84)	307
Strongly Disapprove	5%	(41)	6%	(50)	12%	(95)	50%	(406)	27%	(218)	810
Dont Know / No Opinion	1%	(1)	5%	(6)	6%	(8)	52%	(65)	35%	(44)	124
#1 Issue: Economy	5%	(32)	7%	(41)	10%	(56)	53%	(312)	25%	(144)	585
#1 Issue: Security	5%	(19)	8%	(30)	7%	(26)	56%	(217)	25%	(95)	387
#1 Issue: Health Care	6%	(30)	8%	(39)	11%	(53)	46%	(225)	30%	(147)	494
#1 Issue: Medicare / Social Security	5%	(16)	3%	(9)	9%	(27)	50%	(147)	32%	(94)	293
#1 Issue: Women's Issues	9%	(9)	13%	(13)	17%	(17)	36%	(36)	25%	(25)	100
#1 Issue: Education	12%	(21)	7%	(12)	13%	(23)	47%	(81)	21%	(37)	174
#1 Issue: Energy	6%	(5)	10%	(8)	10%	(8)	49%	(38)	23%	(18)	77
#1 Issue: Other	1%	(1)	5%	(5)	2%	(2)	49%	(45)	42%	(38)	91
2016 Vote: Democrat Hillary Clinton	9%	(64)	8%	(57)	13%	(95)	45%	(330)	25%	(181)	727
2016 Vote: Republican Donald Trump	5%	(37)	7%	(53)	7%	(52)	56%	(447)	26%	(205)	794
2016 Vote: Someone else	5%	(9)	6%	(12)	7%	(14)	52%	(100)	29%	(56)	191
2012 Vote: Barack Obama	7%	(64)	9%	(78)	13%	(109)	46%	(396)	25%	(212)	859
2012 Vote: Mitt Romney	5%	(33)	5%	(29)	5%	(32)	58%	(358)	26%	(160)	612
2012 Vote: Other	1%	(1)	4%	(4)	7%	(7)	54%	(52)	34%	(33)	97
2012 Vote: Didn't Vote	6%	(35)	7%	(46)	10%	(63)	47%	(293)	30%	(191)	628
4-Region: Northeast	8%	(29)	9%	(34)	9%	(34)	49%	(187)	26%	(101)	385
4-Region: Midwest	6%	(26)	6%	(27)	8%	(39)	54%	(249)	26%	(120)	461
4-Region: South	6%	(57)	7%	(61)	10%	(88)	50%	(441)	26%	(231)	878
4-Region: West	4%	(21)	7%	(35)	11%	(51)	47%	(224)	31%	(146)	477

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

**Table BRD3\_12:** Have you ever watched any of the following shows?

"Black-ish"

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	9%	(194)	20%	(444)	9%	(192)	43%	(949)	19%	(422)	2201
Gender: Male	10%	(107)	20%	(210)	9%	(95)	42%	(442)	19%	(197)	1051
Gender: Female	8%	(87)	20%	(234)	8%	(97)	44%	(507)	20%	(225)	1150
Age: 18-29	13%	(64)	20%	(99)	15%	(72)	33%	(160)	19%	(93)	488
Age: 30-44	12%	(67)	22%	(120)	9%	(49)	40%	(216)	17%	(94)	546
Age: 45-54	9%	(37)	20%	(86)	5%	(23)	45%	(193)	20%	(86)	425
Age: 55-64	5%	(17)	22%	(76)	10%	(33)	46%	(159)	17%	(57)	342
Age: 65+	2%	(9)	16%	(63)	4%	(15)	55%	(221)	23%	(92)	400
PID: Dem (no lean)	11%	(84)	26%	(194)	12%	(89)	34%	(260)	17%	(130)	757
PID: Ind (no lean)	7%	(50)	18%	(133)	7%	(51)	45%	(326)	22%	(160)	720
PID: Rep (no lean)	8%	(60)	16%	(117)	7%	(52)	50%	(363)	18%	(132)	724
PID/Gender: Dem Men	12%	(42)	24%	(85)	12%	(42)	33%	(116)	18%	(63)	348
PID/Gender: Dem Women	10%	(42)	27%	(109)	11%	(47)	35%	(144)	16%	(67)	409
PID/Gender: Ind Men	6%	(21)	19%	(65)	7%	(25)	45%	(150)	22%	(74)	335
PID/Gender: Ind Women	8%	(29)	18%	(68)	7%	(26)	46%	(176)	22%	(86)	385
PID/Gender: Rep Men	12%	(44)	16%	(60)	8%	(28)	48%	(176)	16%	(60)	368
PID/Gender: Rep Women	4%	(16)	16%	(57)	7%	(24)	53%	(187)	20%	(72)	356
Tea Party: Supporter	13%	(82)	21%	(130)	10%	(62)	39%	(242)	17%	(109)	625
Tea Party: Not Supporter	7%	(110)	20%	(312)	8%	(128)	45%	(703)	20%	(311)	1564
Ideo: Liberal (1-3)	15%	(116)	25%	(191)	13%	(98)	33%	(257)	14%	(111)	773
Ideo: Moderate (4)	8%	(34)	21%	(93)	10%	(45)	43%	(193)	19%	(83)	448
Ideo: Conservative (5-7)	6%	(41)	16%	(116)	5%	(36)	54%	(401)	20%	(146)	740
Educ: < College	8%	(120)	19%	(278)	9%	(132)	43%	(629)	21%	(303)	1462
Educ: Bachelors degree	11%	(46)	21%	(90)	8%	(35)	43%	(186)	17%	(72)	429
Educ: Post-grad	9%	(28)	25%	(76)	8%	(25)	43%	(134)	15%	(47)	310

Continued on next page

**Table BRD3\_12:** Have you ever watched any of the following shows?

"Black-ish

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	9%	(194)	20%	(444)	9%	(192)	43%	(949)	19% (422)	2201
Income: Under 50k	8%	(104)	20%	(244)	10%	(120)	40%	(489)	22% (275)	1232
Income: 50k-100k	9%	(65)	21%	(145)	8%	(57)	47%	(332)	15% (106)	705
Income: 100k+	9%	(25)	21%	(55)	6%	(15)	48%	(128)	16% (41)	264
Ethnicity: White	7%	(121)	18%	(318)	8%	(141)	47%	(837)	20% (362)	1779
Ethnicity: Hispanic	14%	(26)	26%	(49)	12%	(23)	26%	(49)	22% (42)	189
Ethnicity: Afr. Am.	21%	(51)	34%	(82)	13%	(31)	21%	(51)	10% (24)	239
Ethnicity: Other	12%	(22)	24%	(44)	11%	(20)	33%	(61)	20% (36)	183
Relig: Protestant	8%	(45)	17%	(91)	7%	(36)	50%	(268)	18% (99)	539
Relig: Roman Catholic	9%	(44)	23%	(105)	9%	(42)	41%	(188)	18% (85)	464
Relig: Ath./Agn./None	8%	(45)	19%	(108)	10%	(53)	44%	(244)	19% (105)	555
Relig: Something Else	7%	(25)	23%	(83)	11%	(41)	42%	(151)	17% (62)	362
Relig: Jewish	4%	(2)	31%	(16)	10%	(5)	47%	(24)	8% (4)	51
Relig: Evangelical	13%	(85)	19%	(128)	8%	(55)	40%	(270)	21% (140)	678
Relig: Non-Evang. Catholics	6%	(39)	21%	(125)	7%	(43)	47%	(284)	19% (115)	606
Relig: All Christian	10%	(124)	20%	(253)	8%	(98)	43%	(554)	20% (255)	1284
Relig: All Non-Christian	8%	(70)	21%	(191)	10%	(94)	43%	(395)	18% (167)	917
Community: Urban	13%	(69)	25%	(139)	9%	(47)	36%	(196)	18% (96)	547
Community: Suburban	8%	(84)	19%	(188)	9%	(92)	46%	(462)	18% (176)	1002
Community: Rural	6%	(41)	18%	(117)	8%	(53)	45%	(291)	23% (150)	652
Employ: Private Sector	9%	(67)	24%	(173)	8%	(58)	43%	(307)	15% (104)	709
Employ: Government	14%	(24)	21%	(36)	11%	(20)	40%	(69)	14% (25)	174
Employ: Self-Employed	16%	(31)	20%	(39)	11%	(22)	34%	(66)	19% (38)	196
Employ: Homemaker	7%	(10)	12%	(18)	10%	(15)	50%	(75)	22% (33)	151
Employ: Student	12%	(14)	23%	(28)	13%	(16)	37%	(44)	15% (18)	120
Employ: Retired	3%	(16)	17%	(77)	6%	(26)	53%	(243)	22% (100)	462
Employ: Unemployed	6%	(11)	23%	(42)	11%	(19)	33%	(60)	27% (48)	180
Employ: Other	10%	(21)	15%	(31)	8%	(16)	41%	(85)	27% (56)	209
Military HH: Yes	12%	(50)	16%	(69)	7%	(29)	47%	(200)	19% (82)	430
Military HH: No	8%	(144)	21%	(375)	9%	(163)	42%	(749)	19% (340)	1771

Continued on next page



**Table BRD3\_12:** Have you ever watched any of the following shows?  
"Black-ish

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	9%	(194)	20%	(444)	9%	(192)	43%	(949)	19%	(422)	2201
RD/WT: Right Direction	12%	(102)	16%	(141)	7%	(65)	45%	(400)	20%	(177)	885
RD/WT: Wrong Track	7%	(92)	23%	(303)	10%	(127)	42%	(549)	19%	(245)	1316
Strongly Approve	11%	(56)	15%	(72)	5%	(27)	50%	(245)	19%	(94)	494
Somewhat Approve	7%	(33)	17%	(81)	9%	(41)	45%	(210)	22%	(101)	466
Somewhat Disapprove	10%	(32)	24%	(75)	9%	(29)	38%	(117)	18%	(54)	307
Strongly Disapprove	9%	(69)	25%	(201)	10%	(84)	40%	(323)	16%	(133)	810
Dont Know / No Opinion	3%	(4)	12%	(15)	9%	(11)	44%	(54)	32%	(40)	124
#1 Issue: Economy	9%	(51)	19%	(111)	7%	(43)	47%	(273)	18%	(107)	585
#1 Issue: Security	6%	(23)	20%	(78)	7%	(26)	49%	(188)	19%	(72)	387
#1 Issue: Health Care	10%	(47)	24%	(117)	10%	(47)	39%	(191)	19%	(92)	494
#1 Issue: Medicare / Social Security	8%	(23)	14%	(41)	8%	(23)	45%	(132)	25%	(74)	293
#1 Issue: Women's Issues	17%	(17)	21%	(21)	18%	(18)	32%	(32)	12%	(12)	100
#1 Issue: Education	13%	(22)	24%	(42)	13%	(23)	35%	(61)	15%	(26)	174
#1 Issue: Energy	8%	(6)	22%	(17)	9%	(7)	43%	(33)	18%	(14)	77
#1 Issue: Other	5%	(5)	19%	(17)	5%	(5)	43%	(39)	27%	(25)	91
2016 Vote: Democrat Hillary Clinton	12%	(88)	27%	(194)	11%	(77)	36%	(259)	15%	(109)	727
2016 Vote: Republican Donald Trump	7%	(57)	15%	(121)	6%	(50)	52%	(411)	20%	(155)	794
2016 Vote: Someone else	9%	(17)	22%	(42)	7%	(14)	43%	(83)	18%	(35)	191
2012 Vote: Barack Obama	12%	(105)	29%	(245)	9%	(78)	35%	(299)	15%	(132)	859
2012 Vote: Mitt Romney	6%	(39)	14%	(84)	5%	(31)	56%	(340)	19%	(118)	612
2012 Vote: Other	2%	(2)	21%	(20)	7%	(7)	51%	(49)	20%	(19)	97
2012 Vote: Didn't Vote	8%	(48)	15%	(94)	12%	(76)	41%	(258)	24%	(152)	628
4-Region: Northeast	10%	(37)	21%	(81)	8%	(31)	41%	(157)	21%	(79)	385
4-Region: Midwest	9%	(43)	20%	(94)	8%	(35)	44%	(202)	19%	(87)	461
4-Region: South	9%	(82)	20%	(172)	9%	(79)	44%	(389)	18%	(156)	878
4-Region: West	7%	(32)	20%	(97)	10%	(47)	42%	(201)	21%	(100)	477

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

**Table BRD3\_13:** Have you ever watched any of the following shows?

*Master of None*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(125)	8%	(171)	9%	(201)	48%	(1060)	29%	(644)	2201
Gender: Male	7%	(77)	9%	(98)	10%	(106)	46%	(486)	27%	(284)	1051
Gender: Female	4%	(48)	6%	(73)	8%	(95)	50%	(574)	31%	(360)	1150
Age: 18-29	11%	(54)	14%	(69)	12%	(60)	37%	(179)	26%	(126)	488
Age: 30-44	9%	(47)	13%	(72)	10%	(55)	41%	(224)	27%	(148)	546
Age: 45-54	3%	(14)	4%	(18)	8%	(35)	52%	(223)	32%	(135)	425
Age: 55-64	2%	(7)	2%	(8)	8%	(28)	55%	(187)	33%	(112)	342
Age: 65+	1%	(3)	1%	(4)	6%	(23)	62%	(247)	31%	(123)	400
PID: Dem (no lean)	8%	(57)	9%	(70)	12%	(94)	43%	(326)	28%	(210)	757
PID: Ind (no lean)	4%	(28)	5%	(39)	9%	(62)	49%	(353)	33%	(238)	720
PID: Rep (no lean)	6%	(40)	9%	(62)	6%	(45)	53%	(381)	27%	(196)	724
PID/Gender: Dem Men	10%	(34)	12%	(42)	14%	(47)	39%	(134)	26%	(91)	348
PID/Gender: Dem Women	6%	(23)	7%	(28)	11%	(47)	47%	(192)	29%	(119)	409
PID/Gender: Ind Men	4%	(15)	6%	(19)	10%	(33)	48%	(160)	32%	(108)	335
PID/Gender: Ind Women	3%	(13)	5%	(20)	8%	(29)	50%	(193)	34%	(130)	385
PID/Gender: Rep Men	8%	(28)	10%	(37)	7%	(26)	52%	(192)	23%	(85)	368
PID/Gender: Rep Women	3%	(12)	7%	(25)	5%	(19)	53%	(189)	31%	(111)	356
Tea Party: Supporter	11%	(68)	11%	(67)	9%	(57)	44%	(273)	26%	(160)	625
Tea Party: Not Supporter	4%	(56)	7%	(102)	9%	(144)	50%	(782)	31%	(480)	1564
Ideo: Liberal (1-3)	11%	(86)	12%	(93)	13%	(98)	40%	(307)	24%	(189)	773
Ideo: Moderate (4)	4%	(18)	9%	(39)	9%	(40)	48%	(216)	30%	(135)	448
Ideo: Conservative (5-7)	3%	(19)	4%	(33)	7%	(51)	57%	(423)	29%	(214)	740
Educ: < College	5%	(66)	7%	(96)	9%	(130)	49%	(718)	31%	(452)	1462
Educ: Bachelors degree	7%	(31)	9%	(40)	10%	(45)	45%	(195)	28%	(118)	429
Educ: Post-grad	9%	(28)	11%	(35)	8%	(26)	47%	(147)	24%	(74)	310

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**Table BRD3\_13:** Have you ever watched any of the following shows?  
*Master of None*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(125)	8%	(171)	9%	(201)	48%	(1060)	29%	(644)	2201
Income: Under 50k	5%	(62)	7%	(87)	9%	(117)	45%	(557)	33%	(409)	1232
Income: 50k-100k	7%	(48)	9%	(61)	10%	(69)	50%	(352)	25%	(175)	705
Income: 100k+	6%	(15)	9%	(23)	6%	(15)	57%	(151)	23%	(60)	264
Ethnicity: White	5%	(89)	7%	(128)	8%	(146)	50%	(895)	29%	(521)	1779
Ethnicity: Hispanic	13%	(24)	17%	(32)	10%	(19)	31%	(58)	30%	(56)	189
Ethnicity: Afr. Am.	6%	(15)	9%	(22)	16%	(38)	40%	(95)	29%	(69)	239
Ethnicity: Other	11%	(21)	11%	(21)	9%	(17)	38%	(70)	30%	(54)	183
Relig: Protestant	4%	(23)	4%	(23)	7%	(38)	55%	(296)	29%	(159)	539
Relig: Roman Catholic	8%	(37)	9%	(44)	8%	(36)	48%	(222)	27%	(125)	464
Relig: Ath./Agn./None	5%	(30)	8%	(43)	11%	(59)	47%	(259)	30%	(164)	555
Relig: Something Else	6%	(22)	12%	(42)	11%	(39)	47%	(169)	25%	(90)	362
Relig: Jewish	8%	(4)	14%	(7)	6%	(3)	59%	(30)	14%	(7)	51
Relig: Evangelical	8%	(51)	8%	(52)	8%	(52)	45%	(305)	32%	(218)	678
Relig: Non-Evang. Catholics	4%	(22)	6%	(34)	8%	(51)	54%	(327)	28%	(172)	606
Relig: All Christian	6%	(73)	7%	(86)	8%	(103)	49%	(632)	30%	(390)	1284
Relig: All Non-Christian	6%	(52)	9%	(85)	11%	(98)	47%	(428)	28%	(254)	917
Community: Urban	10%	(53)	10%	(56)	11%	(59)	40%	(218)	29%	(161)	547
Community: Suburban	5%	(54)	7%	(69)	9%	(88)	52%	(524)	27%	(267)	1002
Community: Rural	3%	(18)	7%	(46)	8%	(54)	49%	(318)	33%	(216)	652
Employ: Private Sector	6%	(46)	13%	(92)	10%	(70)	46%	(327)	25%	(174)	709
Employ: Government	9%	(16)	8%	(14)	11%	(19)	47%	(81)	25%	(44)	174
Employ: Self-Employed	11%	(22)	5%	(10)	13%	(25)	40%	(78)	31%	(61)	196
Employ: Homemaker	3%	(5)	9%	(13)	7%	(11)	52%	(78)	29%	(44)	151
Employ: Student	12%	(14)	16%	(19)	8%	(9)	44%	(53)	21%	(25)	120
Employ: Retired	1%	(5)	1%	(5)	6%	(29)	60%	(276)	32%	(147)	462
Employ: Unemployed	3%	(5)	6%	(10)	11%	(20)	39%	(70)	42%	(75)	180
Employ: Other	6%	(12)	4%	(8)	9%	(18)	46%	(97)	35%	(74)	209
Military HH: Yes	6%	(24)	7%	(31)	8%	(33)	52%	(223)	28%	(119)	430
Military HH: No	6%	(101)	8%	(140)	9%	(168)	47%	(837)	30%	(525)	1771

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**Table BRD3\_13:** Have you ever watched any of the following shows?

*Master of None*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(125)	8%	(171)	9%	(201)	48%	(1060)	29%	(644)	2201
RD/WT: Right Direction	8%	(68)	9%	(81)	8%	(74)	47%	(420)	27%	(242)	885
RD/WT: Wrong Track	4%	(57)	7%	(90)	10%	(127)	49%	(640)	31%	(402)	1316
Strongly Approve	9%	(42)	7%	(36)	6%	(32)	53%	(260)	25%	(124)	494
Somewhat Approve	4%	(19)	9%	(44)	9%	(40)	46%	(215)	32%	(148)	466
Somewhat Disapprove	6%	(17)	8%	(26)	11%	(34)	45%	(139)	30%	(91)	307
Strongly Disapprove	6%	(45)	8%	(63)	11%	(86)	47%	(384)	29%	(232)	810
Dont Know / No Opinion	2%	(2)	2%	(2)	7%	(9)	50%	(62)	40%	(49)	124
#1 Issue: Economy	5%	(28)	8%	(49)	10%	(59)	50%	(292)	27%	(157)	585
#1 Issue: Security	5%	(18)	6%	(24)	6%	(22)	55%	(214)	28%	(109)	387
#1 Issue: Health Care	5%	(25)	7%	(37)	12%	(57)	45%	(221)	31%	(154)	494
#1 Issue: Medicare / Social Security	5%	(14)	3%	(10)	8%	(23)	51%	(148)	33%	(98)	293
#1 Issue: Women's Issues	17%	(17)	14%	(14)	10%	(10)	31%	(31)	28%	(28)	100
#1 Issue: Education	9%	(15)	13%	(23)	9%	(16)	45%	(78)	24%	(42)	174
#1 Issue: Energy	9%	(7)	16%	(12)	9%	(7)	40%	(31)	26%	(20)	77
#1 Issue: Other	1%	(1)	2%	(2)	8%	(7)	49%	(45)	40%	(36)	91
2016 Vote: Democrat Hillary Clinton	8%	(60)	9%	(68)	12%	(90)	44%	(322)	26%	(187)	727
2016 Vote: Republican Donald Trump	5%	(40)	7%	(53)	7%	(56)	54%	(425)	28%	(220)	794
2016 Vote: Someone else	5%	(9)	4%	(8)	8%	(16)	51%	(97)	32%	(61)	191
2012 Vote: Barack Obama	8%	(68)	9%	(77)	11%	(96)	45%	(389)	27%	(229)	859
2012 Vote: Mitt Romney	5%	(28)	6%	(37)	6%	(34)	56%	(344)	28%	(169)	612
2012 Vote: Other	2%	(2)	4%	(4)	7%	(7)	51%	(49)	36%	(35)	97
2012 Vote: Didn't Vote	4%	(27)	8%	(53)	10%	(64)	44%	(275)	33%	(209)	628
4-Region: Northeast	5%	(20)	10%	(38)	8%	(32)	46%	(179)	30%	(116)	385
4-Region: Midwest	4%	(19)	7%	(34)	10%	(44)	51%	(237)	28%	(127)	461
4-Region: South	5%	(48)	7%	(60)	9%	(82)	49%	(432)	29%	(256)	878
4-Region: West	8%	(38)	8%	(39)	9%	(43)	44%	(212)	30%	(145)	477

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

**Table BRD3\_14:** Have you ever watched any of the following shows?

*Modern Family*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	15%	(340)	37%	(809)	7%	(146)	30%	(660)	11% (246)	2201
Gender: Male	18%	(192)	35%	(364)	7%	(74)	28%	(294)	12% (127)	1051
Gender: Female	13%	(148)	39%	(445)	6%	(72)	32%	(366)	10% (119)	1150
Age: 18-29	23%	(112)	38%	(185)	10%	(51)	18%	(87)	11% (53)	488
Age: 30-44	20%	(111)	40%	(218)	7%	(36)	24%	(133)	9% (48)	546
Age: 45-54	15%	(63)	40%	(170)	5%	(23)	30%	(127)	10% (42)	425
Age: 55-64	8%	(29)	37%	(125)	6%	(19)	37%	(126)	13% (43)	342
Age: 65+	6%	(25)	28%	(111)	4%	(17)	47%	(187)	15% (60)	400
PID: Dem (no lean)	18%	(135)	39%	(293)	8%	(62)	25%	(191)	10% (76)	757
PID: Ind (no lean)	13%	(94)	38%	(275)	7%	(49)	29%	(207)	13% (95)	720
PID: Rep (no lean)	15%	(111)	33%	(241)	5%	(35)	36%	(262)	10% (75)	724
PID/Gender: Dem Men	20%	(70)	37%	(129)	8%	(29)	23%	(79)	12% (41)	348
PID/Gender: Dem Women	16%	(65)	40%	(164)	8%	(33)	27%	(112)	9% (35)	409
PID/Gender: Ind Men	14%	(46)	38%	(127)	7%	(25)	27%	(92)	13% (45)	335
PID/Gender: Ind Women	12%	(48)	38%	(148)	6%	(24)	30%	(115)	13% (50)	385
PID/Gender: Rep Men	21%	(76)	29%	(108)	5%	(20)	33%	(123)	11% (41)	368
PID/Gender: Rep Women	10%	(35)	37%	(133)	4%	(15)	39%	(139)	10% (34)	356
Tea Party: Supporter	22%	(136)	35%	(221)	8%	(47)	26%	(165)	9% (56)	625
Tea Party: Not Supporter	13%	(203)	37%	(585)	6%	(98)	31%	(490)	12% (188)	1564
Ideo: Liberal (1-3)	23%	(175)	39%	(302)	9%	(69)	21%	(165)	8% (62)	773
Ideo: Moderate (4)	13%	(58)	41%	(184)	7%	(30)	29%	(131)	10% (45)	448
Ideo: Conservative (5-7)	12%	(86)	32%	(239)	5%	(34)	40%	(295)	12% (86)	740
Educ: < College	14%	(208)	35%	(516)	6%	(93)	31%	(452)	13% (193)	1462
Educ: Bachelors degree	18%	(79)	40%	(171)	6%	(27)	28%	(122)	7% (30)	429
Educ: Post-grad	17%	(53)	39%	(122)	8%	(26)	28%	(86)	7% (23)	310

Continued on next page

**Table BRD3\_14:** Have you ever watched any of the following shows?

*Modern Family*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	15%	(340)	37%	(809)	7%	(146)	30%	(660)	11% (246)	2201
Income: Under 50k	14%	(169)	36%	(446)	7%	(83)	29%	(362)	14% (172)	1232
Income: 50k-100k	18%	(124)	37%	(261)	7%	(52)	30%	(211)	8% (57)	705
Income: 100k+	18%	(47)	39%	(102)	4%	(11)	33%	(87)	6% (17)	264
Ethnicity: White	14%	(251)	36%	(648)	6%	(107)	32%	(570)	11% (203)	1779
Ethnicity: Hispanic	30%	(56)	38%	(72)	10%	(18)	14%	(27)	8% (16)	189
Ethnicity: Afr. Am.	19%	(45)	39%	(93)	10%	(23)	22%	(53)	10% (25)	239
Ethnicity: Other	24%	(44)	37%	(68)	9%	(16)	20%	(37)	10% (18)	183
Relig: Protestant	13%	(68)	33%	(179)	5%	(26)	37%	(202)	12% (64)	539
Relig: Roman Catholic	18%	(82)	38%	(177)	9%	(42)	28%	(129)	7% (34)	464
Relig: Ath./Agn./None	16%	(88)	41%	(225)	5%	(30)	26%	(144)	12% (68)	555
Relig: Something Else	15%	(53)	36%	(130)	10%	(36)	30%	(108)	10% (35)	362
Relig: Jewish	10%	(5)	41%	(21)	14%	(7)	31%	(16)	4% (2)	51
Relig: Evangelical	17%	(116)	30%	(204)	7%	(45)	32%	(218)	14% (95)	678
Relig: Non-Evang. Catholics	14%	(83)	41%	(250)	6%	(35)	31%	(190)	8% (48)	606
Relig: All Christian	15%	(199)	35%	(454)	6%	(80)	32%	(408)	11% (143)	1284
Relig: All Non-Christian	15%	(141)	39%	(355)	7%	(66)	27%	(252)	11% (103)	917
Community: Urban	21%	(115)	37%	(202)	7%	(36)	25%	(135)	11% (59)	547
Community: Suburban	14%	(145)	39%	(391)	7%	(72)	30%	(302)	9% (92)	1002
Community: Rural	12%	(80)	33%	(216)	6%	(38)	34%	(223)	15% (95)	652
Employ: Private Sector	18%	(127)	44%	(309)	7%	(47)	25%	(176)	7% (50)	709
Employ: Government	20%	(34)	37%	(65)	11%	(20)	25%	(44)	6% (11)	174
Employ: Self-Employed	22%	(44)	32%	(62)	11%	(21)	20%	(39)	15% (30)	196
Employ: Homemaker	14%	(21)	34%	(51)	4%	(6)	39%	(59)	9% (14)	151
Employ: Student	20%	(24)	37%	(44)	9%	(11)	26%	(31)	8% (10)	120
Employ: Retired	7%	(33)	30%	(138)	5%	(21)	44%	(204)	14% (66)	462
Employ: Unemployed	12%	(22)	38%	(69)	6%	(10)	27%	(49)	17% (30)	180
Employ: Other	17%	(35)	34%	(71)	5%	(10)	28%	(58)	17% (35)	209
Military HH: Yes	14%	(59)	34%	(148)	7%	(32)	33%	(142)	11% (49)	430
Military HH: No	16%	(281)	37%	(661)	6%	(114)	29%	(518)	11% (197)	1771

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**Table BRD3\_14:** Have you ever watched any of the following shows?

*Modern Family*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	15%	(340)	37%	(809)	7%	(146)	30%	(660)	11% (246)	2201
RD/WT: Right Direction	18%	(156)	33%	(289)	6%	(53)	32%	(283)	12% (104)	885
RD/WT: Wrong Track	14%	(184)	40%	(520)	7%	(93)	29%	(377)	11% (142)	1316
Strongly Approve	18%	(88)	27%	(135)	4%	(21)	38%	(188)	13% (62)	494
Somewhat Approve	14%	(67)	39%	(182)	5%	(25)	30%	(142)	11% (50)	466
Somewhat Disapprove	17%	(52)	43%	(131)	10%	(31)	19%	(58)	11% (35)	307
Strongly Disapprove	15%	(124)	41%	(331)	7%	(58)	28%	(229)	8% (68)	810
Dont Know / No Opinion	7%	(9)	24%	(30)	9%	(11)	35%	(43)	25% (31)	124
#1 Issue: Economy	16%	(94)	40%	(235)	7%	(40)	26%	(155)	10% (61)	585
#1 Issue: Security	13%	(52)	33%	(129)	6%	(22)	37%	(142)	11% (42)	387
#1 Issue: Health Care	16%	(80)	41%	(201)	7%	(36)	26%	(127)	10% (50)	494
#1 Issue: Medicare / Social Security	10%	(29)	27%	(80)	6%	(18)	41%	(119)	16% (47)	293
#1 Issue: Women's Issues	28%	(28)	35%	(35)	6%	(6)	23%	(23)	8% (8)	100
#1 Issue: Education	17%	(30)	41%	(71)	10%	(17)	24%	(42)	8% (14)	174
#1 Issue: Energy	23%	(18)	39%	(30)	5%	(4)	23%	(18)	9% (7)	77
#1 Issue: Other	10%	(9)	31%	(28)	3%	(3)	37%	(34)	19% (17)	91
2016 Vote: Democrat Hillary Clinton	19%	(136)	40%	(294)	8%	(58)	24%	(177)	9% (62)	727
2016 Vote: Republican Donald Trump	14%	(110)	33%	(264)	5%	(39)	37%	(294)	11% (87)	794
2016 Vote: Someone else	14%	(26)	38%	(73)	7%	(14)	29%	(55)	12% (23)	191
2012 Vote: Barack Obama	18%	(158)	42%	(362)	7%	(56)	24%	(210)	8% (73)	859
2012 Vote: Mitt Romney	13%	(80)	31%	(192)	5%	(30)	39%	(238)	12% (72)	612
2012 Vote: Other	10%	(10)	32%	(31)	5%	(5)	39%	(38)	13% (13)	97
2012 Vote: Didn't Vote	15%	(92)	36%	(223)	9%	(55)	27%	(172)	14% (86)	628
4-Region: Northeast	17%	(65)	37%	(143)	9%	(35)	26%	(101)	11% (41)	385
4-Region: Midwest	16%	(74)	36%	(164)	4%	(19)	33%	(152)	11% (52)	461
4-Region: South	15%	(131)	36%	(317)	6%	(57)	31%	(271)	12% (102)	878
4-Region: West	15%	(70)	39%	(185)	7%	(35)	29%	(136)	11% (51)	477

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

**Table BRD3\_15:** Have you ever watched any of the following shows?  
Silicon Valley

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(133)	9%	(194)	10%	(213)	50%	(1095)	26%	(566)	2201
Gender: Male	9%	(94)	12%	(128)	12%	(125)	45%	(468)	22%	(236)	1051
Gender: Female	3%	(39)	6%	(66)	8%	(88)	55%	(627)	29%	(330)	1150
Age: 18-29	10%	(51)	13%	(62)	15%	(73)	37%	(180)	25%	(122)	488
Age: 30-44	10%	(55)	12%	(67)	11%	(59)	43%	(236)	24%	(129)	546
Age: 45-54	3%	(14)	9%	(40)	6%	(27)	54%	(230)	27%	(114)	425
Age: 55-64	3%	(10)	4%	(15)	8%	(29)	57%	(194)	27%	(94)	342
Age: 65+	1%	(3)	2%	(10)	6%	(25)	64%	(255)	27%	(107)	400
PID: Dem (no lean)	7%	(51)	10%	(79)	13%	(95)	45%	(340)	25%	(192)	757
PID: Ind (no lean)	5%	(33)	7%	(47)	8%	(60)	51%	(366)	30%	(214)	720
PID: Rep (no lean)	7%	(49)	9%	(68)	8%	(58)	54%	(389)	22%	(160)	724
PID/Gender: Dem Men	10%	(36)	15%	(51)	16%	(55)	39%	(135)	20%	(71)	348
PID/Gender: Dem Women	4%	(15)	7%	(28)	10%	(40)	50%	(205)	30%	(121)	409
PID/Gender: Ind Men	6%	(19)	9%	(30)	10%	(35)	47%	(156)	28%	(95)	335
PID/Gender: Ind Women	4%	(14)	4%	(17)	6%	(25)	55%	(210)	31%	(119)	385
PID/Gender: Rep Men	11%	(39)	13%	(47)	10%	(35)	48%	(177)	19%	(70)	368
PID/Gender: Rep Women	3%	(10)	6%	(21)	6%	(23)	60%	(212)	25%	(90)	356
Tea Party: Supporter	11%	(68)	13%	(82)	10%	(65)	43%	(268)	23%	(142)	625
Tea Party: Not Supporter	4%	(64)	7%	(111)	9%	(147)	52%	(820)	27%	(422)	1564
Ideo: Liberal (1-3)	12%	(90)	14%	(106)	12%	(96)	42%	(323)	20%	(158)	773
Ideo: Moderate (4)	3%	(15)	8%	(37)	10%	(44)	51%	(230)	27%	(122)	448
Ideo: Conservative (5-7)	4%	(26)	7%	(49)	7%	(53)	57%	(424)	25%	(188)	740
Educ: < College	4%	(62)	8%	(115)	10%	(145)	51%	(743)	27%	(397)	1462
Educ: Bachelors degree	9%	(38)	10%	(42)	10%	(45)	48%	(205)	23%	(99)	429
Educ: Post-grad	11%	(33)	12%	(37)	7%	(23)	47%	(147)	23%	(70)	310

Continued on next page



**Table BRD3\_15:** Have you ever watched any of the following shows?  
*Silicon Valley*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(133)	9%	(194)	10%	(213)	50%	(1095)	26%	(566)	2201
Income: Under 50k	5%	(65)	7%	(88)	10%	(129)	48%	(591)	29%	(359)	1232
Income: 50k-100k	6%	(45)	11%	(77)	9%	(66)	51%	(358)	23%	(159)	705
Income: 100k+	9%	(23)	11%	(29)	7%	(18)	55%	(146)	18%	(48)	264
Ethnicity: White	5%	(93)	8%	(150)	8%	(150)	52%	(923)	26%	(463)	1779
Ethnicity: Hispanic	11%	(21)	16%	(30)	10%	(19)	35%	(67)	28%	(52)	189
Ethnicity: Afr. Am.	10%	(24)	9%	(22)	17%	(41)	41%	(98)	23%	(54)	239
Ethnicity: Other	9%	(16)	12%	(22)	12%	(22)	40%	(74)	27%	(49)	183
Relig: Protestant	5%	(28)	5%	(28)	7%	(38)	58%	(312)	25%	(133)	539
Relig: Roman Catholic	7%	(32)	11%	(52)	11%	(52)	47%	(218)	24%	(110)	464
Relig: Ath./Agn./None	6%	(35)	8%	(47)	10%	(55)	48%	(269)	27%	(149)	555
Relig: Something Else	8%	(28)	12%	(43)	10%	(38)	47%	(171)	23%	(82)	362
Relig: Jewish	8%	(4)	24%	(12)	6%	(3)	51%	(26)	12%	(6)	51
Relig: Evangelical	7%	(46)	9%	(61)	8%	(56)	48%	(324)	28%	(191)	678
Relig: Non-Evang. Catholics	4%	(24)	7%	(43)	11%	(64)	55%	(331)	24%	(144)	606
Relig: All Christian	5%	(70)	8%	(104)	9%	(120)	51%	(655)	26%	(335)	1284
Relig: All Non-Christian	7%	(63)	10%	(90)	10%	(93)	48%	(440)	25%	(231)	917
Community: Urban	11%	(60)	11%	(60)	11%	(59)	41%	(226)	26%	(142)	547
Community: Suburban	5%	(49)	9%	(91)	10%	(99)	53%	(529)	23%	(234)	1002
Community: Rural	4%	(24)	7%	(43)	8%	(55)	52%	(340)	29%	(190)	652
Employ: Private Sector	9%	(63)	13%	(92)	10%	(72)	48%	(338)	20%	(144)	709
Employ: Government	8%	(14)	10%	(17)	15%	(26)	45%	(78)	22%	(39)	174
Employ: Self-Employed	11%	(22)	12%	(24)	8%	(16)	42%	(83)	26%	(51)	196
Employ: Homemaker	1%	(2)	7%	(10)	11%	(16)	54%	(81)	28%	(42)	151
Employ: Student	9%	(11)	12%	(14)	10%	(12)	47%	(56)	22%	(27)	120
Employ: Retired	1%	(5)	3%	(14)	7%	(31)	62%	(288)	27%	(124)	462
Employ: Unemployed	2%	(4)	3%	(6)	13%	(23)	43%	(78)	38%	(69)	180
Employ: Other	6%	(12)	8%	(17)	8%	(17)	44%	(93)	33%	(70)	209
Military HH: Yes	7%	(32)	9%	(38)	7%	(32)	53%	(227)	23%	(101)	430
Military HH: No	6%	(101)	9%	(156)	10%	(181)	49%	(868)	26%	(465)	1771

Continued on next page

**Table BRD3\_15: Have you ever watched any of the following shows?**  
*Silicon Valley*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	6%	(133)	9%	(194)	10%	(213)	50%	(1095)	26%	(566)	2201
RD/WT: Right Direction	8%	(71)	11%	(100)	9%	(80)	48%	(421)	24%	(213)	885
RD/WT: Wrong Track	5%	(62)	7%	(94)	10%	(133)	51%	(674)	27%	(353)	1316
Strongly Approve	10%	(51)	9%	(46)	7%	(37)	50%	(249)	22%	(111)	494
Somewhat Approve	4%	(19)	9%	(44)	9%	(43)	51%	(237)	26%	(123)	466
Somewhat Disapprove	5%	(16)	11%	(35)	13%	(40)	42%	(129)	28%	(87)	307
Strongly Disapprove	5%	(41)	8%	(65)	11%	(86)	51%	(415)	25%	(203)	810
Dont Know / No Opinion	5%	(6)	3%	(4)	6%	(7)	52%	(65)	34%	(42)	124
#1 Issue: Economy	6%	(33)	10%	(56)	9%	(54)	52%	(307)	23%	(135)	585
#1 Issue: Security	4%	(15)	8%	(32)	9%	(35)	54%	(209)	25%	(96)	387
#1 Issue: Health Care	6%	(28)	10%	(51)	9%	(46)	47%	(232)	28%	(137)	494
#1 Issue: Medicare / Social Security	5%	(16)	4%	(11)	10%	(30)	52%	(153)	28%	(83)	293
#1 Issue: Women's Issues	13%	(13)	14%	(14)	11%	(11)	38%	(38)	24%	(24)	100
#1 Issue: Education	9%	(16)	11%	(19)	11%	(20)	46%	(80)	22%	(39)	174
#1 Issue: Energy	13%	(10)	13%	(10)	14%	(11)	32%	(25)	27%	(21)	77
#1 Issue: Other	2%	(2)	1%	(1)	7%	(6)	56%	(51)	34%	(31)	91
2016 Vote: Democrat Hillary Clinton	9%	(62)	11%	(77)	12%	(86)	46%	(337)	23%	(165)	727
2016 Vote: Republican Donald Trump	6%	(46)	8%	(66)	8%	(61)	56%	(442)	23%	(179)	794
2016 Vote: Someone else	5%	(10)	6%	(12)	9%	(17)	49%	(93)	31%	(59)	191
2012 Vote: Barack Obama	8%	(67)	10%	(85)	12%	(101)	47%	(403)	24%	(203)	859
2012 Vote: Mitt Romney	6%	(35)	8%	(48)	7%	(42)	57%	(349)	23%	(138)	612
2012 Vote: Other	1%	(1)	5%	(5)	5%	(5)	57%	(55)	32%	(31)	97
2012 Vote: Didn't Vote	5%	(30)	9%	(55)	10%	(65)	45%	(285)	31%	(193)	628
4-Region: Northeast	6%	(23)	10%	(37)	10%	(38)	46%	(178)	28%	(109)	385
4-Region: Midwest	5%	(25)	7%	(33)	9%	(41)	54%	(247)	25%	(115)	461
4-Region: South	6%	(53)	9%	(76)	10%	(86)	51%	(447)	25%	(216)	878
4-Region: West	7%	(32)	10%	(48)	10%	(48)	47%	(223)	26%	(126)	477

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

**Table BRD3\_16:** Have you ever watched any of the following shows?  
*Unbreakable Kimmy Schmidt*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	7%	(165)	11%	(244)	8%	(174)	48%	(1050)	26%	(568)	2201
Gender: Male	9%	(91)	12%	(121)	8%	(89)	48%	(501)	24%	(249)	1051
Gender: Female	6%	(74)	11%	(123)	7%	(85)	48%	(549)	28%	(319)	1150
Age: 18-29	14%	(69)	18%	(90)	11%	(55)	34%	(168)	22%	(106)	488
Age: 30-44	11%	(61)	17%	(94)	9%	(51)	38%	(209)	24%	(131)	546
Age: 45-54	6%	(24)	9%	(38)	6%	(26)	52%	(223)	27%	(114)	425
Age: 55-64	2%	(7)	5%	(16)	7%	(24)	58%	(200)	28%	(95)	342
Age: 65+	1%	(4)	2%	(6)	4%	(18)	62%	(250)	30%	(122)	400
PID: Dem (no lean)	10%	(77)	13%	(99)	9%	(70)	44%	(333)	24%	(178)	757
PID: Ind (no lean)	5%	(36)	10%	(74)	8%	(57)	48%	(349)	28%	(204)	720
PID: Rep (no lean)	7%	(52)	10%	(71)	6%	(47)	51%	(368)	26%	(186)	724
PID/Gender: Dem Men	11%	(37)	14%	(49)	12%	(41)	41%	(142)	23%	(79)	348
PID/Gender: Dem Women	10%	(40)	12%	(50)	7%	(29)	47%	(191)	24%	(99)	409
PID/Gender: Ind Men	5%	(16)	11%	(37)	7%	(24)	50%	(168)	27%	(90)	335
PID/Gender: Ind Women	5%	(20)	10%	(37)	9%	(33)	47%	(181)	30%	(114)	385
PID/Gender: Rep Men	10%	(38)	10%	(35)	7%	(24)	52%	(191)	22%	(80)	368
PID/Gender: Rep Women	4%	(14)	10%	(36)	6%	(23)	50%	(177)	30%	(106)	356
Tea Party: Supporter	11%	(69)	15%	(93)	9%	(54)	43%	(267)	23%	(142)	625
Tea Party: Not Supporter	6%	(95)	10%	(150)	8%	(120)	50%	(776)	27%	(423)	1564
Ideo: Liberal (1-3)	14%	(106)	16%	(125)	11%	(85)	39%	(299)	20%	(158)	773
Ideo: Moderate (4)	5%	(21)	10%	(44)	9%	(42)	48%	(213)	29%	(128)	448
Ideo: Conservative (5-7)	4%	(31)	8%	(62)	5%	(34)	57%	(420)	26%	(193)	740
Educ: < College	6%	(83)	9%	(138)	8%	(113)	49%	(715)	28%	(413)	1462
Educ: Bachelors degree	10%	(44)	14%	(59)	9%	(38)	46%	(198)	21%	(90)	429
Educ: Post-grad	12%	(38)	15%	(47)	7%	(23)	44%	(137)	21%	(65)	310

Continued on next page

**Table BRD3\_16:** Have you ever watched any of the following shows?  
*Unbreakable Kimmy Schmidt*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	7%	(165)	11%	(244)	8%	(174)	48%	(1050)	26%	(568)	2201
Income: Under 50k	6%	(75)	10%	(122)	8%	(104)	46%	(566)	30%	(365)	1232
Income: 50k-100k	10%	(68)	12%	(84)	9%	(60)	48%	(337)	22%	(156)	705
Income: 100k+	8%	(22)	14%	(38)	4%	(10)	56%	(147)	18%	(47)	264
Ethnicity: White	7%	(129)	10%	(184)	7%	(120)	50%	(882)	26%	(464)	1779
Ethnicity: Hispanic	15%	(29)	20%	(37)	14%	(27)	28%	(52)	23%	(44)	189
Ethnicity: Afr. Am.	8%	(18)	13%	(31)	14%	(34)	41%	(97)	25%	(59)	239
Ethnicity: Other	10%	(18)	16%	(29)	11%	(20)	39%	(71)	25%	(45)	183
Relig: Protestant	7%	(38)	8%	(41)	6%	(31)	54%	(289)	26%	(140)	539
Relig: Roman Catholic	9%	(44)	12%	(57)	9%	(42)	45%	(211)	24%	(110)	464
Relig: Ath./Agn./None	8%	(46)	11%	(63)	8%	(44)	47%	(259)	26%	(143)	555
Relig: Something Else	6%	(23)	15%	(54)	8%	(30)	48%	(175)	22%	(80)	362
Relig: Jewish	4%	(2)	20%	(10)	6%	(3)	59%	(30)	12%	(6)	51
Relig: Evangelical	9%	(62)	10%	(71)	8%	(55)	44%	(300)	28%	(190)	678
Relig: Non-Evang. Catholics	6%	(34)	9%	(56)	7%	(45)	52%	(316)	26%	(155)	606
Relig: All Christian	7%	(96)	10%	(127)	8%	(100)	48%	(616)	27%	(345)	1284
Relig: All Non-Christian	8%	(69)	13%	(117)	8%	(74)	47%	(434)	24%	(223)	917
Community: Urban	10%	(55)	13%	(73)	10%	(53)	42%	(230)	25%	(136)	547
Community: Suburban	7%	(74)	11%	(113)	7%	(71)	51%	(507)	24%	(237)	1002
Community: Rural	6%	(36)	9%	(58)	8%	(50)	48%	(313)	30%	(195)	652
Employ: Private Sector	10%	(68)	16%	(112)	8%	(56)	47%	(332)	20%	(141)	709
Employ: Government	11%	(20)	18%	(32)	11%	(19)	40%	(69)	20%	(34)	174
Employ: Self-Employed	11%	(21)	14%	(27)	12%	(23)	36%	(70)	28%	(55)	196
Employ: Homemaker	7%	(11)	9%	(14)	7%	(10)	48%	(73)	28%	(43)	151
Employ: Student	12%	(15)	14%	(17)	8%	(9)	47%	(56)	19%	(23)	120
Employ: Retired	1%	(5)	2%	(9)	5%	(24)	61%	(284)	30%	(140)	462
Employ: Unemployed	6%	(11)	12%	(21)	7%	(13)	42%	(76)	33%	(59)	180
Employ: Other	7%	(14)	6%	(12)	10%	(20)	43%	(90)	35%	(73)	209
Military HH: Yes	8%	(35)	8%	(35)	6%	(25)	51%	(220)	27%	(115)	430
Military HH: No	7%	(130)	12%	(209)	8%	(149)	47%	(830)	26%	(453)	1771

Continued on next page

**Table BRD3\_16:** Have you ever watched any of the following shows?  
*Unbreakable Kimmy Schmidt*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	7%	(165)	11%	(244)	8%	(174)	48%	(1050)	26%	(568)	2201
RD/WT: Right Direction	9%	(77)	13%	(113)	7%	(62)	47%	(413)	25%	(220)	885
RD/WT: Wrong Track	7%	(88)	10%	(131)	9%	(112)	48%	(637)	26%	(348)	1316
Strongly Approve	10%	(48)	10%	(49)	5%	(27)	51%	(253)	24%	(117)	494
Somewhat Approve	5%	(23)	11%	(53)	8%	(39)	47%	(219)	28%	(132)	466
Somewhat Disapprove	9%	(28)	13%	(41)	8%	(25)	43%	(131)	27%	(82)	307
Strongly Disapprove	8%	(62)	11%	(90)	10%	(79)	48%	(387)	24%	(192)	810
Dont Know / No Opinion	3%	(4)	9%	(11)	3%	(4)	48%	(60)	36%	(45)	124
#1 Issue: Economy	8%	(44)	11%	(62)	7%	(43)	51%	(297)	24%	(139)	585
#1 Issue: Security	4%	(17)	9%	(35)	7%	(27)	55%	(212)	25%	(96)	387
#1 Issue: Health Care	8%	(38)	13%	(62)	7%	(34)	44%	(217)	29%	(143)	494
#1 Issue: Medicare / Social Security	5%	(14)	5%	(15)	8%	(24)	50%	(147)	32%	(93)	293
#1 Issue: Women's Issues	18%	(18)	23%	(23)	11%	(11)	28%	(28)	20%	(20)	100
#1 Issue: Education	11%	(20)	20%	(34)	11%	(20)	39%	(67)	19%	(33)	174
#1 Issue: Energy	13%	(10)	14%	(11)	8%	(6)	45%	(35)	19%	(15)	77
#1 Issue: Other	4%	(4)	2%	(2)	10%	(9)	52%	(47)	32%	(29)	91
2016 Vote: Democrat Hillary Clinton	11%	(82)	13%	(98)	9%	(67)	44%	(321)	22%	(159)	727
2016 Vote: Republican Donald Trump	6%	(45)	9%	(69)	7%	(56)	53%	(417)	26%	(207)	794
2016 Vote: Someone else	6%	(12)	13%	(25)	7%	(13)	46%	(88)	28%	(53)	191
2012 Vote: Barack Obama	10%	(87)	13%	(114)	9%	(76)	44%	(377)	24%	(205)	859
2012 Vote: Mitt Romney	5%	(31)	9%	(56)	6%	(39)	55%	(335)	25%	(151)	612
2012 Vote: Other	5%	(5)	6%	(6)	4%	(4)	54%	(52)	31%	(30)	97
2012 Vote: Didn't Vote	7%	(41)	11%	(68)	9%	(55)	45%	(284)	29%	(180)	628
4-Region: Northeast	8%	(32)	14%	(52)	8%	(31)	45%	(175)	25%	(95)	385
4-Region: Midwest	6%	(27)	12%	(57)	6%	(28)	50%	(232)	25%	(117)	461
4-Region: South	7%	(61)	9%	(80)	9%	(76)	48%	(425)	27%	(236)	878
4-Region: West	9%	(45)	12%	(55)	8%	(39)	46%	(218)	25%	(120)	477

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

**Table BRD3\_17: Have you ever watched any of the following shows?**

*Veep*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	5%	(113)	11%	(251)	11%	(232)	47%	(1041)	26%	(564)	2201
Gender: Male	7%	(78)	15%	(156)	11%	(115)	44%	(465)	23%	(237)	1051
Gender: Female	3%	(35)	8%	(95)	10%	(117)	50%	(576)	28%	(327)	1150
Age: 18-29	8%	(39)	15%	(72)	14%	(70)	36%	(177)	27%	(130)	488
Age: 30-44	8%	(42)	14%	(78)	10%	(57)	42%	(231)	25%	(138)	546
Age: 45-54	4%	(18)	9%	(39)	10%	(42)	50%	(211)	27%	(115)	425
Age: 55-64	3%	(10)	7%	(25)	8%	(27)	56%	(190)	26%	(90)	342
Age: 65+	1%	(4)	9%	(37)	9%	(36)	58%	(232)	23%	(91)	400
PID: Dem (no lean)	6%	(48)	14%	(109)	13%	(100)	42%	(318)	24%	(182)	757
PID: Ind (no lean)	3%	(19)	10%	(73)	9%	(66)	48%	(347)	30%	(215)	720
PID: Rep (no lean)	6%	(46)	10%	(69)	9%	(66)	52%	(376)	23%	(167)	724
PID/Gender: Dem Men	9%	(32)	18%	(63)	16%	(54)	34%	(119)	23%	(80)	348
PID/Gender: Dem Women	4%	(16)	11%	(46)	11%	(46)	49%	(199)	25%	(102)	409
PID/Gender: Ind Men	3%	(11)	15%	(49)	10%	(32)	47%	(157)	26%	(86)	335
PID/Gender: Ind Women	2%	(8)	6%	(24)	9%	(34)	49%	(190)	34%	(129)	385
PID/Gender: Rep Men	10%	(35)	12%	(44)	8%	(29)	51%	(189)	19%	(71)	368
PID/Gender: Rep Women	3%	(11)	7%	(25)	10%	(37)	53%	(187)	27%	(96)	356
Tea Party: Supporter	10%	(65)	13%	(81)	11%	(69)	43%	(271)	22%	(139)	625
Tea Party: Not Supporter	3%	(47)	11%	(169)	10%	(162)	49%	(764)	27%	(422)	1564
Ideo: Liberal (1-3)	10%	(80)	16%	(124)	16%	(124)	37%	(285)	21%	(160)	773
Ideo: Moderate (4)	3%	(13)	13%	(57)	10%	(46)	47%	(209)	27%	(123)	448
Ideo: Conservative (5-7)	3%	(20)	9%	(67)	6%	(43)	58%	(427)	25%	(183)	740
Educ: < College	3%	(51)	9%	(130)	9%	(135)	50%	(727)	29%	(419)	1462
Educ: Bachelors degree	8%	(33)	15%	(66)	14%	(61)	42%	(180)	21%	(89)	429
Educ: Post-grad	9%	(29)	18%	(55)	12%	(36)	43%	(134)	18%	(56)	310

Continued on next page

**Table BRD3\_17:** Have you ever watched any of the following shows?

*Veep*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion	Total N
Adults	5%	(113)	11%	(251)	11%	(232)	47%	(1041)	26% (564)	2201
Income: Under 50k	4%	(48)	9%	(107)	11%	(136)	46%	(572)	30% (369)	1232
Income: 50k-100k	7%	(49)	14%	(97)	10%	(71)	48%	(335)	22% (153)	705
Income: 100k+	6%	(16)	18%	(47)	9%	(25)	51%	(134)	16% (42)	264
Ethnicity: White	5%	(85)	11%	(195)	9%	(166)	50%	(884)	25% (449)	1779
Ethnicity: Hispanic	11%	(20)	14%	(27)	13%	(24)	33%	(63)	29% (55)	189
Ethnicity: Afr. Am.	7%	(17)	12%	(28)	16%	(38)	41%	(97)	25% (59)	239
Ethnicity: Other	6%	(11)	15%	(28)	15%	(28)	33%	(60)	31% (56)	183
Relig: Protestant	4%	(23)	10%	(54)	7%	(37)	55%	(296)	24% (129)	539
Relig: Roman Catholic	8%	(36)	15%	(71)	12%	(54)	44%	(206)	21% (97)	464
Relig: Ath./Agn./None	4%	(21)	10%	(58)	12%	(66)	46%	(258)	27% (152)	555
Relig: Something Else	6%	(21)	14%	(52)	11%	(39)	44%	(161)	25% (89)	362
Relig: Jewish	8%	(4)	25%	(13)	20%	(10)	43%	(22)	4% (2)	51
Relig: Evangelical	6%	(44)	8%	(57)	9%	(63)	47%	(322)	28% (192)	678
Relig: Non-Evang. Catholics	4%	(27)	14%	(84)	11%	(64)	50%	(300)	22% (131)	606
Relig: All Christian	6%	(71)	11%	(141)	10%	(127)	48%	(622)	25% (323)	1284
Relig: All Non-Christian	5%	(42)	12%	(110)	11%	(105)	46%	(419)	26% (241)	917
Community: Urban	8%	(46)	14%	(76)	11%	(61)	39%	(216)	27% (148)	547
Community: Suburban	5%	(51)	12%	(122)	10%	(105)	50%	(503)	22% (221)	1002
Community: Rural	2%	(16)	8%	(53)	10%	(66)	49%	(322)	30% (195)	652
Employ: Private Sector	8%	(54)	15%	(103)	12%	(84)	46%	(324)	20% (144)	709
Employ: Government	6%	(11)	11%	(20)	13%	(22)	47%	(81)	23% (40)	174
Employ: Self-Employed	10%	(19)	16%	(31)	12%	(23)	37%	(72)	26% (51)	196
Employ: Homemaker	1%	(2)	7%	(11)	9%	(14)	52%	(79)	30% (45)	151
Employ: Student	5%	(6)	18%	(22)	13%	(16)	39%	(47)	24% (29)	120
Employ: Retired	1%	(5)	9%	(41)	8%	(38)	57%	(262)	25% (116)	462
Employ: Unemployed	2%	(4)	7%	(13)	11%	(19)	39%	(70)	41% (74)	180
Employ: Other	6%	(12)	5%	(10)	8%	(16)	51%	(106)	31% (65)	209
Military HH: Yes	8%	(35)	10%	(41)	8%	(36)	47%	(202)	27% (116)	430
Military HH: No	4%	(78)	12%	(210)	11%	(196)	47%	(839)	25% (448)	1771

Continued on next page

**Table BRD3\_17: Have you ever watched any of the following shows?**

*Veep*

Demographic	Yes, I have watched every episode		Yes, but I have not seen every episode		No, but I hope to soon		No, and I have no intention to watch it		Don't Know / No Opinion		Total N
Adults	5%	(113)	11%	(251)	11%	(232)	47%	(1041)	26%	(564)	2201
RD/WT: Right Direction	8%	(71)	12%	(102)	9%	(79)	48%	(422)	24%	(211)	885
RD/WT: Wrong Track	3%	(42)	11%	(149)	12%	(153)	47%	(619)	27%	(353)	1316
Strongly Approve	9%	(45)	9%	(44)	8%	(39)	52%	(258)	22%	(108)	494
Somewhat Approve	3%	(15)	12%	(57)	8%	(38)	50%	(231)	27%	(125)	466
Somewhat Disapprove	5%	(14)	14%	(42)	13%	(40)	38%	(118)	30%	(93)	307
Strongly Disapprove	4%	(36)	13%	(103)	13%	(105)	46%	(374)	24%	(192)	810
Dont Know / No Opinion	2%	(3)	4%	(5)	8%	(10)	48%	(60)	37%	(46)	124
#1 Issue: Economy	5%	(27)	12%	(68)	9%	(50)	51%	(299)	24%	(141)	585
#1 Issue: Security	5%	(19)	12%	(45)	8%	(32)	52%	(203)	23%	(88)	387
#1 Issue: Health Care	4%	(22)	12%	(59)	12%	(58)	44%	(216)	28%	(139)	494
#1 Issue: Medicare / Social Security	4%	(12)	7%	(21)	11%	(32)	49%	(143)	29%	(85)	293
#1 Issue: Women's Issues	15%	(15)	17%	(17)	14%	(14)	29%	(29)	25%	(25)	100
#1 Issue: Education	6%	(10)	12%	(21)	15%	(26)	45%	(78)	22%	(39)	174
#1 Issue: Energy	9%	(7)	21%	(16)	16%	(12)	34%	(26)	21%	(16)	77
#1 Issue: Other	1%	(1)	4%	(4)	9%	(8)	52%	(47)	34%	(31)	91
2016 Vote: Democrat Hillary Clinton	7%	(53)	17%	(124)	15%	(106)	40%	(291)	21%	(153)	727
2016 Vote: Republican Donald Trump	5%	(42)	9%	(75)	7%	(58)	54%	(430)	24%	(189)	794
2016 Vote: Someone else	2%	(4)	9%	(17)	10%	(19)	48%	(91)	31%	(60)	191
2012 Vote: Barack Obama	6%	(55)	16%	(137)	13%	(111)	43%	(366)	22%	(190)	859
2012 Vote: Mitt Romney	5%	(33)	9%	(55)	6%	(39)	56%	(343)	23%	(142)	612
2012 Vote: Other	1%	(1)	3%	(3)	8%	(8)	57%	(55)	31%	(30)	97
2012 Vote: Didn't Vote	4%	(24)	9%	(55)	12%	(74)	44%	(275)	32%	(200)	628
4-Region: Northeast	7%	(27)	15%	(56)	11%	(41)	40%	(155)	28%	(106)	385
4-Region: Midwest	3%	(16)	11%	(50)	8%	(38)	54%	(249)	23%	(108)	461
4-Region: South	5%	(47)	9%	(76)	12%	(105)	49%	(427)	25%	(223)	878
4-Region: West	5%	(23)	14%	(69)	10%	(48)	44%	(210)	27%	(127)	477

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



**Table BRD4\_4:** How often do you watch television on each of the following?

Netflix

Demographic	Frequency												Total N
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often		Never		
Adults	19%	(426)	14%	(311)	18%	(390)	6%	(125)	9%	(196)	34%	(753)	2201
Gender: Male	19%	(197)	15%	(159)	18%	(191)	5%	(55)	9%	(92)	34%	(357)	1051
Gender: Female	20%	(229)	13%	(152)	17%	(199)	6%	(70)	9%	(104)	34%	(396)	1150
Age: 18-29	39%	(191)	23%	(111)	18%	(87)	6%	(28)	6%	(28)	9%	(43)	488
Age: 30-44	25%	(138)	21%	(116)	21%	(117)	5%	(25)	7%	(40)	20%	(110)	546
Age: 45-54	14%	(58)	10%	(41)	21%	(90)	7%	(31)	12%	(49)	37%	(156)	425
Age: 55-64	6%	(19)	6%	(20)	16%	(56)	6%	(21)	10%	(35)	56%	(191)	342
Age: 65+	5%	(20)	6%	(23)	10%	(40)	5%	(20)	11%	(44)	63%	(253)	400
PID: Dem (no lean)	24%	(180)	14%	(108)	17%	(129)	6%	(49)	7%	(55)	31%	(236)	757
PID: Ind (no lean)	16%	(115)	14%	(104)	18%	(129)	6%	(45)	11%	(76)	35%	(251)	720
PID: Rep (no lean)	18%	(131)	14%	(99)	18%	(132)	4%	(31)	9%	(65)	37%	(266)	724
PID/Gender: Dem Men	24%	(85)	16%	(57)	17%	(59)	6%	(22)	7%	(25)	29%	(100)	348
PID/Gender: Dem Women	23%	(95)	12%	(51)	17%	(70)	7%	(27)	7%	(30)	33%	(136)	409
PID/Gender: Ind Men	12%	(40)	15%	(50)	17%	(56)	6%	(21)	12%	(40)	38%	(128)	335
PID/Gender: Ind Women	19%	(75)	14%	(54)	19%	(73)	6%	(24)	9%	(36)	32%	(123)	385
PID/Gender: Rep Men	20%	(72)	14%	(52)	21%	(76)	3%	(12)	7%	(27)	35%	(129)	368
PID/Gender: Rep Women	17%	(59)	13%	(47)	16%	(56)	5%	(19)	11%	(38)	38%	(137)	356
Tea Party: Supporter	24%	(151)	16%	(99)	19%	(117)	4%	(26)	10%	(63)	27%	(169)	625
Tea Party: Not Supporter	17%	(273)	13%	(209)	17%	(273)	6%	(99)	8%	(131)	37%	(579)	1564
Ideo: Liberal (1-3)	28%	(216)	17%	(128)	19%	(145)	5%	(41)	8%	(61)	24%	(182)	773
Ideo: Moderate (4)	14%	(63)	16%	(72)	16%	(72)	7%	(30)	9%	(39)	38%	(172)	448
Ideo: Conservative (5-7)	12%	(87)	12%	(88)	17%	(129)	5%	(40)	11%	(84)	42%	(312)	740
Educ: < College	19%	(285)	13%	(186)	18%	(256)	6%	(86)	9%	(128)	36%	(521)	1462
Educ: Bachelors degree	19%	(82)	17%	(74)	18%	(76)	6%	(25)	9%	(40)	31%	(132)	429
Educ: Post-grad	19%	(59)	16%	(51)	19%	(58)	5%	(14)	9%	(28)	32%	(100)	310

Continued on next page

**Table BRD4\_4:** How often do you watch television on each of the following?

Netflix

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	19% (426)	14% (311)	18% (390)	6% (125)	9% (196)	34% (753)	2201
Income: Under 50k	21% (254)	13% (155)	17% (204)	5% (59)	9% (115)	36% (445)	1232
Income: 50k-100k	19% (135)	15% (103)	19% (132)	7% (46)	9% (61)	32% (228)	705
Income: 100k+	14% (37)	20% (53)	20% (54)	8% (20)	8% (20)	30% (80)	264
Ethnicity: White	18% (313)	14% (247)	18% (324)	6% (99)	9% (156)	36% (640)	1779
Ethnicity: Hispanic	29% (55)	22% (42)	17% (33)	6% (11)	8% (16)	17% (32)	189
Ethnicity: Afr. Am.	26% (63)	13% (32)	15% (36)	7% (16)	10% (24)	28% (68)	239
Ethnicity: Other	27% (50)	17% (32)	16% (30)	5% (10)	9% (16)	25% (45)	183
Relig: Protestant	14% (76)	12% (67)	15% (81)	5% (25)	9% (47)	45% (243)	539
Relig: Roman Catholic	19% (86)	16% (75)	17% (77)	6% (26)	9% (42)	34% (158)	464
Relig: Ath./Agn./None	24% (135)	15% (83)	19% (104)	5% (28)	9% (51)	28% (154)	555
Relig: Something Else	18% (66)	16% (58)	21% (77)	8% (30)	7% (27)	29% (104)	362
Relig: Jewish	2% (1)	18% (9)	18% (9)	14% (7)	10% (5)	39% (20)	51
Relig: Evangelical	20% (134)	12% (79)	17% (117)	5% (36)	9% (60)	37% (252)	678
Relig: Non-Evang. Catholics	15% (91)	15% (91)	15% (92)	5% (31)	10% (58)	40% (243)	606
Relig: All Christian	18% (225)	13% (170)	16% (209)	5% (67)	9% (118)	39% (495)	1284
Relig: All Non-Christian	22% (201)	15% (141)	20% (181)	6% (58)	9% (78)	28% (258)	917
Community: Urban	22% (122)	18% (100)	18% (99)	6% (32)	6% (35)	29% (159)	547
Community: Suburban	19% (188)	13% (132)	18% (176)	6% (62)	10% (100)	34% (344)	1002
Community: Rural	18% (116)	12% (79)	18% (115)	5% (31)	9% (61)	38% (250)	652
Employ: Private Sector	19% (132)	19% (138)	21% (150)	6% (39)	8% (57)	27% (193)	709
Employ: Government	27% (47)	15% (26)	19% (33)	6% (10)	7% (13)	26% (45)	174
Employ: Self-Employed	23% (46)	15% (29)	19% (37)	6% (12)	12% (24)	24% (48)	196
Employ: Homemaker	26% (40)	11% (16)	22% (33)	7% (10)	5% (8)	29% (44)	151
Employ: Student	35% (42)	28% (34)	13% (16)	3% (4)	8% (10)	12% (14)	120
Employ: Retired	6% (28)	6% (26)	12% (56)	6% (26)	11% (50)	60% (276)	462
Employ: Unemployed	22% (39)	8% (14)	17% (30)	7% (13)	5% (9)	42% (75)	180
Employ: Other	25% (52)	13% (28)	17% (35)	5% (11)	12% (25)	28% (58)	209
Military HH: Yes	20% (84)	11% (49)	18% (78)	4% (16)	8% (35)	39% (168)	430
Military HH: No	19% (342)	15% (262)	18% (312)	6% (109)	9% (161)	33% (585)	1771

Continued on next page

**Table BRD4\_4:** How often do you watch television on each of the following?

Netflix

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	19% (426)	14% (311)	18% (390)	6% (125)	9% (196)	34% (753)	2201
RD/WT: Right Direction	20% (174)	15% (132)	17% (149)	5% (48)	9% (84)	34% (298)	885
RD/WT: Wrong Track	19% (252)	14% (179)	18% (241)	6% (77)	9% (112)	35% (455)	1316
Strongly Approve	20% (101)	12% (57)	13% (66)	5% (24)	9% (46)	40% (200)	494
Somewhat Approve	15% (71)	17% (80)	21% (99)	5% (24)	11% (51)	30% (141)	466
Somewhat Disapprove	19% (59)	17% (52)	19% (57)	6% (19)	5% (15)	34% (105)	307
Strongly Disapprove	21% (167)	13% (109)	18% (148)	7% (53)	8% (67)	33% (266)	810
Dont Know / No Opinion	23% (28)	10% (13)	16% (20)	4% (5)	14% (17)	33% (41)	124
#1 Issue: Economy	19% (112)	13% (78)	21% (125)	5% (30)	10% (60)	31% (180)	585
#1 Issue: Security	17% (67)	13% (49)	18% (68)	6% (24)	7% (29)	39% (150)	387
#1 Issue: Health Care	17% (86)	16% (78)	19% (92)	7% (33)	9% (46)	32% (159)	494
#1 Issue: Medicare / Social Security	11% (31)	9% (27)	12% (35)	4% (12)	9% (25)	56% (163)	293
#1 Issue: Women's Issues	44% (44)	22% (22)	11% (11)	6% (6)	5% (5)	12% (12)	100
#1 Issue: Education	29% (51)	17% (30)	17% (30)	7% (12)	9% (15)	21% (36)	174
#1 Issue: Energy	26% (20)	27% (21)	19% (15)	8% (6)	5% (4)	14% (11)	77
#1 Issue: Other	16% (15)	7% (6)	15% (14)	2% (2)	13% (12)	46% (42)	91
2016 Vote: Democrat Hillary Clinton	21% (155)	14% (104)	18% (128)	7% (49)	7% (51)	33% (240)	727
2016 Vote: Republican Donald Trump	15% (123)	13% (100)	17% (138)	5% (41)	10% (82)	39% (310)	794
2016 Vote: Someone else	18% (34)	19% (36)	19% (37)	6% (11)	8% (15)	30% (58)	191
2012 Vote: Barack Obama	19% (163)	14% (120)	17% (150)	7% (58)	9% (79)	34% (289)	859
2012 Vote: Mitt Romney	12% (76)	13% (80)	17% (104)	5% (33)	9% (54)	43% (265)	612
2012 Vote: Other	10% (10)	11% (11)	18% (17)	4% (4)	18% (17)	39% (38)	97
2012 Vote: Didn't Vote	28% (177)	16% (99)	19% (117)	5% (30)	7% (46)	25% (159)	628
4-Region: Northeast	14% (54)	16% (61)	21% (80)	6% (24)	10% (38)	33% (128)	385
4-Region: Midwest	19% (87)	14% (65)	16% (72)	5% (23)	9% (41)	38% (173)	461
4-Region: South	21% (187)	13% (118)	18% (154)	6% (50)	8% (71)	34% (298)	878
4-Region: West	21% (98)	14% (67)	18% (84)	6% (28)	10% (46)	32% (154)	477

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

**Table BRD4\_5: How often do you watch television on each of the following?**  
*Hulu*

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	9% (188)	6% (140)	7% (160)	4% (90)	8% (176)	66% (1447)	2201
Gender: Male	10% (105)	7% (78)	8% (80)	4% (44)	8% (88)	62% (656)	1051
Gender: Female	7% (83)	5% (62)	7% (80)	4% (46)	8% (88)	69% (791)	1150
Age: 18-29	18% (86)	13% (62)	12% (57)	5% (25)	12% (57)	41% (201)	488
Age: 30-44	13% (69)	9% (47)	11% (58)	6% (32)	8% (44)	54% (296)	546
Age: 45-54	4% (19)	4% (17)	6% (27)	4% (15)	8% (33)	74% (314)	425
Age: 55-64	3% (10)	2% (7)	3% (11)	3% (10)	5% (16)	84% (288)	342
Age: 65+	1% (4)	2% (7)	2% (7)	2% (8)	6% (26)	87% (348)	400
PID: Dem (no lean)	10% (72)	8% (60)	7% (56)	5% (38)	8% (61)	62% (470)	757
PID: Ind (no lean)	7% (51)	5% (35)	8% (56)	3% (20)	9% (64)	69% (494)	720
PID: Rep (no lean)	9% (65)	6% (45)	7% (48)	4% (32)	7% (51)	67% (483)	724
PID/Gender: Dem Men	11% (39)	10% (35)	7% (23)	5% (18)	10% (34)	57% (199)	348
PID/Gender: Dem Women	8% (33)	6% (25)	8% (33)	5% (20)	7% (27)	66% (271)	409
PID/Gender: Ind Men	6% (20)	5% (16)	8% (28)	3% (10)	8% (27)	70% (234)	335
PID/Gender: Ind Women	8% (31)	5% (19)	7% (28)	3% (10)	10% (37)	68% (260)	385
PID/Gender: Rep Men	12% (46)	7% (27)	8% (29)	4% (16)	7% (27)	61% (223)	368
PID/Gender: Rep Women	5% (19)	5% (18)	5% (19)	4% (16)	7% (24)	73% (260)	356
Tea Party: Supporter	14% (89)	10% (64)	7% (44)	5% (29)	8% (47)	56% (352)	625
Tea Party: Not Supporter	6% (97)	5% (76)	7% (116)	4% (60)	8% (127)	70% (1088)	1564
Ideo: Liberal (1-3)	13% (101)	9% (69)	11% (83)	5% (40)	8% (64)	54% (416)	773
Ideo: Moderate (4)	7% (32)	6% (29)	4% (18)	5% (21)	9% (40)	69% (308)	448
Ideo: Conservative (5-7)	6% (42)	4% (33)	5% (40)	3% (25)	7% (51)	74% (549)	740
Educ: < College	8% (121)	6% (92)	7% (96)	4% (54)	8% (121)	67% (978)	1462
Educ: Bachelors degree	8% (36)	6% (26)	9% (38)	5% (23)	7% (32)	64% (274)	429
Educ: Post-grad	10% (31)	7% (22)	8% (26)	4% (13)	7% (23)	63% (195)	310

Continued on next page

**Table BRD4\_5:** How often do you watch television on each of the following?  
Hulu

Demographic	Several times		About once a		A few times a		About once a		About once a		Never	Total N	
	a day		day		week		week		month or less often				
Adults	9%	(188)	6%	(140)	7%	(160)	4%	(90)	8%	(176)	66%	(1447)	2201
Income: Under 50k	9%	(109)	6%	(80)	7%	(88)	4%	(50)	7%	(90)	66%	(815)	1232
Income: 50k-100k	8%	(56)	7%	(51)	7%	(46)	4%	(31)	9%	(66)	65%	(455)	705
Income: 100k+	9%	(23)	3%	(9)	10%	(26)	3%	(9)	8%	(20)	67%	(177)	264
Ethnicity: White	7%	(132)	5%	(96)	7%	(130)	4%	(68)	7%	(131)	69%	(1222)	1779
Ethnicity: Hispanic	19%	(36)	11%	(21)	12%	(22)	8%	(15)	8%	(15)	42%	(80)	189
Ethnicity: Afr. Am.	16%	(38)	9%	(22)	8%	(18)	4%	(10)	10%	(24)	53%	(127)	239
Ethnicity: Other	10%	(18)	12%	(22)	7%	(12)	7%	(12)	11%	(21)	54%	(98)	183
Relig: Protestant	6%	(34)	6%	(31)	5%	(27)	2%	(12)	6%	(33)	75%	(402)	539
Relig: Roman Catholic	10%	(48)	4%	(20)	8%	(37)	5%	(24)	6%	(29)	66%	(306)	464
Relig: Ath./Agn./None	8%	(47)	6%	(36)	8%	(47)	4%	(20)	10%	(54)	63%	(351)	555
Relig: Something Else	9%	(31)	9%	(33)	7%	(26)	6%	(21)	9%	(32)	60%	(219)	362
Relig: Jewish	4%	(2)	10%	(5)	4%	(2)	2%	(1)	10%	(5)	71%	(36)	51
Relig: Evangelical	11%	(72)	7%	(47)	8%	(51)	4%	(27)	7%	(50)	64%	(431)	678
Relig: Non-Evang. Catholics	6%	(38)	4%	(24)	6%	(36)	4%	(22)	7%	(40)	74%	(446)	606
Relig: All Christian	9%	(110)	6%	(71)	7%	(87)	4%	(49)	7%	(90)	68%	(877)	1284
Relig: All Non-Christian	9%	(78)	8%	(69)	8%	(73)	4%	(41)	9%	(86)	62%	(570)	917
Community: Urban	13%	(70)	7%	(37)	10%	(55)	6%	(31)	9%	(49)	56%	(305)	547
Community: Suburban	8%	(81)	6%	(61)	6%	(59)	4%	(38)	9%	(86)	68%	(677)	1002
Community: Rural	6%	(37)	6%	(42)	7%	(46)	3%	(21)	6%	(41)	71%	(465)	652
Employ: Private Sector	8%	(59)	9%	(61)	10%	(69)	5%	(37)	8%	(59)	60%	(424)	709
Employ: Government	13%	(23)	5%	(9)	13%	(22)	5%	(9)	7%	(12)	57%	(99)	174
Employ: Self-Employed	14%	(28)	12%	(24)	7%	(13)	3%	(6)	12%	(23)	52%	(102)	196
Employ: Homemaker	11%	(17)	7%	(10)	6%	(9)	3%	(5)	6%	(9)	67%	(101)	151
Employ: Student	13%	(16)	11%	(13)	9%	(11)	5%	(6)	11%	(13)	51%	(61)	120
Employ: Retired	2%	(10)	2%	(7)	3%	(12)	3%	(13)	5%	(24)	86%	(396)	462
Employ: Unemployed	9%	(16)	5%	(9)	3%	(6)	4%	(7)	8%	(14)	71%	(128)	180
Employ: Other	9%	(19)	3%	(7)	9%	(18)	3%	(7)	11%	(22)	65%	(136)	209
Military HH: Yes	10%	(42)	6%	(24)	7%	(32)	3%	(11)	8%	(34)	67%	(287)	430
Military HH: No	8%	(146)	7%	(116)	7%	(128)	4%	(79)	8%	(142)	65%	(1160)	1771

Continued on next page

**Table BRD4\_5:** How often do you watch television on each of the following?

Hulu

Demographic	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often		Never	Total N
Adults	9%	(188)	6%	(140)	7%	(160)	4%	(90)	8%	(176)	66% (1447)	2201
RD/WT: Right Direction	10%	(90)	9%	(76)	6%	(54)	4%	(31)	7%	(63)	65% (571)	885
RD/WT: Wrong Track	7%	(98)	5%	(64)	8%	(106)	4%	(59)	9%	(113)	67% (876)	1316
Strongly Approve	11%	(56)	6%	(32)	5%	(27)	3%	(15)	5%	(24)	69% (340)	494
Somewhat Approve	6%	(28)	7%	(33)	8%	(37)	3%	(14)	9%	(44)	67% (310)	466
Somewhat Disapprove	11%	(34)	9%	(27)	7%	(21)	5%	(14)	8%	(25)	61% (186)	307
Strongly Disapprove	8%	(62)	5%	(44)	8%	(68)	5%	(42)	9%	(71)	65% (523)	810
Dont Know / No Opinion	6%	(8)	3%	(4)	6%	(7)	4%	(5)	10%	(12)	71% (88)	124
#1 Issue: Economy	7%	(39)	6%	(34)	9%	(51)	3%	(19)	9%	(50)	67% (392)	585
#1 Issue: Security	9%	(35)	5%	(21)	6%	(25)	3%	(12)	6%	(25)	70% (269)	387
#1 Issue: Health Care	8%	(38)	7%	(33)	7%	(37)	4%	(22)	9%	(44)	65% (320)	494
#1 Issue: Medicare / Social Security	5%	(16)	4%	(12)	2%	(6)	4%	(11)	5%	(15)	80% (233)	293
#1 Issue: Women's Issues	21%	(21)	12%	(12)	11%	(11)	7%	(7)	11%	(11)	38% (38)	100
#1 Issue: Education	13%	(22)	9%	(15)	11%	(19)	5%	(9)	11%	(19)	52% (90)	174
#1 Issue: Energy	16%	(12)	16%	(12)	6%	(5)	10%	(8)	5%	(4)	47% (36)	77
#1 Issue: Other	5%	(5)	1%	(1)	7%	(6)	2%	(2)	9%	(8)	76% (69)	91
2016 Vote: Democrat Hillary Clinton	9%	(65)	8%	(59)	9%	(64)	6%	(40)	8%	(57)	61% (442)	727
2016 Vote: Republican Donald Trump	7%	(56)	5%	(37)	6%	(51)	3%	(22)	7%	(52)	73% (576)	794
2016 Vote: Someone else	7%	(13)	7%	(13)	5%	(10)	4%	(7)	8%	(15)	70% (133)	191
2012 Vote: Barack Obama	8%	(70)	7%	(62)	8%	(73)	5%	(45)	8%	(67)	63% (542)	859
2012 Vote: Mitt Romney	7%	(40)	5%	(29)	5%	(31)	3%	(21)	7%	(45)	73% (446)	612
2012 Vote: Other	2%	(2)	5%	(5)	6%	(6)	2%	(2)	3%	(3)	81% (79)	97
2012 Vote: Didn't Vote	12%	(75)	7%	(44)	8%	(50)	4%	(22)	10%	(60)	60% (377)	628
4-Region: Northeast	8%	(32)	6%	(24)	7%	(26)	4%	(14)	8%	(30)	67% (259)	385
4-Region: Midwest	7%	(32)	6%	(29)	6%	(29)	3%	(15)	8%	(38)	69% (318)	461
4-Region: South	9%	(82)	6%	(52)	8%	(67)	4%	(36)	8%	(68)	65% (573)	878
4-Region: West	9%	(42)	7%	(35)	8%	(38)	5%	(25)	8%	(40)	62% (297)	477

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

**Table BRD4\_6:** How often do you watch television on each of the following?  
Amazon Prime Instant Video

Demographic	Several times		About once a		A few times a		About once a		About once a		Never	Total N	
	a day		day		week		week		month or less often				
Adults	7%	(149)	8%	(170)	9%	(200)	5%	(121)	10%	(226)	61%	(1335)	2201
Gender: Male	8%	(89)	10%	(105)	9%	(97)	6%	(62)	8%	(89)	58%	(609)	1051
Gender: Female	5%	(60)	6%	(65)	9%	(103)	5%	(59)	12%	(137)	63%	(726)	1150
Age: 18-29	12%	(59)	11%	(56)	13%	(64)	5%	(23)	13%	(62)	46%	(224)	488
Age: 30-44	10%	(57)	12%	(66)	11%	(61)	8%	(44)	12%	(63)	47%	(255)	546
Age: 45-54	3%	(13)	7%	(29)	8%	(35)	6%	(24)	12%	(51)	64%	(273)	425
Age: 55-64	4%	(13)	3%	(11)	5%	(18)	4%	(14)	8%	(29)	75%	(257)	342
Age: 65+	2%	(7)	2%	(8)	6%	(22)	4%	(16)	5%	(21)	82%	(326)	400
PID: Dem (no lean)	7%	(54)	9%	(70)	9%	(70)	6%	(44)	10%	(79)	58%	(440)	757
PID: Ind (no lean)	5%	(34)	5%	(34)	8%	(61)	6%	(45)	10%	(71)	66%	(475)	720
PID: Rep (no lean)	8%	(61)	9%	(66)	10%	(69)	4%	(32)	10%	(76)	58%	(420)	724
PID/Gender: Dem Men	9%	(30)	13%	(44)	10%	(34)	6%	(22)	9%	(31)	54%	(187)	348
PID/Gender: Dem Women	6%	(24)	6%	(26)	9%	(36)	5%	(22)	12%	(48)	62%	(253)	409
PID/Gender: Ind Men	4%	(15)	5%	(18)	9%	(30)	6%	(20)	8%	(28)	67%	(224)	335
PID/Gender: Ind Women	5%	(19)	4%	(16)	8%	(31)	6%	(25)	11%	(43)	65%	(251)	385
PID/Gender: Rep Men	12%	(44)	12%	(43)	9%	(33)	5%	(20)	8%	(30)	54%	(198)	368
PID/Gender: Rep Women	5%	(17)	6%	(23)	10%	(36)	3%	(12)	13%	(46)	62%	(222)	356
Tea Party: Supporter	13%	(79)	12%	(77)	10%	(63)	5%	(34)	8%	(53)	51%	(319)	625
Tea Party: Not Supporter	4%	(69)	6%	(91)	9%	(137)	5%	(86)	11%	(172)	65%	(1009)	1564
Ideo: Liberal (1-3)	11%	(88)	10%	(77)	11%	(85)	7%	(55)	13%	(98)	48%	(370)	773
Ideo: Moderate (4)	5%	(22)	7%	(31)	8%	(38)	7%	(31)	9%	(42)	63%	(284)	448
Ideo: Conservative (5-7)	4%	(30)	7%	(51)	9%	(69)	4%	(33)	9%	(69)	66%	(488)	740
Educ: < College	6%	(91)	7%	(104)	8%	(124)	5%	(70)	9%	(130)	65%	(943)	1462
Educ: Bachelors degree	8%	(33)	10%	(43)	11%	(48)	6%	(25)	14%	(58)	52%	(222)	429
Educ: Post-grad	8%	(25)	7%	(23)	9%	(28)	8%	(26)	12%	(38)	55%	(170)	310

Continued on next page

**Table BRD4\_6:** How often do you watch television on each of the following?  
Amazon Prime Instant Video

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	7% (149)	8% (170)	9% (200)	5% (121)	10% (226)	61% (1335)	2201
Income: Under 50k	6% (80)	7% (87)	8% (93)	4% (51)	9% (108)	66% (813)	1232
Income: 50k-100k	6% (45)	9% (62)	11% (79)	7% (47)	12% (84)	55% (388)	705
Income: 100k+	9% (24)	8% (21)	11% (28)	9% (23)	13% (34)	51% (134)	264
Ethnicity: White	6% (98)	7% (126)	9% (165)	5% (93)	11% (188)	62% (1109)	1779
Ethnicity: Hispanic	16% (30)	12% (22)	11% (21)	5% (10)	10% (19)	46% (87)	189
Ethnicity: Afr. Am.	13% (30)	13% (30)	7% (17)	6% (14)	8% (18)	54% (130)	239
Ethnicity: Other	11% (21)	8% (14)	10% (18)	8% (14)	11% (20)	52% (96)	183
Relig: Protestant	6% (34)	6% (34)	10% (52)	5% (29)	9% (47)	64% (343)	539
Relig: Roman Catholic	8% (39)	8% (39)	8% (36)	6% (26)	11% (50)	59% (274)	464
Relig: Ath./Agn./None	6% (31)	6% (32)	10% (57)	5% (25)	10% (58)	63% (352)	555
Relig: Something Else	7% (26)	10% (36)	10% (37)	8% (28)	11% (39)	54% (196)	362
Relig: Jewish	4% (2)	10% (5)	12% (6)	10% (5)	12% (6)	53% (27)	51
Relig: Evangelical	9% (62)	11% (76)	8% (53)	5% (33)	10% (65)	57% (389)	678
Relig: Non-Evang. Catholics	5% (30)	4% (26)	9% (53)	6% (35)	11% (64)	66% (398)	606
Relig: All Christian	7% (92)	8% (102)	8% (106)	5% (68)	10% (129)	61% (787)	1284
Relig: All Non-Christian	6% (57)	7% (68)	10% (94)	6% (53)	11% (97)	60% (548)	917
Community: Urban	11% (59)	10% (54)	10% (55)	6% (31)	10% (55)	54% (293)	547
Community: Suburban	6% (56)	8% (77)	9% (88)	6% (58)	11% (109)	61% (614)	1002
Community: Rural	5% (34)	6% (39)	9% (57)	5% (32)	10% (62)	66% (428)	652
Employ: Private Sector	8% (58)	10% (70)	12% (88)	6% (46)	13% (91)	50% (356)	709
Employ: Government	8% (14)	12% (21)	9% (15)	7% (13)	11% (20)	52% (91)	174
Employ: Self-Employed	11% (21)	13% (25)	9% (18)	6% (11)	8% (16)	54% (105)	196
Employ: Homemaker	6% (9)	4% (6)	9% (14)	7% (10)	12% (18)	62% (94)	151
Employ: Student	11% (13)	7% (8)	16% (19)	5% (6)	13% (16)	48% (58)	120
Employ: Retired	2% (8)	3% (12)	5% (23)	4% (19)	7% (32)	80% (368)	462
Employ: Unemployed	6% (11)	6% (10)	6% (10)	3% (6)	12% (21)	68% (122)	180
Employ: Other	7% (15)	9% (18)	6% (13)	5% (10)	6% (12)	67% (141)	209
Military HH: Yes	9% (38)	9% (40)	9% (38)	5% (22)	7% (30)	61% (262)	430
Military HH: No	6% (111)	7% (130)	9% (162)	6% (99)	11% (196)	61% (1073)	1771

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**Table BRD4\_6:** How often do you watch television on each of the following?  
Amazon Prime Instant Video

Demographic	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often		Never	Total N
Adults	7%	(149)	8%	(170)	9%	(200)	5%	(121)	10%	(226)	61% (1335)	2201
RD/WT: Right Direction	9%	(77)	10%	(90)	10%	(89)	5%	(40)	9%	(82)	57% (507)	885
RD/WT: Wrong Track	5%	(72)	6%	(80)	8%	(111)	6%	(81)	11%	(144)	63% (828)	1316
Strongly Approve	11%	(52)	10%	(47)	8%	(38)	3%	(16)	9%	(43)	60% (298)	494
Somewhat Approve	3%	(15)	10%	(47)	11%	(52)	7%	(32)	10%	(48)	58% (272)	466
Somewhat Disapprove	7%	(21)	7%	(21)	10%	(31)	6%	(17)	10%	(30)	61% (187)	307
Strongly Disapprove	7%	(54)	6%	(47)	9%	(75)	7%	(53)	12%	(96)	60% (485)	810
Dont Know / No Opinion	6%	(7)	6%	(8)	3%	(4)	2%	(3)	7%	(9)	75% (93)	124
#1 Issue: Economy	5%	(32)	7%	(40)	10%	(61)	6%	(38)	10%	(61)	60% (353)	585
#1 Issue: Security	7%	(29)	8%	(31)	7%	(29)	4%	(16)	10%	(38)	63% (244)	387
#1 Issue: Health Care	6%	(30)	8%	(41)	9%	(42)	7%	(33)	9%	(46)	61% (302)	494
#1 Issue: Medicare / Social Security	4%	(13)	4%	(12)	7%	(21)	4%	(12)	6%	(18)	74% (217)	293
#1 Issue: Women's Issues	17%	(17)	9%	(9)	16%	(16)	7%	(7)	18%	(18)	33% (33)	100
#1 Issue: Education	10%	(18)	11%	(20)	9%	(15)	5%	(9)	16%	(27)	49% (85)	174
#1 Issue: Energy	10%	(8)	19%	(15)	13%	(10)	3%	(2)	9%	(7)	45% (35)	77
#1 Issue: Other	2%	(2)	2%	(2)	7%	(6)	4%	(4)	12%	(11)	73% (66)	91
2016 Vote: Democrat Hillary Clinton	8%	(58)	8%	(61)	10%	(73)	6%	(46)	11%	(83)	56% (406)	727
2016 Vote: Republican Donald Trump	6%	(50)	9%	(69)	8%	(62)	5%	(43)	10%	(77)	62% (493)	794
2016 Vote: Someone else	5%	(9)	8%	(15)	14%	(27)	6%	(11)	10%	(19)	58% (110)	191
2012 Vote: Barack Obama	7%	(61)	9%	(77)	10%	(82)	6%	(54)	10%	(88)	58% (497)	859
2012 Vote: Mitt Romney	6%	(34)	8%	(46)	8%	(52)	5%	(33)	12%	(71)	61% (376)	612
2012 Vote: Other	4%	(4)	6%	(6)	7%	(7)	5%	(5)	7%	(7)	70% (68)	97
2012 Vote: Didn't Vote	8%	(50)	7%	(41)	9%	(59)	4%	(28)	9%	(59)	62% (391)	628
4-Region: Northeast	9%	(33)	7%	(27)	10%	(38)	7%	(27)	8%	(31)	59% (229)	385
4-Region: Midwest	5%	(23)	7%	(31)	8%	(39)	4%	(19)	10%	(48)	65% (301)	461
4-Region: South	7%	(61)	8%	(72)	9%	(79)	5%	(45)	9%	(83)	61% (538)	878
4-Region: West	7%	(32)	8%	(40)	9%	(44)	6%	(30)	13%	(64)	56% (267)	477

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

**Table BRD4\_7:** How often do you watch television on each of the following?  
Premium subscription channels (HBO, Showtime, Starz, etc.)

Demographic	Frequency of use										Total N		
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often			Never	
Adults	11%	(234)	10%	(230)	13%	(279)	6%	(136)	10%	(231)	50%	(1091)	2201
Gender: Male	12%	(131)	14%	(142)	13%	(140)	6%	(64)	10%	(107)	44%	(467)	1051
Gender: Female	9%	(103)	8%	(88)	12%	(139)	6%	(72)	11%	(124)	54%	(624)	1150
Age: 18-29	13%	(65)	14%	(68)	15%	(73)	7%	(36)	11%	(56)	39%	(190)	488
Age: 30-44	14%	(75)	14%	(78)	14%	(77)	6%	(35)	10%	(52)	42%	(229)	546
Age: 45-54	8%	(35)	8%	(32)	14%	(59)	8%	(33)	15%	(62)	48%	(204)	425
Age: 55-64	10%	(35)	4%	(15)	12%	(42)	5%	(16)	8%	(29)	60%	(205)	342
Age: 65+	6%	(24)	9%	(37)	7%	(28)	4%	(16)	8%	(32)	66%	(263)	400
PID: Dem (no lean)	12%	(90)	12%	(89)	13%	(97)	7%	(51)	10%	(77)	47%	(353)	757
PID: Ind (no lean)	8%	(55)	9%	(63)	13%	(95)	5%	(39)	11%	(81)	54%	(387)	720
PID: Rep (no lean)	12%	(89)	11%	(78)	12%	(87)	6%	(46)	10%	(73)	48%	(351)	724
PID/Gender: Dem Men	15%	(51)	16%	(54)	13%	(46)	6%	(21)	9%	(33)	41%	(143)	348
PID/Gender: Dem Women	10%	(39)	9%	(35)	12%	(51)	7%	(30)	11%	(44)	51%	(210)	409
PID/Gender: Ind Men	7%	(25)	10%	(34)	13%	(42)	5%	(18)	12%	(40)	53%	(176)	335
PID/Gender: Ind Women	8%	(30)	8%	(29)	14%	(53)	5%	(21)	11%	(41)	55%	(211)	385
PID/Gender: Rep Men	15%	(55)	15%	(54)	14%	(52)	7%	(25)	9%	(34)	40%	(148)	368
PID/Gender: Rep Women	10%	(34)	7%	(24)	10%	(35)	6%	(21)	11%	(39)	57%	(203)	356
Tea Party: Supporter	16%	(97)	13%	(83)	12%	(72)	7%	(41)	9%	(54)	44%	(278)	625
Tea Party: Not Supporter	9%	(136)	9%	(147)	13%	(204)	6%	(95)	11%	(175)	52%	(807)	1564
Ideo: Liberal (1-3)	16%	(122)	13%	(99)	15%	(115)	7%	(55)	10%	(81)	39%	(301)	773
Ideo: Moderate (4)	10%	(47)	10%	(44)	13%	(60)	5%	(23)	12%	(53)	49%	(221)	448
Ideo: Conservative (5-7)	6%	(45)	10%	(73)	12%	(87)	6%	(46)	9%	(69)	57%	(420)	740
Educ: < College	11%	(160)	10%	(147)	12%	(174)	6%	(92)	10%	(151)	50%	(738)	1462
Educ: Bachelors degree	10%	(41)	11%	(49)	16%	(67)	6%	(26)	9%	(40)	48%	(206)	429
Educ: Post-grad	11%	(33)	11%	(34)	12%	(38)	6%	(18)	13%	(40)	47%	(147)	310

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**Table BRD4\_7:** How often do you watch television on each of the following?  
Premium subscription channels (HBO, Showtime, Starz, etc.)

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	11% (234)	10% (230)	13% (279)	6% (136)	10% (231)	50% (1091)	2201
Income: Under 50k	11% (130)	10% (120)	10% (122)	5% (57)	10% (129)	55% (674)	1232
Income: 50k-100k	10% (68)	10% (74)	17% (120)	9% (62)	10% (73)	44% (308)	705
Income: 100k+	14% (36)	14% (36)	14% (37)	6% (17)	11% (29)	41% (109)	264
Ethnicity: White	9% (166)	9% (167)	13% (225)	6% (104)	11% (187)	52% (930)	1779
Ethnicity: Hispanic	17% (33)	17% (33)	16% (30)	4% (7)	10% (18)	36% (68)	189
Ethnicity: Afr. Am.	21% (49)	16% (39)	13% (30)	6% (15)	10% (23)	35% (83)	239
Ethnicity: Other	10% (19)	13% (24)	13% (24)	9% (17)	11% (21)	43% (78)	183
Relig: Protestant	9% (48)	7% (40)	10% (54)	5% (27)	10% (56)	58% (314)	539
Relig: Roman Catholic	12% (57)	12% (56)	16% (72)	6% (27)	11% (49)	44% (203)	464
Relig: Ath./Agn./None	9% (49)	9% (51)	15% (83)	6% (31)	10% (58)	51% (283)	555
Relig: Something Else	11% (40)	14% (52)	12% (43)	8% (28)	10% (35)	45% (164)	362
Relig: Jewish	14% (7)	24% (12)	6% (3)	14% (7)	10% (5)	33% (17)	51
Relig: Evangelical	12% (82)	10% (71)	10% (71)	6% (44)	10% (70)	50% (340)	678
Relig: Non-Evang. Catholics	10% (63)	9% (56)	14% (82)	5% (33)	11% (68)	50% (304)	606
Relig: All Christian	11% (145)	10% (127)	12% (153)	6% (77)	11% (138)	50% (644)	1284
Relig: All Non-Christian	10% (89)	11% (103)	14% (126)	6% (59)	10% (93)	49% (447)	917
Community: Urban	13% (70)	13% (72)	14% (78)	8% (42)	11% (58)	41% (227)	547
Community: Suburban	11% (111)	11% (108)	12% (124)	6% (65)	10% (101)	49% (493)	1002
Community: Rural	8% (53)	8% (50)	12% (77)	4% (29)	11% (72)	57% (371)	652
Employ: Private Sector	11% (77)	12% (88)	17% (121)	7% (48)	10% (68)	43% (307)	709
Employ: Government	11% (20)	11% (20)	17% (30)	5% (8)	11% (19)	44% (77)	174
Employ: Self-Employed	16% (31)	14% (28)	12% (23)	6% (12)	15% (29)	37% (73)	196
Employ: Homemaker	12% (18)	9% (14)	8% (12)	10% (15)	7% (10)	54% (82)	151
Employ: Student	12% (14)	13% (16)	12% (15)	9% (11)	10% (12)	43% (52)	120
Employ: Retired	9% (41)	7% (34)	9% (41)	4% (17)	7% (34)	64% (295)	462
Employ: Unemployed	6% (10)	6% (11)	6% (11)	8% (14)	17% (30)	58% (104)	180
Employ: Other	11% (23)	9% (19)	12% (26)	5% (11)	14% (29)	48% (101)	209
Military HH: Yes	13% (55)	12% (51)	14% (59)	7% (28)	9% (40)	46% (197)	430
Military HH: No	10% (179)	10% (179)	12% (220)	6% (108)	11% (191)	50% (894)	1771

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**Table BRD4\_7: How often do you watch television on each of the following?**  
Premium subscription channels (HBO, Showtime, Starz, etc.)

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	11% (234)	10% (230)	13% (279)	6% (136)	10% (231)	50% (1091)	2201
RD/WT: Right Direction	13% (117)	12% (104)	12% (105)	6% (52)	9% (84)	48% (423)	885
RD/WT: Wrong Track	9% (117)	10% (126)	13% (174)	6% (84)	11% (147)	51% (668)	1316
Strongly Approve	17% (82)	12% (61)	10% (51)	5% (25)	8% (41)	47% (234)	494
Somewhat Approve	7% (34)	10% (48)	14% (65)	7% (32)	11% (50)	51% (237)	466
Somewhat Disapprove	10% (30)	14% (42)	15% (45)	4% (13)	10% (31)	48% (146)	307
Strongly Disapprove	10% (78)	9% (69)	14% (110)	8% (61)	12% (94)	49% (398)	810
Dont Know / No Opinion	8% (10)	8% (10)	6% (8)	4% (5)	12% (15)	61% (76)	124
#1 Issue: Economy	11% (65)	11% (62)	16% (91)	6% (37)	10% (56)	47% (274)	585
#1 Issue: Security	11% (41)	11% (43)	9% (36)	7% (29)	9% (36)	52% (202)	387
#1 Issue: Health Care	9% (43)	10% (49)	13% (66)	7% (33)	11% (55)	50% (248)	494
#1 Issue: Medicare / Social Security	14% (40)	8% (24)	8% (23)	3% (10)	10% (29)	57% (167)	293
#1 Issue: Women's Issues	23% (23)	11% (11)	13% (13)	5% (5)	11% (11)	37% (37)	100
#1 Issue: Education	5% (9)	14% (24)	19% (33)	5% (8)	13% (22)	45% (78)	174
#1 Issue: Energy	10% (8)	14% (11)	16% (12)	13% (10)	9% (7)	38% (29)	77
#1 Issue: Other	5% (5)	7% (6)	5% (5)	4% (4)	16% (15)	62% (56)	91
2016 Vote: Democrat Hillary Clinton	12% (90)	12% (89)	16% (115)	6% (40)	10% (71)	44% (322)	727
2016 Vote: Republican Donald Trump	9% (73)	11% (89)	11% (90)	6% (46)	10% (79)	53% (417)	794
2016 Vote: Someone else	8% (15)	7% (14)	13% (24)	4% (8)	12% (23)	56% (107)	191
2012 Vote: Barack Obama	11% (92)	13% (112)	14% (124)	6% (48)	11% (92)	46% (391)	859
2012 Vote: Mitt Romney	10% (62)	10% (64)	11% (68)	6% (37)	10% (60)	52% (321)	612
2012 Vote: Other	8% (8)	2% (2)	11% (11)	4% (4)	7% (7)	67% (65)	97
2012 Vote: Didn't Vote	11% (72)	8% (51)	12% (76)	7% (47)	11% (71)	50% (311)	628
4-Region: Northeast	11% (43)	12% (45)	16% (61)	8% (30)	10% (37)	44% (169)	385
4-Region: Midwest	10% (48)	9% (40)	10% (48)	6% (27)	12% (57)	52% (241)	461
4-Region: South	12% (103)	11% (93)	11% (100)	6% (57)	10% (85)	50% (440)	878
4-Region: West	8% (40)	11% (52)	15% (70)	5% (22)	11% (52)	51% (241)	477

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

**Table BRD4\_8:** How often do you watch television on each of the following?  
Network television (ABC, CBS, NBC)

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	33% (719)	23% (502)	17% (364)	7% (157)	7% (145)	14% (314)	2201
Gender: Male	32% (339)	24% (250)	17% (182)	7% (69)	6% (60)	14% (151)	1051
Gender: Female	33% (380)	22% (252)	16% (182)	8% (88)	7% (85)	14% (163)	1150
Age: 18-29	17% (82)	21% (102)	20% (100)	12% (57)	10% (49)	20% (98)	488
Age: 30-44	28% (153)	24% (130)	18% (97)	7% (37)	7% (39)	16% (90)	546
Age: 45-54	36% (153)	20% (85)	17% (74)	7% (29)	7% (31)	12% (53)	425
Age: 55-64	43% (148)	24% (83)	16% (55)	4% (15)	3% (11)	9% (30)	342
Age: 65+	46% (183)	26% (102)	10% (38)	5% (19)	4% (15)	11% (43)	400
PID: Dem (no lean)	41% (309)	21% (160)	14% (104)	7% (55)	6% (48)	11% (81)	757
PID: Ind (no lean)	26% (188)	22% (156)	19% (139)	5% (38)	8% (54)	20% (145)	720
PID: Rep (no lean)	31% (222)	26% (186)	17% (121)	9% (64)	6% (43)	12% (88)	724
PID/Gender: Dem Men	41% (144)	22% (76)	16% (57)	6% (20)	5% (18)	9% (33)	348
PID/Gender: Dem Women	40% (165)	21% (84)	11% (47)	9% (35)	7% (30)	12% (48)	409
PID/Gender: Ind Men	23% (78)	23% (77)	21% (69)	5% (16)	7% (24)	21% (71)	335
PID/Gender: Ind Women	29% (110)	21% (79)	18% (70)	6% (22)	8% (30)	19% (74)	385
PID/Gender: Rep Men	32% (117)	26% (97)	15% (56)	9% (33)	5% (18)	13% (47)	368
PID/Gender: Rep Women	29% (105)	25% (89)	18% (65)	9% (31)	7% (25)	12% (41)	356
Tea Party: Supporter	31% (193)	23% (141)	17% (104)	8% (47)	7% (42)	16% (98)	625
Tea Party: Not Supporter	33% (522)	23% (358)	16% (258)	7% (108)	7% (102)	14% (216)	1564
Ideo: Liberal (1-3)	37% (284)	23% (174)	16% (120)	6% (47)	7% (54)	12% (94)	773
Ideo: Moderate (4)	35% (159)	23% (103)	16% (73)	7% (33)	6% (25)	12% (55)	448
Ideo: Conservative (5-7)	30% (224)	25% (185)	17% (129)	8% (56)	6% (43)	14% (103)	740
Educ: < College	34% (496)	21% (302)	16% (239)	7% (99)	7% (101)	15% (225)	1462
Educ: Bachelors degree	28% (121)	26% (111)	20% (85)	8% (35)	7% (30)	11% (47)	429
Educ: Post-grad	33% (102)	29% (89)	13% (40)	7% (23)	5% (14)	14% (42)	310

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**Table BRD4\_8:** *How often do you watch television on each of the following?*  
*Network television (ABC, CBS, NBC)*

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	33% (719)	23% (502)	17% (364)	7% (157)	7% (145)	14% (314)	2201
Income: Under 50k	33% (401)	20% (251)	17% (204)	7% (87)	7% (84)	17% (205)	1232
Income: 50k-100k	33% (232)	26% (185)	16% (112)	7% (48)	7% (50)	11% (78)	705
Income: 100k+	33% (86)	25% (66)	18% (48)	8% (22)	4% (11)	12% (31)	264
Ethnicity: White	33% (588)	23% (417)	16% (288)	7% (121)	6% (113)	14% (252)	1779
Ethnicity: Hispanic	28% (52)	21% (40)	19% (35)	11% (20)	6% (12)	16% (30)	189
Ethnicity: Afr. Am.	37% (88)	19% (46)	18% (43)	7% (16)	7% (16)	13% (30)	239
Ethnicity: Other	23% (43)	21% (39)	18% (33)	11% (20)	9% (16)	17% (32)	183
Relig: Protestant	36% (194)	26% (139)	15% (82)	7% (39)	4% (23)	12% (62)	539
Relig: Roman Catholic	38% (175)	25% (115)	16% (75)	6% (29)	6% (26)	9% (44)	464
Relig: Ath./Agn./None	26% (145)	21% (115)	19% (104)	7% (39)	8% (43)	20% (109)	555
Relig: Something Else	30% (107)	23% (82)	17% (63)	7% (24)	8% (28)	16% (58)	362
Relig: Jewish	51% (26)	22% (11)	16% (8)	6% (3)	2% (1)	4% (2)	51
Relig: Evangelical	35% (240)	22% (150)	15% (103)	9% (58)	6% (42)	13% (85)	678
Relig: Non-Evang. Catholics	37% (227)	26% (155)	16% (94)	6% (36)	5% (32)	10% (62)	606
Relig: All Christian	36% (467)	24% (305)	15% (197)	7% (94)	6% (74)	11% (147)	1284
Relig: All Non-Christian	27% (252)	21% (197)	18% (167)	7% (63)	8% (71)	18% (167)	917
Community: Urban	31% (171)	22% (123)	18% (99)	8% (44)	7% (37)	13% (73)	547
Community: Suburban	34% (342)	21% (215)	16% (161)	7% (69)	7% (70)	14% (145)	1002
Community: Rural	32% (206)	25% (164)	16% (104)	7% (44)	6% (38)	15% (96)	652
Employ: Private Sector	28% (202)	26% (182)	21% (146)	8% (56)	6% (42)	11% (81)	709
Employ: Government	28% (48)	24% (42)	17% (30)	6% (11)	10% (17)	15% (26)	174
Employ: Self-Employed	34% (67)	21% (41)	15% (29)	9% (17)	6% (11)	16% (31)	196
Employ: Homemaker	33% (50)	20% (30)	15% (23)	7% (11)	8% (12)	17% (25)	151
Employ: Student	18% (21)	18% (22)	21% (25)	10% (12)	12% (14)	22% (26)	120
Employ: Retired	46% (214)	24% (109)	11% (51)	5% (22)	3% (15)	11% (51)	462
Employ: Unemployed	29% (52)	18% (32)	17% (31)	7% (12)	9% (17)	20% (36)	180
Employ: Other	31% (65)	21% (44)	14% (29)	8% (16)	8% (17)	18% (38)	209
Military HH: Yes	36% (156)	23% (99)	14% (60)	7% (29)	5% (22)	15% (64)	430
Military HH: No	32% (563)	23% (403)	17% (304)	7% (128)	7% (123)	14% (250)	1771

Continued on next page

**Table BRD4\_8:** How often do you watch television on each of the following?

Network television (ABC, CBS, NBC)

Demographic	Frequency										Total N		
	Several times a day		About once a day		A few times a week		About once a week		About once a month or less often			Never	
Adults	33%	(719)	23%	(502)	17%	(364)	7%	(157)	7%	(145)	14%	(314)	2201
RD/WT: Right Direction	31%	(271)	26%	(227)	18%	(155)	7%	(64)	5%	(48)	14%	(120)	885
RD/WT: Wrong Track	34%	(448)	21%	(275)	16%	(209)	7%	(93)	7%	(97)	15%	(194)	1316
Strongly Approve	30%	(150)	22%	(110)	17%	(82)	8%	(39)	7%	(34)	16%	(79)	494
Somewhat Approve	32%	(148)	27%	(126)	18%	(84)	6%	(30)	5%	(23)	12%	(55)	466
Somewhat Disapprove	31%	(95)	26%	(79)	21%	(64)	5%	(14)	6%	(18)	12%	(37)	307
Strongly Disapprove	37%	(298)	21%	(172)	14%	(115)	7%	(60)	7%	(56)	13%	(109)	810
Dont Know / No Opinion	23%	(28)	12%	(15)	15%	(19)	11%	(14)	11%	(14)	27%	(34)	124
#1 Issue: Economy	30%	(173)	23%	(137)	18%	(105)	9%	(54)	6%	(34)	14%	(82)	585
#1 Issue: Security	29%	(113)	24%	(93)	15%	(57)	8%	(30)	7%	(27)	17%	(67)	387
#1 Issue: Health Care	38%	(186)	22%	(109)	17%	(86)	5%	(26)	6%	(30)	12%	(57)	494
#1 Issue: Medicare / Social Security	47%	(138)	26%	(75)	12%	(36)	3%	(9)	3%	(10)	9%	(25)	293
#1 Issue: Women's Issues	18%	(18)	19%	(19)	21%	(21)	14%	(14)	8%	(8)	20%	(20)	100
#1 Issue: Education	26%	(46)	25%	(43)	18%	(32)	8%	(14)	7%	(13)	15%	(26)	174
#1 Issue: Energy	22%	(17)	21%	(16)	18%	(14)	6%	(5)	13%	(10)	19%	(15)	77
#1 Issue: Other	31%	(28)	11%	(10)	14%	(13)	5%	(5)	14%	(13)	24%	(22)	91
2016 Vote: Democrat Hillary Clinton	40%	(292)	22%	(162)	15%	(111)	7%	(51)	6%	(41)	10%	(70)	727
2016 Vote: Republican Donald Trump	32%	(251)	25%	(201)	17%	(132)	8%	(60)	6%	(49)	13%	(101)	794
2016 Vote: Someone else	29%	(55)	21%	(40)	20%	(39)	5%	(10)	4%	(8)	20%	(39)	191
2012 Vote: Barack Obama	39%	(335)	25%	(213)	13%	(114)	6%	(51)	6%	(49)	11%	(97)	859
2012 Vote: Mitt Romney	32%	(195)	25%	(152)	18%	(109)	8%	(46)	6%	(34)	12%	(76)	612
2012 Vote: Other	37%	(36)	14%	(14)	20%	(19)	5%	(5)	7%	(7)	16%	(16)	97
2012 Vote: Didn't Vote	24%	(150)	19%	(122)	19%	(121)	9%	(55)	9%	(55)	20%	(125)	628
4-Region: Northeast	35%	(135)	22%	(84)	18%	(69)	7%	(27)	5%	(20)	13%	(50)	385
4-Region: Midwest	32%	(148)	25%	(116)	15%	(69)	8%	(37)	5%	(24)	15%	(67)	461
4-Region: South	33%	(294)	21%	(183)	17%	(146)	8%	(66)	8%	(72)	13%	(117)	878
4-Region: West	30%	(142)	25%	(119)	17%	(80)	6%	(27)	6%	(29)	17%	(80)	477

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

**Table BRD4\_9: How often do you watch television on each of the following?**  
Cable television

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	38% (827)	17% (377)	11% (246)	3% (70)	5% (111)	26% (570)	2201
Gender: Male	39% (412)	18% (189)	12% (123)	3% (36)	6% (58)	22% (233)	1051
Gender: Female	36% (415)	16% (188)	11% (123)	3% (34)	5% (53)	29% (337)	1150
Age: 18-29	22% (109)	17% (83)	19% (91)	8% (37)	9% (42)	26% (126)	488
Age: 30-44	34% (185)	21% (117)	12% (63)	3% (19)	5% (28)	25% (134)	546
Age: 45-54	38% (161)	16% (69)	11% (48)	2% (8)	6% (24)	27% (115)	425
Age: 55-64	47% (162)	14% (48)	7% (24)	1% (3)	2% (7)	29% (98)	342
Age: 65+	52% (210)	15% (60)	5% (20)	1% (3)	2% (10)	24% (97)	400
PID: Dem (no lean)	40% (304)	17% (125)	11% (80)	3% (24)	6% (43)	24% (181)	757
PID: Ind (no lean)	34% (242)	16% (118)	13% (94)	3% (24)	5% (38)	28% (204)	720
PID: Rep (no lean)	39% (281)	19% (134)	10% (72)	3% (22)	4% (30)	26% (185)	724
PID/Gender: Dem Men	42% (145)	21% (72)	9% (31)	3% (12)	5% (18)	20% (70)	348
PID/Gender: Dem Women	39% (159)	13% (53)	12% (49)	3% (12)	6% (25)	27% (111)	409
PID/Gender: Ind Men	34% (115)	16% (54)	15% (50)	4% (14)	7% (23)	24% (79)	335
PID/Gender: Ind Women	33% (127)	17% (64)	11% (44)	3% (10)	4% (15)	32% (125)	385
PID/Gender: Rep Men	41% (152)	17% (63)	11% (42)	3% (10)	5% (17)	23% (84)	368
PID/Gender: Rep Women	36% (129)	20% (71)	8% (30)	3% (12)	4% (13)	28% (101)	356
Tea Party: Supporter	38% (240)	18% (110)	12% (72)	4% (24)	5% (30)	24% (149)	625
Tea Party: Not Supporter	37% (585)	17% (264)	11% (173)	3% (46)	5% (79)	27% (417)	1564
Ideo: Liberal (1-3)	38% (293)	18% (140)	13% (97)	4% (31)	6% (44)	22% (168)	773
Ideo: Moderate (4)	40% (178)	17% (74)	10% (45)	4% (16)	4% (19)	26% (116)	448
Ideo: Conservative (5-7)	39% (288)	18% (132)	10% (71)	2% (16)	4% (31)	27% (202)	740
Educ: < College	39% (565)	14% (207)	11% (161)	3% (49)	5% (78)	27% (402)	1462
Educ: Bachelors degree	33% (142)	22% (95)	13% (54)	3% (12)	6% (26)	23% (100)	429
Educ: Post-grad	39% (120)	24% (75)	10% (31)	3% (9)	2% (7)	22% (68)	310

Continued on next page



**Table BRD4\_9:** How often do you watch television on each of the following?

Cable television

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	38% (827)	17% (377)	11% (246)	3% (70)	5% (111)	26% (570)	2201
Income: Under 50k	37% (450)	14% (171)	11% (138)	3% (43)	6% (68)	29% (362)	1232
Income: 50k-100k	37% (263)	21% (148)	11% (77)	3% (22)	5% (37)	22% (158)	705
Income: 100k+	43% (114)	22% (58)	12% (31)	2% (5)	2% (6)	19% (50)	264
Ethnicity: White	39% (687)	17% (309)	10% (186)	3% (49)	4% (79)	26% (469)	1779
Ethnicity: Hispanic	30% (56)	18% (34)	19% (35)	7% (13)	5% (10)	22% (41)	189
Ethnicity: Afr. Am.	40% (96)	13% (32)	14% (34)	5% (11)	7% (16)	21% (50)	239
Ethnicity: Other	24% (44)	20% (36)	14% (26)	5% (10)	9% (16)	28% (51)	183
Relig: Protestant	41% (221)	17% (94)	9% (47)	3% (14)	3% (17)	27% (146)	539
Relig: Roman Catholic	42% (193)	21% (98)	12% (54)	3% (15)	5% (21)	18% (83)	464
Relig: Ath./Agn./None	33% (181)	15% (83)	12% (67)	3% (17)	8% (42)	30% (165)	555
Relig: Something Else	35% (128)	17% (63)	13% (46)	4% (13)	5% (17)	26% (95)	362
Relig: Jewish	57% (29)	20% (10)	6% (3)	2% (1)	2% (1)	14% (7)	51
Relig: Evangelical	39% (267)	16% (109)	10% (66)	3% (20)	4% (30)	27% (186)	678
Relig: Non-Evang. Catholics	41% (251)	20% (122)	11% (67)	3% (20)	4% (22)	20% (124)	606
Relig: All Christian	40% (518)	18% (231)	10% (133)	3% (40)	4% (52)	24% (310)	1284
Relig: All Non-Christian	34% (309)	16% (146)	12% (113)	3% (30)	6% (59)	28% (260)	917
Community: Urban	35% (192)	19% (102)	12% (68)	4% (22)	6% (32)	24% (131)	547
Community: Suburban	41% (408)	18% (176)	11% (109)	3% (28)	6% (58)	22% (223)	1002
Community: Rural	35% (227)	15% (99)	11% (69)	3% (20)	3% (21)	33% (216)	652
Employ: Private Sector	34% (238)	22% (158)	12% (88)	4% (27)	5% (34)	23% (164)	709
Employ: Government	29% (51)	23% (40)	14% (24)	5% (8)	3% (5)	26% (46)	174
Employ: Self-Employed	40% (78)	15% (30)	14% (27)	4% (8)	5% (10)	22% (43)	196
Employ: Homemaker	38% (58)	16% (24)	8% (12)	1% (1)	2% (3)	35% (53)	151
Employ: Student	22% (26)	18% (22)	17% (20)	8% (9)	12% (15)	23% (28)	120
Employ: Retired	53% (246)	12% (57)	5% (22)	1% (3)	3% (15)	26% (119)	462
Employ: Unemployed	33% (60)	10% (18)	13% (23)	3% (5)	10% (18)	31% (56)	180
Employ: Other	33% (70)	13% (28)	14% (30)	4% (9)	5% (11)	29% (61)	209
Military HH: Yes	40% (174)	13% (57)	13% (57)	2% (9)	4% (16)	27% (117)	430
Military HH: No	37% (653)	18% (320)	11% (189)	3% (61)	5% (95)	26% (453)	1771

Continued on next page

**Table BRD4\_9:** How often do you watch television on each of the following?

*Cable television*

Demographic	Several times a day	About once a day	A few times a week	About once a week	About once a month or less often	Never	Total N
Adults	38% (827)	17% (377)	11% (246)	3% (70)	5% (111)	26% (570)	2201
RD/WT: Right Direction	38% (337)	19% (170)	11% (98)	3% (27)	4% (34)	25% (219)	885
RD/WT: Wrong Track	37% (490)	16% (207)	11% (148)	3% (43)	6% (77)	27% (351)	1316
Strongly Approve	43% (214)	18% (90)	10% (48)	2% (8)	3% (15)	24% (119)	494
Somewhat Approve	36% (167)	19% (90)	9% (43)	4% (18)	4% (20)	27% (128)	466
Somewhat Disapprove	36% (110)	17% (51)	14% (44)	3% (8)	7% (20)	24% (74)	307
Strongly Disapprove	37% (302)	17% (136)	11% (93)	4% (31)	6% (46)	25% (202)	810
Dont Know / No Opinion	27% (34)	8% (10)	15% (18)	4% (5)	8% (10)	38% (47)	124
#1 Issue: Economy	38% (225)	18% (107)	11% (67)	3% (20)	5% (28)	24% (138)	585
#1 Issue: Security	40% (155)	18% (68)	9% (35)	2% (6)	5% (20)	27% (103)	387
#1 Issue: Health Care	37% (183)	16% (80)	12% (57)	4% (19)	5% (26)	26% (129)	494
#1 Issue: Medicare / Social Security	48% (141)	16% (47)	7% (21)	1% (2)	2% (7)	26% (75)	293
#1 Issue: Women's Issues	25% (25)	22% (22)	17% (17)	3% (3)	8% (8)	25% (25)	100
#1 Issue: Education	26% (46)	19% (33)	16% (28)	6% (11)	6% (10)	26% (46)	174
#1 Issue: Energy	31% (24)	13% (10)	16% (12)	9% (7)	6% (5)	25% (19)	77
#1 Issue: Other	31% (28)	11% (10)	10% (9)	2% (2)	8% (7)	38% (35)	91
2016 Vote: Democrat Hillary Clinton	39% (287)	18% (130)	11% (82)	4% (30)	6% (40)	22% (158)	727
2016 Vote: Republican Donald Trump	41% (326)	18% (140)	9% (72)	2% (16)	3% (22)	27% (218)	794
2016 Vote: Someone else	35% (66)	17% (33)	11% (21)	4% (7)	5% (10)	28% (54)	191
2012 Vote: Barack Obama	41% (354)	18% (151)	9% (78)	2% (19)	5% (46)	25% (211)	859
2012 Vote: Mitt Romney	42% (256)	19% (119)	9% (55)	1% (9)	3% (19)	25% (154)	612
2012 Vote: Other	37% (36)	19% (18)	9% (9)	1% (1)	5% (5)	29% (28)	97
2012 Vote: Didn't Vote	29% (180)	14% (87)	17% (104)	7% (41)	7% (41)	28% (175)	628
4-Region: Northeast	44% (171)	19% (74)	11% (43)	4% (14)	4% (17)	17% (66)	385
4-Region: Midwest	35% (161)	17% (79)	12% (56)	3% (14)	5% (21)	28% (130)	461
4-Region: South	39% (344)	16% (141)	10% (86)	3% (25)	6% (51)	26% (231)	878
4-Region: West	32% (151)	17% (83)	13% (61)	4% (17)	5% (22)	30% (143)	477

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

**Table BRD5\_4:** *How much do each of the following influence your decision to watch a show?*  
*Nomination for an Emmy*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	7%	(164)	15%	(332)	14%	(315)	54%	(1184)	9% (206)	2201
Gender: Male	9%	(99)	15%	(158)	15%	(156)	51%	(531)	10% (107)	1051
Gender: Female	6%	(65)	15%	(174)	14%	(159)	57%	(653)	9% (99)	1150
Age: 18-29	11%	(56)	19%	(92)	15%	(72)	41%	(201)	14% (67)	488
Age: 30-44	10%	(54)	18%	(99)	13%	(70)	50%	(275)	9% (48)	546
Age: 45-54	5%	(23)	13%	(57)	12%	(52)	60%	(254)	9% (39)	425
Age: 55-64	5%	(18)	11%	(38)	14%	(49)	62%	(211)	8% (26)	342
Age: 65+	3%	(13)	12%	(46)	18%	(72)	61%	(243)	6% (26)	400
PID: Dem (no lean)	9%	(70)	19%	(143)	17%	(132)	47%	(353)	8% (59)	757
PID: Ind (no lean)	4%	(30)	14%	(98)	13%	(97)	57%	(408)	12% (87)	720
PID: Rep (no lean)	9%	(64)	13%	(91)	12%	(86)	58%	(423)	8% (60)	724
PID/Gender: Dem Men	11%	(40)	20%	(70)	18%	(62)	42%	(145)	9% (31)	348
PID/Gender: Dem Women	7%	(30)	18%	(73)	17%	(70)	51%	(208)	7% (28)	409
PID/Gender: Ind Men	5%	(17)	13%	(43)	15%	(50)	56%	(187)	11% (38)	335
PID/Gender: Ind Women	3%	(13)	14%	(55)	12%	(47)	57%	(221)	13% (49)	385
PID/Gender: Rep Men	11%	(42)	12%	(45)	12%	(44)	54%	(199)	10% (38)	368
PID/Gender: Rep Women	6%	(22)	13%	(46)	12%	(42)	63%	(224)	6% (22)	356
Tea Party: Supporter	15%	(92)	17%	(105)	13%	(82)	48%	(301)	7% (45)	625
Tea Party: Not Supporter	5%	(71)	14%	(224)	15%	(231)	56%	(878)	10% (160)	1564
Ideo: Liberal (1-3)	13%	(97)	21%	(160)	17%	(133)	44%	(337)	6% (46)	773
Ideo: Moderate (4)	6%	(29)	17%	(75)	15%	(69)	55%	(246)	6% (29)	448
Ideo: Conservative (5-7)	5%	(35)	11%	(78)	13%	(94)	64%	(470)	9% (63)	740
Educ: < College	7%	(97)	15%	(213)	13%	(191)	54%	(789)	12% (172)	1462
Educ: Bachelors degree	8%	(36)	15%	(64)	18%	(76)	54%	(233)	5% (20)	429
Educ: Post-grad	10%	(31)	18%	(55)	15%	(48)	52%	(162)	5% (14)	310
Income: Under 50k	7%	(91)	14%	(169)	14%	(176)	52%	(644)	12% (152)	1232
Income: 50k-100k	7%	(46)	17%	(122)	13%	(94)	57%	(404)	6% (39)	705
Income: 100k+	10%	(27)	16%	(41)	17%	(45)	52%	(136)	6% (15)	264

Continued on next page

**Table BRD5\_4:** How much do each of the following influence your decision to watch a show?  
Nomination for an Emmy

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	7%	(164)	15%	(332)	14%	(315)	54%	(1184)	9% (206)	2201
Ethnicity: White	7%	(117)	14%	(247)	14%	(253)	57%	(1016)	8% (146)	1779
Ethnicity: Hispanic	16%	(30)	19%	(36)	12%	(23)	40%	(75)	13% (25)	189
Ethnicity: Afr. Am.	13%	(31)	21%	(50)	14%	(33)	40%	(95)	13% (30)	239
Ethnicity: Other	9%	(16)	19%	(35)	16%	(29)	40%	(73)	16% (30)	183
Relig: Protestant	5%	(28)	15%	(79)	15%	(83)	59%	(319)	6% (30)	539
Relig: Roman Catholic	9%	(43)	19%	(86)	14%	(66)	50%	(234)	8% (35)	464
Relig: Ath./Agn./None	6%	(33)	12%	(67)	15%	(82)	55%	(303)	13% (70)	555
Relig: Something Else	9%	(33)	17%	(60)	15%	(56)	50%	(181)	9% (32)	362
Relig: Jewish	18%	(9)	16%	(8)	24%	(12)	43%	(22)	— (0)	51
Relig: Evangelical	10%	(69)	16%	(106)	13%	(90)	52%	(351)	9% (62)	678
Relig: Non-Evang. Catholics	5%	(29)	16%	(99)	14%	(87)	58%	(349)	7% (42)	606
Relig: All Christian	8%	(98)	16%	(205)	14%	(177)	55%	(700)	8% (104)	1284
Relig: All Non-Christian	7%	(66)	14%	(127)	15%	(138)	53%	(484)	11% (102)	917
Community: Urban	12%	(64)	18%	(97)	14%	(75)	47%	(255)	10% (56)	547
Community: Suburban	7%	(72)	15%	(153)	17%	(166)	53%	(536)	7% (75)	1002
Community: Rural	4%	(28)	13%	(82)	11%	(74)	60%	(393)	12% (75)	652
Employ: Private Sector	8%	(60)	17%	(118)	14%	(101)	55%	(387)	6% (43)	709
Employ: Government	13%	(22)	20%	(34)	14%	(24)	47%	(82)	7% (12)	174
Employ: Self-Employed	14%	(28)	18%	(35)	10%	(19)	45%	(88)	13% (26)	196
Employ: Homemaker	6%	(9)	13%	(19)	13%	(19)	61%	(92)	8% (12)	151
Employ: Student	7%	(8)	19%	(23)	18%	(22)	44%	(53)	12% (14)	120
Employ: Retired	4%	(17)	12%	(54)	15%	(71)	61%	(283)	8% (37)	462
Employ: Unemployed	3%	(6)	13%	(23)	14%	(26)	51%	(92)	18% (33)	180
Employ: Other	7%	(14)	12%	(26)	16%	(33)	51%	(107)	14% (29)	209
Military HH: Yes	9%	(39)	15%	(64)	11%	(49)	57%	(245)	8% (33)	430
Military HH: No	7%	(125)	15%	(268)	15%	(266)	53%	(939)	10% (173)	1771
RD/WT: Right Direction	11%	(100)	13%	(119)	11%	(99)	53%	(470)	11% (97)	885
RD/WT: Wrong Track	5%	(64)	16%	(213)	16%	(216)	54%	(714)	8% (109)	1316

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**Table BRD5\_4:** How much do each of the following influence your decision to watch a show?  
Nomination for an Emmy

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	7%	(164)	15%	(332)	14%	(315)	54%	(1184)	9% (206)	2201
Strongly Approve	13%	(64)	11%	(55)	9%	(46)	57%	(284)	9% (45)	494
Somewhat Approve	6%	(28)	14%	(66)	14%	(67)	56%	(260)	10% (45)	466
Somewhat Disapprove	6%	(19)	19%	(59)	15%	(45)	51%	(156)	9% (28)	307
Strongly Disapprove	6%	(47)	18%	(145)	18%	(144)	51%	(413)	8% (61)	810
Dont Know / No Opinion	5%	(6)	6%	(7)	10%	(13)	57%	(71)	22% (27)	124
#1 Issue: Economy	6%	(38)	15%	(86)	16%	(96)	56%	(325)	7% (40)	585
#1 Issue: Security	8%	(31)	12%	(45)	14%	(53)	57%	(221)	10% (37)	387
#1 Issue: Health Care	6%	(30)	18%	(90)	13%	(65)	52%	(256)	11% (53)	494
#1 Issue: Medicare / Social Security	9%	(25)	11%	(33)	15%	(45)	56%	(163)	9% (27)	293
#1 Issue: Women's Issues	17%	(17)	19%	(19)	13%	(13)	37%	(37)	14% (14)	100
#1 Issue: Education	9%	(15)	20%	(34)	13%	(22)	49%	(85)	10% (18)	174
#1 Issue: Energy	8%	(6)	19%	(15)	16%	(12)	49%	(38)	8% (6)	77
#1 Issue: Other	2%	(2)	11%	(10)	10%	(9)	65%	(59)	12% (11)	91
2016 Vote: Democrat Hillary Clinton	10%	(71)	20%	(149)	18%	(129)	45%	(330)	7% (48)	727
2016 Vote: Republican Donald Trump	7%	(55)	12%	(96)	13%	(107)	60%	(478)	7% (58)	794
2016 Vote: Someone else	3%	(6)	14%	(26)	9%	(18)	63%	(121)	10% (20)	191
2012 Vote: Barack Obama	8%	(73)	20%	(170)	16%	(139)	49%	(418)	7% (59)	859
2012 Vote: Mitt Romney	7%	(44)	11%	(65)	13%	(77)	64%	(392)	6% (34)	612
2012 Vote: Other	2%	(2)	9%	(9)	10%	(10)	64%	(62)	14% (14)	97
2012 Vote: Didn't Vote	7%	(45)	14%	(88)	14%	(88)	49%	(309)	16% (98)	628
4-Region: Northeast	10%	(40)	14%	(53)	15%	(58)	52%	(200)	9% (34)	385
4-Region: Midwest	7%	(31)	13%	(62)	14%	(64)	56%	(256)	10% (48)	461
4-Region: South	8%	(67)	15%	(134)	12%	(108)	55%	(486)	9% (83)	878
4-Region: West	5%	(26)	17%	(83)	18%	(85)	51%	(242)	9% (41)	477

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

**Table BRD5\_5:** *How much do each of the following influence your decision to watch a show?*  
*Winning an Emmy*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	9%	(204)	14%	(304)	15%	(333)	53%	(1165)	9% (195)	2201
Gender: Male	12%	(124)	14%	(147)	15%	(156)	49%	(520)	10% (104)	1051
Gender: Female	7%	(80)	14%	(157)	15%	(177)	56%	(645)	8% (91)	1150
Age: 18-29	15%	(74)	17%	(81)	19%	(92)	37%	(182)	12% (59)	488
Age: 30-44	12%	(66)	16%	(85)	14%	(74)	49%	(269)	10% (52)	546
Age: 45-54	5%	(21)	12%	(51)	12%	(53)	62%	(262)	9% (38)	425
Age: 55-64	8%	(29)	11%	(36)	13%	(45)	61%	(210)	6% (22)	342
Age: 65+	4%	(14)	13%	(51)	17%	(69)	60%	(242)	6% (24)	400
PID: Dem (no lean)	13%	(98)	16%	(121)	19%	(145)	44%	(336)	8% (57)	757
PID: Ind (no lean)	5%	(38)	14%	(101)	12%	(87)	57%	(411)	12% (83)	720
PID: Rep (no lean)	9%	(68)	11%	(82)	14%	(101)	58%	(418)	8% (55)	724
PID/Gender: Dem Men	17%	(60)	16%	(56)	19%	(67)	38%	(131)	10% (34)	348
PID/Gender: Dem Women	9%	(38)	16%	(65)	19%	(78)	50%	(205)	6% (23)	409
PID/Gender: Ind Men	5%	(18)	15%	(50)	13%	(44)	56%	(189)	10% (34)	335
PID/Gender: Ind Women	5%	(20)	13%	(51)	11%	(43)	58%	(222)	13% (49)	385
PID/Gender: Rep Men	12%	(46)	11%	(41)	12%	(45)	54%	(200)	10% (36)	368
PID/Gender: Rep Women	6%	(22)	12%	(41)	16%	(56)	61%	(218)	5% (19)	356
Tea Party: Supporter	16%	(99)	16%	(97)	14%	(89)	46%	(290)	8% (50)	625
Tea Party: Not Supporter	7%	(103)	13%	(206)	15%	(242)	56%	(869)	9% (144)	1564
Ideo: Liberal (1-3)	14%	(112)	18%	(141)	19%	(150)	42%	(328)	5% (42)	773
Ideo: Moderate (4)	10%	(43)	14%	(63)	15%	(67)	54%	(242)	7% (33)	448
Ideo: Conservative (5-7)	6%	(42)	11%	(82)	13%	(96)	62%	(459)	8% (61)	740
Educ: < College	9%	(129)	13%	(191)	15%	(212)	53%	(772)	11% (158)	1462
Educ: Bachelors degree	10%	(42)	14%	(60)	18%	(79)	52%	(224)	6% (24)	429
Educ: Post-grad	11%	(33)	17%	(53)	14%	(42)	55%	(169)	4% (13)	310
Income: Under 50k	9%	(113)	13%	(159)	15%	(187)	51%	(629)	12% (144)	1232
Income: 50k-100k	9%	(65)	14%	(102)	14%	(101)	57%	(402)	5% (35)	705
Income: 100k+	10%	(26)	16%	(43)	17%	(45)	51%	(134)	6% (16)	264

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**Table BRD5\_5:** *How much do each of the following influence your decision to watch a show?*  
*Winning an Emmy*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	9%	(204)	14%	(304)	15%	(333)	53%	(1165)	9% (195)	2201
Ethnicity: White	8%	(141)	13%	(228)	15%	(274)	56%	(1001)	8% (135)	1779
Ethnicity: Hispanic	19%	(35)	19%	(36)	12%	(23)	38%	(71)	13% (24)	189
Ethnicity: Afr. Am.	17%	(41)	17%	(41)	13%	(31)	38%	(92)	14% (34)	239
Ethnicity: Other	12%	(22)	19%	(35)	15%	(28)	39%	(72)	14% (26)	183
Relig: Protestant	7%	(36)	13%	(72)	15%	(82)	59%	(319)	6% (30)	539
Relig: Roman Catholic	11%	(53)	19%	(86)	15%	(68)	47%	(220)	8% (37)	464
Relig: Ath./Agn./None	8%	(43)	10%	(56)	17%	(92)	55%	(303)	11% (61)	555
Relig: Something Else	10%	(35)	17%	(62)	16%	(57)	49%	(178)	8% (30)	362
Relig: Jewish	12%	(6)	22%	(11)	22%	(11)	45%	(23)	— (0)	51
Relig: Evangelical	13%	(86)	14%	(92)	14%	(94)	50%	(342)	9% (64)	678
Relig: Non-Evang. Catholics	7%	(40)	16%	(94)	15%	(90)	56%	(342)	7% (40)	606
Relig: All Christian	10%	(126)	14%	(186)	14%	(184)	53%	(684)	8% (104)	1284
Relig: All Non-Christian	9%	(78)	13%	(118)	16%	(149)	52%	(481)	10% (91)	917
Community: Urban	13%	(72)	19%	(102)	14%	(76)	45%	(246)	9% (51)	547
Community: Suburban	9%	(86)	13%	(133)	17%	(169)	54%	(539)	7% (75)	1002
Community: Rural	7%	(46)	11%	(69)	13%	(88)	58%	(380)	11% (69)	652
Employ: Private Sector	10%	(71)	15%	(103)	16%	(116)	53%	(379)	6% (40)	709
Employ: Government	14%	(24)	20%	(35)	12%	(21)	47%	(82)	7% (12)	174
Employ: Self-Employed	18%	(36)	12%	(24)	14%	(27)	44%	(86)	12% (23)	196
Employ: Homemaker	6%	(9)	13%	(19)	15%	(23)	57%	(86)	9% (14)	151
Employ: Student	13%	(16)	18%	(22)	18%	(22)	42%	(50)	8% (10)	120
Employ: Retired	5%	(21)	12%	(56)	15%	(71)	61%	(281)	7% (33)	462
Employ: Unemployed	4%	(8)	11%	(19)	15%	(27)	53%	(95)	17% (31)	180
Employ: Other	9%	(19)	12%	(26)	12%	(26)	51%	(106)	15% (32)	209
Military HH: Yes	12%	(50)	12%	(53)	13%	(56)	56%	(239)	7% (32)	430
Military HH: No	9%	(154)	14%	(251)	16%	(277)	52%	(926)	9% (163)	1771
RD/WT: Right Direction	12%	(110)	12%	(108)	12%	(107)	53%	(469)	10% (91)	885
RD/WT: Wrong Track	7%	(94)	15%	(196)	17%	(226)	53%	(696)	8% (104)	1316

Continued on next page

**Table BRD5\_5:** How much do each of the following influence your decision to watch a show?  
Winning an Emmy

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	9%	(204)	14%	(304)	15%	(333)	53%	(1165)	9%	(195)	2201
Strongly Approve	14%	(67)	10%	(48)	10%	(51)	56%	(279)	10%	(49)	494
Somewhat Approve	8%	(38)	14%	(65)	14%	(63)	56%	(262)	8%	(38)	466
Somewhat Disapprove	8%	(25)	16%	(49)	18%	(55)	49%	(150)	9%	(28)	307
Strongly Disapprove	9%	(72)	17%	(134)	19%	(150)	50%	(402)	6%	(52)	810
Dont Know / No Opinion	2%	(2)	6%	(8)	11%	(14)	58%	(72)	23%	(28)	124
#1 Issue: Economy	8%	(47)	14%	(79)	16%	(93)	55%	(324)	7%	(42)	585
#1 Issue: Security	9%	(35)	14%	(56)	12%	(46)	55%	(214)	9%	(36)	387
#1 Issue: Health Care	9%	(45)	14%	(71)	16%	(80)	50%	(247)	10%	(51)	494
#1 Issue: Medicare / Social Security	10%	(30)	11%	(31)	16%	(46)	57%	(166)	7%	(20)	293
#1 Issue: Women's Issues	13%	(13)	18%	(18)	20%	(20)	36%	(36)	13%	(13)	100
#1 Issue: Education	13%	(23)	16%	(28)	12%	(21)	49%	(86)	9%	(16)	174
#1 Issue: Energy	10%	(8)	14%	(11)	22%	(17)	44%	(34)	9%	(7)	77
#1 Issue: Other	3%	(3)	11%	(10)	11%	(10)	64%	(58)	11%	(10)	91
2016 Vote: Democrat Hillary Clinton	12%	(88)	19%	(137)	19%	(140)	44%	(318)	6%	(44)	727
2016 Vote: Republican Donald Trump	8%	(64)	11%	(89)	13%	(106)	60%	(478)	7%	(57)	794
2016 Vote: Someone else	6%	(11)	12%	(22)	8%	(15)	65%	(124)	10%	(19)	191
2012 Vote: Barack Obama	11%	(96)	17%	(149)	17%	(148)	48%	(409)	7%	(57)	859
2012 Vote: Mitt Romney	7%	(42)	12%	(73)	13%	(77)	63%	(386)	6%	(34)	612
2012 Vote: Other	4%	(4)	7%	(7)	9%	(9)	68%	(66)	11%	(11)	97
2012 Vote: Didn't Vote	10%	(61)	12%	(75)	16%	(98)	48%	(302)	15%	(92)	628
4-Region: Northeast	11%	(43)	15%	(59)	14%	(55)	50%	(193)	9%	(35)	385
4-Region: Midwest	8%	(36)	13%	(58)	15%	(68)	55%	(253)	10%	(46)	461
4-Region: South	10%	(87)	13%	(113)	14%	(125)	54%	(471)	9%	(82)	878
4-Region: West	8%	(38)	16%	(74)	18%	(85)	52%	(248)	7%	(32)	477

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



**Table BRD5\_6:** How much do each of the following influence your decision to watch a show?

Actors or actresses in the show

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	26%	(572)	34%	(754)	16%	(360)	16%	(362)	7%	(153)	2201
Gender: Male	24%	(256)	33%	(350)	17%	(178)	17%	(183)	8%	(84)	1051
Gender: Female	27%	(316)	35%	(404)	16%	(182)	16%	(179)	6%	(69)	1150
Age: 18-29	30%	(144)	32%	(155)	16%	(80)	12%	(59)	10%	(50)	488
Age: 30-44	30%	(165)	38%	(206)	14%	(75)	10%	(57)	8%	(43)	546
Age: 45-54	23%	(97)	35%	(150)	16%	(66)	20%	(83)	7%	(29)	425
Age: 55-64	25%	(84)	33%	(113)	19%	(64)	20%	(67)	4%	(14)	342
Age: 65+	20%	(82)	32%	(130)	19%	(75)	24%	(96)	4%	(17)	400
PID: Dem (no lean)	29%	(222)	35%	(267)	17%	(129)	13%	(96)	6%	(43)	757
PID: Ind (no lean)	22%	(162)	32%	(232)	16%	(114)	20%	(145)	9%	(67)	720
PID: Rep (no lean)	26%	(188)	35%	(255)	16%	(117)	17%	(121)	6%	(43)	724
PID/Gender: Dem Men	28%	(96)	34%	(120)	19%	(65)	13%	(44)	7%	(23)	348
PID/Gender: Dem Women	31%	(126)	36%	(147)	16%	(64)	13%	(52)	5%	(20)	409
PID/Gender: Ind Men	21%	(71)	32%	(108)	16%	(55)	21%	(70)	9%	(31)	335
PID/Gender: Ind Women	24%	(91)	32%	(124)	15%	(59)	19%	(75)	9%	(36)	385
PID/Gender: Rep Men	24%	(89)	33%	(122)	16%	(58)	19%	(69)	8%	(30)	368
PID/Gender: Rep Women	28%	(99)	37%	(133)	17%	(59)	15%	(52)	4%	(13)	356
Tea Party: Supporter	31%	(193)	33%	(204)	16%	(97)	16%	(97)	5%	(34)	625
Tea Party: Not Supporter	24%	(378)	35%	(545)	17%	(260)	17%	(263)	8%	(118)	1564
Ideo: Liberal (1-3)	33%	(258)	35%	(269)	17%	(129)	11%	(84)	4%	(33)	773
Ideo: Moderate (4)	22%	(98)	39%	(176)	18%	(81)	14%	(64)	6%	(29)	448
Ideo: Conservative (5-7)	23%	(171)	34%	(250)	16%	(120)	21%	(156)	6%	(43)	740
Educ: < College	27%	(389)	32%	(461)	15%	(219)	18%	(267)	9%	(126)	1462
Educ: Bachelors degree	24%	(105)	39%	(166)	20%	(85)	13%	(54)	4%	(19)	429
Educ: Post-grad	25%	(78)	41%	(127)	18%	(56)	13%	(41)	3%	(8)	310
Income: Under 50k	26%	(325)	31%	(384)	16%	(195)	17%	(215)	9%	(113)	1232
Income: 50k-100k	26%	(180)	36%	(253)	18%	(125)	17%	(119)	4%	(28)	705
Income: 100k+	25%	(67)	44%	(117)	15%	(40)	11%	(28)	5%	(12)	264

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**Table BRD5\_6:** *How much do each of the following influence your decision to watch a show?*  
*Actors or actresses in the show*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	26%	(572)	34%	(754)	16%	(360)	16%	(362)	7% (153)	2201
Ethnicity: White	25%	(450)	36%	(635)	16%	(292)	17%	(302)	6% (100)	1779
Ethnicity: Hispanic	31%	(58)	28%	(53)	19%	(36)	14%	(26)	8% (16)	189
Ethnicity: Afr. Am.	31%	(74)	28%	(66)	13%	(31)	16%	(38)	13% (30)	239
Ethnicity: Other	26%	(48)	29%	(53)	20%	(37)	12%	(22)	13% (23)	183
Relig: Protestant	27%	(144)	35%	(188)	19%	(100)	16%	(88)	4% (19)	539
Relig: Roman Catholic	27%	(125)	36%	(166)	15%	(71)	16%	(76)	6% (26)	464
Relig: Ath./Agn./None	23%	(127)	34%	(186)	17%	(95)	17%	(93)	10% (54)	555
Relig: Something Else	27%	(98)	36%	(130)	15%	(54)	14%	(52)	8% (28)	362
Relig: Jewish	25%	(13)	41%	(21)	14%	(7)	20%	(10)	— (0)	51
Relig: Evangelical	29%	(195)	31%	(213)	17%	(112)	17%	(117)	6% (41)	678
Relig: Non-Evang. Catholics	25%	(152)	37%	(225)	16%	(99)	17%	(100)	5% (30)	606
Relig: All Christian	27%	(347)	34%	(438)	16%	(211)	17%	(217)	6% (71)	1284
Relig: All Non-Christian	25%	(225)	34%	(316)	16%	(149)	16%	(145)	9% (82)	917
Community: Urban	28%	(155)	35%	(192)	13%	(70)	17%	(91)	7% (39)	547
Community: Suburban	25%	(255)	37%	(372)	17%	(168)	14%	(143)	6% (64)	1002
Community: Rural	25%	(162)	29%	(190)	19%	(122)	20%	(128)	8% (50)	652
Employ: Private Sector	26%	(185)	40%	(284)	17%	(122)	13%	(93)	4% (25)	709
Employ: Government	30%	(52)	30%	(53)	18%	(31)	14%	(25)	7% (13)	174
Employ: Self-Employed	31%	(61)	30%	(59)	14%	(28)	14%	(28)	10% (20)	196
Employ: Homemaker	32%	(48)	28%	(42)	17%	(25)	17%	(25)	7% (11)	151
Employ: Student	25%	(30)	35%	(42)	16%	(19)	16%	(19)	8% (10)	120
Employ: Retired	22%	(101)	32%	(149)	19%	(86)	22%	(102)	5% (24)	462
Employ: Unemployed	21%	(38)	30%	(54)	13%	(24)	22%	(40)	13% (24)	180
Employ: Other	27%	(57)	34%	(71)	12%	(25)	14%	(30)	12% (26)	209
Military HH: Yes	25%	(108)	32%	(138)	19%	(81)	19%	(83)	5% (20)	430
Military HH: No	26%	(464)	35%	(616)	16%	(279)	16%	(279)	8% (133)	1771
RD/WT: Right Direction	26%	(229)	32%	(284)	16%	(141)	18%	(163)	8% (68)	885
RD/WT: Wrong Track	26%	(343)	36%	(470)	17%	(219)	15%	(199)	6% (85)	1316

Continued on next page

**Table BRD5\_6:** How much do each of the following influence your decision to watch a show?  
Actors or actresses in the show

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	26%	(572)	34%	(754)	16%	(360)	16%	(362)	7% (153)	2201
Strongly Approve	28%	(137)	29%	(143)	16%	(78)	20%	(98)	8% (38)	494
Somewhat Approve	24%	(114)	36%	(168)	16%	(76)	17%	(79)	6% (29)	466
Somewhat Disapprove	25%	(76)	35%	(107)	18%	(56)	17%	(52)	5% (16)	307
Strongly Disapprove	28%	(225)	38%	(307)	16%	(133)	13%	(102)	5% (43)	810
Dont Know / No Opinion	16%	(20)	23%	(29)	14%	(17)	25%	(31)	22% (27)	124
#1 Issue: Economy	24%	(140)	32%	(189)	21%	(124)	17%	(99)	6% (33)	585
#1 Issue: Security	26%	(101)	34%	(131)	13%	(51)	20%	(77)	7% (27)	387
#1 Issue: Health Care	28%	(136)	36%	(180)	15%	(75)	14%	(69)	7% (34)	494
#1 Issue: Medicare / Social Security	25%	(74)	32%	(94)	16%	(48)	20%	(60)	6% (17)	293
#1 Issue: Women's Issues	31%	(31)	43%	(43)	8%	(8)	9%	(9)	9% (9)	100
#1 Issue: Education	32%	(55)	34%	(59)	16%	(27)	9%	(16)	10% (17)	174
#1 Issue: Energy	25%	(19)	36%	(28)	19%	(15)	12%	(9)	8% (6)	77
#1 Issue: Other	18%	(16)	33%	(30)	13%	(12)	25%	(23)	11% (10)	91
2016 Vote: Democrat Hillary Clinton	29%	(211)	37%	(267)	17%	(125)	12%	(90)	5% (34)	727
2016 Vote: Republican Donald Trump	23%	(185)	36%	(283)	16%	(125)	20%	(158)	5% (43)	794
2016 Vote: Someone else	26%	(49)	34%	(64)	17%	(32)	15%	(29)	9% (17)	191
2012 Vote: Barack Obama	28%	(242)	37%	(320)	16%	(140)	13%	(114)	5% (43)	859
2012 Vote: Mitt Romney	24%	(147)	36%	(219)	17%	(102)	19%	(118)	4% (26)	612
2012 Vote: Other	26%	(25)	24%	(23)	21%	(20)	20%	(19)	10% (10)	97
2012 Vote: Didn't Vote	25%	(157)	30%	(191)	15%	(95)	18%	(111)	12% (74)	628
4-Region: Northeast	24%	(94)	37%	(142)	16%	(63)	16%	(62)	6% (24)	385
4-Region: Midwest	25%	(117)	33%	(151)	15%	(70)	19%	(86)	8% (37)	461
4-Region: South	28%	(244)	33%	(287)	17%	(146)	16%	(140)	7% (61)	878
4-Region: West	25%	(117)	36%	(174)	17%	(81)	16%	(74)	6% (31)	477

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

**Table BRD5\_7:** *How much do each of the following influence your decision to watch a show?*  
*Critics reviews of the show*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion		Total N
Adults	9%	(205)	19%	(428)	21%	(460)	42%	(927)	8%	(181)	2201
Gender: Male	9%	(98)	22%	(231)	20%	(208)	40%	(423)	9%	(91)	1051
Gender: Female	9%	(107)	17%	(197)	22%	(252)	44%	(504)	8%	(90)	1150
Age: 18-29	15%	(75)	27%	(134)	19%	(93)	26%	(128)	12%	(58)	488
Age: 30-44	12%	(63)	24%	(130)	21%	(115)	36%	(194)	8%	(44)	546
Age: 45-54	7%	(29)	15%	(63)	21%	(89)	49%	(207)	9%	(37)	425
Age: 55-64	7%	(23)	13%	(45)	21%	(72)	53%	(181)	6%	(21)	342
Age: 65+	4%	(15)	14%	(56)	23%	(91)	54%	(217)	5%	(21)	400
PID: Dem (no lean)	11%	(84)	25%	(187)	23%	(174)	34%	(258)	7%	(54)	757
PID: Ind (no lean)	7%	(51)	15%	(110)	20%	(147)	46%	(331)	11%	(81)	720
PID: Rep (no lean)	10%	(70)	18%	(131)	19%	(139)	47%	(338)	6%	(46)	724
PID/Gender: Dem Men	10%	(36)	28%	(99)	24%	(84)	29%	(100)	8%	(29)	348
PID/Gender: Dem Women	12%	(48)	22%	(88)	22%	(90)	39%	(158)	6%	(25)	409
PID/Gender: Ind Men	7%	(25)	19%	(62)	16%	(55)	48%	(160)	10%	(33)	335
PID/Gender: Ind Women	7%	(26)	12%	(48)	24%	(92)	44%	(171)	12%	(48)	385
PID/Gender: Rep Men	10%	(37)	19%	(70)	19%	(69)	44%	(163)	8%	(29)	368
PID/Gender: Rep Women	9%	(33)	17%	(61)	20%	(70)	49%	(175)	5%	(17)	356
Tea Party: Supporter	15%	(96)	22%	(137)	19%	(118)	38%	(237)	6%	(37)	625
Tea Party: Not Supporter	7%	(107)	18%	(289)	22%	(341)	44%	(684)	9%	(143)	1564
Ideo: Liberal (1-3)	15%	(114)	26%	(201)	24%	(183)	31%	(236)	5%	(39)	773
Ideo: Moderate (4)	8%	(36)	19%	(83)	24%	(106)	42%	(190)	7%	(33)	448
Ideo: Conservative (5-7)	6%	(44)	16%	(122)	18%	(136)	53%	(389)	7%	(49)	740
Educ: < College	9%	(133)	17%	(247)	19%	(281)	45%	(653)	10%	(148)	1462
Educ: Bachelors degree	9%	(38)	23%	(100)	26%	(113)	37%	(157)	5%	(21)	429
Educ: Post-grad	11%	(34)	26%	(81)	21%	(66)	38%	(117)	4%	(12)	310
Income: Under 50k	10%	(122)	17%	(208)	20%	(244)	42%	(519)	11%	(139)	1232
Income: 50k-100k	8%	(54)	22%	(156)	22%	(154)	44%	(313)	4%	(28)	705
Income: 100k+	11%	(29)	24%	(64)	23%	(62)	36%	(95)	5%	(14)	264

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**Table BRD5\_7:** How much do each of the following influence your decision to watch a show?  
Critics reviews of the show

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	9%	(205)	19%	(428)	21%	(460)	42%	(927)	8% (181)	2201
Ethnicity: White	8%	(147)	19%	(341)	21%	(375)	45%	(795)	7% (121)	1779
Ethnicity: Hispanic	17%	(32)	30%	(56)	14%	(27)	29%	(55)	10% (19)	189
Ethnicity: Afr. Am.	14%	(33)	20%	(47)	24%	(57)	28%	(68)	14% (34)	239
Ethnicity: Other	14%	(25)	22%	(40)	15%	(28)	35%	(64)	14% (26)	183
Relig: Protestant	6%	(33)	17%	(92)	21%	(114)	51%	(276)	4% (24)	539
Relig: Roman Catholic	11%	(49)	25%	(115)	21%	(96)	38%	(174)	6% (30)	464
Relig: Ath./Agn./None	9%	(51)	19%	(104)	21%	(115)	39%	(219)	12% (66)	555
Relig: Something Else	12%	(45)	18%	(65)	25%	(89)	37%	(134)	8% (29)	362
Relig: Jewish	18%	(9)	25%	(13)	24%	(12)	33%	(17)	— (0)	51
Relig: Evangelical	11%	(75)	19%	(131)	18%	(122)	45%	(303)	7% (47)	678
Relig: Non-Evang. Catholics	6%	(34)	21%	(128)	22%	(134)	45%	(271)	6% (39)	606
Relig: All Christian	8%	(109)	20%	(259)	20%	(256)	45%	(574)	7% (86)	1284
Relig: All Non-Christian	10%	(96)	18%	(169)	22%	(204)	38%	(353)	10% (95)	917
Community: Urban	14%	(77)	21%	(114)	19%	(105)	37%	(202)	9% (49)	547
Community: Suburban	8%	(84)	20%	(205)	22%	(225)	42%	(420)	7% (68)	1002
Community: Rural	7%	(44)	17%	(109)	20%	(130)	47%	(305)	10% (64)	652
Employ: Private Sector	9%	(66)	23%	(166)	21%	(152)	41%	(291)	5% (34)	709
Employ: Government	15%	(26)	21%	(37)	21%	(37)	36%	(62)	7% (12)	174
Employ: Self-Employed	14%	(28)	20%	(40)	20%	(39)	33%	(65)	12% (24)	196
Employ: Homemaker	13%	(19)	15%	(22)	24%	(36)	42%	(63)	7% (11)	151
Employ: Student	13%	(16)	31%	(37)	17%	(20)	29%	(35)	10% (12)	120
Employ: Retired	4%	(17)	14%	(65)	23%	(108)	53%	(244)	6% (28)	462
Employ: Unemployed	8%	(14)	14%	(25)	18%	(33)	42%	(76)	18% (32)	180
Employ: Other	9%	(19)	17%	(36)	17%	(35)	44%	(91)	13% (28)	209
Military HH: Yes	9%	(40)	17%	(74)	21%	(89)	46%	(199)	7% (28)	430
Military HH: No	9%	(165)	20%	(354)	21%	(371)	41%	(728)	9% (153)	1771
RD/WT: Right Direction	11%	(97)	18%	(162)	19%	(165)	44%	(385)	9% (76)	885
RD/WT: Wrong Track	8%	(108)	20%	(266)	22%	(295)	41%	(542)	8% (105)	1316

Continued on next page

**Table BRD5\_7: How much do each of the following influence your decision to watch a show?**  
*Critics reviews of the show*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	9%	(205)	19%	(428)	21%	(460)	42%	(927)	8% (181)	2201
Strongly Approve	13%	(65)	16%	(81)	17%	(85)	46%	(225)	8% (38)	494
Somewhat Approve	6%	(27)	19%	(87)	20%	(95)	47%	(218)	8% (39)	466
Somewhat Disapprove	10%	(31)	22%	(69)	20%	(60)	41%	(125)	7% (22)	307
Strongly Disapprove	10%	(77)	22%	(179)	25%	(199)	37%	(300)	7% (55)	810
Dont Know / No Opinion	4%	(5)	10%	(12)	17%	(21)	48%	(59)	22% (27)	124
#1 Issue: Economy	9%	(52)	21%	(125)	24%	(140)	41%	(238)	5% (30)	585
#1 Issue: Security	10%	(38)	16%	(63)	19%	(73)	47%	(180)	9% (33)	387
#1 Issue: Health Care	9%	(46)	20%	(98)	23%	(113)	38%	(188)	10% (49)	494
#1 Issue: Medicare / Social Security	9%	(26)	13%	(37)	22%	(63)	49%	(144)	8% (23)	293
#1 Issue: Women's Issues	22%	(22)	29%	(29)	11%	(11)	27%	(27)	11% (11)	100
#1 Issue: Education	7%	(13)	26%	(46)	17%	(30)	38%	(66)	11% (19)	174
#1 Issue: Energy	9%	(7)	30%	(23)	19%	(15)	32%	(25)	9% (7)	77
#1 Issue: Other	1%	(1)	8%	(7)	16%	(15)	65%	(59)	10% (9)	91
2016 Vote: Democrat Hillary Clinton	11%	(83)	24%	(176)	24%	(177)	34%	(249)	6% (42)	727
2016 Vote: Republican Donald Trump	8%	(61)	17%	(135)	19%	(150)	50%	(398)	6% (50)	794
2016 Vote: Someone else	6%	(12)	17%	(32)	21%	(40)	45%	(86)	11% (21)	191
2012 Vote: Barack Obama	10%	(90)	24%	(204)	23%	(198)	37%	(315)	6% (52)	859
2012 Vote: Mitt Romney	7%	(45)	17%	(106)	21%	(127)	50%	(304)	5% (30)	612
2012 Vote: Other	4%	(4)	10%	(10)	19%	(18)	55%	(53)	12% (12)	97
2012 Vote: Didn't Vote	11%	(66)	17%	(107)	18%	(115)	40%	(253)	14% (87)	628
4-Region: Northeast	13%	(49)	20%	(78)	20%	(78)	39%	(150)	8% (30)	385
4-Region: Midwest	6%	(29)	20%	(92)	24%	(109)	40%	(186)	10% (45)	461
4-Region: South	9%	(76)	20%	(174)	20%	(172)	44%	(382)	8% (74)	878
4-Region: West	11%	(51)	18%	(84)	21%	(101)	44%	(209)	7% (32)	477

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

**Table BRD5\_8:** *How much do each of the following influence your decision to watch a show?*  
*Friends and family reviews of the show*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	23%	(516)	30%	(661)	21%	(457)	19%	(412)	7% (155)	2201
Gender: Male	22%	(233)	28%	(293)	21%	(223)	20%	(213)	8% (89)	1051
Gender: Female	25%	(283)	32%	(368)	20%	(234)	17%	(199)	6% (66)	1150
Age: 18-29	33%	(161)	30%	(148)	17%	(82)	10%	(48)	10% (49)	488
Age: 30-44	30%	(162)	31%	(168)	20%	(109)	12%	(67)	7% (40)	546
Age: 45-54	18%	(75)	31%	(132)	21%	(89)	24%	(100)	7% (29)	425
Age: 55-64	20%	(70)	25%	(87)	23%	(79)	26%	(88)	5% (18)	342
Age: 65+	12%	(48)	32%	(126)	24%	(98)	27%	(109)	5% (19)	400
PID: Dem (no lean)	24%	(184)	31%	(231)	22%	(164)	18%	(133)	6% (45)	757
PID: Ind (no lean)	20%	(142)	28%	(199)	23%	(164)	20%	(144)	10% (71)	720
PID: Rep (no lean)	26%	(190)	32%	(231)	18%	(129)	19%	(135)	5% (39)	724
PID/Gender: Dem Men	23%	(79)	30%	(104)	24%	(82)	16%	(56)	8% (27)	348
PID/Gender: Dem Women	26%	(105)	31%	(127)	20%	(82)	19%	(77)	4% (18)	409
PID/Gender: Ind Men	19%	(62)	28%	(95)	21%	(72)	22%	(74)	10% (32)	335
PID/Gender: Ind Women	21%	(80)	27%	(104)	24%	(92)	18%	(70)	10% (39)	385
PID/Gender: Rep Men	25%	(92)	26%	(94)	19%	(69)	23%	(83)	8% (30)	368
PID/Gender: Rep Women	28%	(98)	38%	(137)	17%	(60)	15%	(52)	3% (9)	356
Tea Party: Supporter	30%	(186)	31%	(194)	18%	(114)	16%	(97)	5% (34)	625
Tea Party: Not Supporter	21%	(327)	30%	(466)	22%	(340)	20%	(311)	8% (120)	1564
Ideo: Liberal (1-3)	29%	(227)	31%	(236)	20%	(158)	15%	(116)	5% (36)	773
Ideo: Moderate (4)	21%	(95)	30%	(135)	24%	(106)	19%	(85)	6% (27)	448
Ideo: Conservative (5-7)	22%	(160)	31%	(230)	20%	(148)	22%	(160)	6% (42)	740
Educ: < College	22%	(317)	28%	(405)	21%	(306)	21%	(301)	9% (133)	1462
Educ: Bachelors degree	26%	(112)	34%	(146)	22%	(95)	15%	(63)	3% (13)	429
Educ: Post-grad	28%	(87)	35%	(110)	18%	(56)	15%	(48)	3% (9)	310
Income: Under 50k	21%	(253)	27%	(338)	21%	(261)	21%	(260)	10% (120)	1232
Income: 50k-100k	26%	(183)	32%	(226)	21%	(145)	18%	(126)	4% (25)	705
Income: 100k+	30%	(80)	37%	(97)	19%	(51)	10%	(26)	4% (10)	264

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**Table BRD5\_8:** *How much do each of the following influence your decision to watch a show?*  
*Friends and family reviews of the show*

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	23%	(516)	30%	(661)	21%	(457)	19%	(412)	7% (155)	2201
Ethnicity: White	23%	(417)	31%	(557)	21%	(369)	19%	(330)	6% (106)	1779
Ethnicity: Hispanic	26%	(49)	26%	(50)	23%	(43)	19%	(35)	6% (12)	189
Ethnicity: Afr. Am.	26%	(61)	25%	(59)	18%	(43)	20%	(48)	12% (28)	239
Ethnicity: Other	21%	(38)	25%	(45)	25%	(45)	19%	(34)	11% (21)	183
Relig: Protestant	24%	(129)	33%	(180)	20%	(109)	18%	(98)	4% (23)	539
Relig: Roman Catholic	22%	(101)	31%	(142)	21%	(99)	22%	(101)	5% (21)	464
Relig: Ath./Agn./None	24%	(133)	25%	(136)	23%	(128)	18%	(102)	10% (56)	555
Relig: Something Else	25%	(89)	32%	(117)	18%	(64)	18%	(66)	7% (26)	362
Relig: Jewish	16%	(8)	43%	(22)	20%	(10)	22%	(11)	— (0)	51
Relig: Evangelical	24%	(163)	32%	(219)	20%	(135)	17%	(114)	7% (47)	678
Relig: Non-Evang. Catholics	22%	(131)	31%	(189)	21%	(130)	21%	(130)	4% (26)	606
Relig: All Christian	23%	(294)	32%	(408)	21%	(265)	19%	(244)	6% (73)	1284
Relig: All Non-Christian	24%	(222)	28%	(253)	21%	(192)	18%	(168)	9% (82)	917
Community: Urban	27%	(145)	27%	(148)	20%	(112)	19%	(103)	7% (39)	547
Community: Suburban	24%	(236)	34%	(340)	20%	(200)	17%	(168)	6% (58)	1002
Community: Rural	21%	(135)	27%	(173)	22%	(145)	22%	(141)	9% (58)	652
Employ: Private Sector	27%	(193)	33%	(232)	21%	(146)	16%	(110)	4% (28)	709
Employ: Government	32%	(55)	28%	(49)	21%	(37)	14%	(24)	5% (9)	174
Employ: Self-Employed	23%	(45)	27%	(53)	22%	(44)	17%	(33)	11% (21)	196
Employ: Homemaker	31%	(47)	29%	(44)	19%	(28)	15%	(23)	6% (9)	151
Employ: Student	32%	(39)	31%	(37)	13%	(16)	15%	(18)	8% (10)	120
Employ: Retired	15%	(68)	30%	(140)	23%	(104)	27%	(125)	5% (25)	462
Employ: Unemployed	14%	(25)	26%	(46)	23%	(42)	23%	(42)	14% (25)	180
Employ: Other	21%	(44)	29%	(60)	19%	(40)	18%	(37)	13% (28)	209
Military HH: Yes	24%	(104)	27%	(118)	20%	(88)	23%	(97)	5% (23)	430
Military HH: No	23%	(412)	31%	(543)	21%	(369)	18%	(315)	7% (132)	1771
RD/WT: Right Direction	24%	(215)	29%	(260)	19%	(169)	20%	(173)	8% (68)	885
RD/WT: Wrong Track	23%	(301)	30%	(401)	22%	(288)	18%	(239)	7% (87)	1316

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**Table BRD5\_8:** How much do each of the following influence your decision to watch a show?  
Friends and family reviews of the show

Demographic	Strong influence		Some influence		Slight influence		No influence		Don't Know / No Opinion	Total N
Adults	23%	(516)	30%	(661)	21%	(457)	19%	(412)	7% (155)	2201
Strongly Approve	25%	(125)	27%	(132)	19%	(93)	22%	(107)	7% (37)	494
Somewhat Approve	22%	(103)	36%	(168)	20%	(94)	16%	(75)	6% (26)	466
Somewhat Disapprove	24%	(73)	34%	(103)	19%	(59)	18%	(55)	6% (17)	307
Strongly Disapprove	24%	(194)	29%	(236)	23%	(188)	18%	(143)	6% (49)	810
Dont Know / No Opinion	17%	(21)	18%	(22)	19%	(23)	26%	(32)	21% (26)	124
#1 Issue: Economy	25%	(149)	32%	(190)	21%	(120)	15%	(90)	6% (36)	585
#1 Issue: Security	22%	(86)	28%	(109)	21%	(82)	21%	(81)	7% (29)	387
#1 Issue: Health Care	23%	(114)	32%	(157)	19%	(94)	19%	(93)	7% (36)	494
#1 Issue: Medicare / Social Security	16%	(48)	25%	(74)	25%	(72)	27%	(80)	6% (19)	293
#1 Issue: Women's Issues	36%	(36)	27%	(27)	18%	(18)	10%	(10)	9% (9)	100
#1 Issue: Education	27%	(47)	31%	(54)	21%	(36)	13%	(23)	8% (14)	174
#1 Issue: Energy	29%	(22)	32%	(25)	21%	(16)	13%	(10)	5% (4)	77
#1 Issue: Other	15%	(14)	27%	(25)	21%	(19)	27%	(25)	9% (8)	91
2016 Vote: Democrat Hillary Clinton	25%	(181)	31%	(229)	22%	(161)	17%	(121)	5% (35)	727
2016 Vote: Republican Donald Trump	22%	(173)	32%	(252)	19%	(151)	22%	(175)	5% (43)	794
2016 Vote: Someone else	24%	(46)	26%	(50)	21%	(41)	17%	(32)	12% (22)	191
2012 Vote: Barack Obama	24%	(207)	32%	(278)	20%	(174)	18%	(158)	5% (42)	859
2012 Vote: Mitt Romney	23%	(141)	32%	(195)	21%	(129)	20%	(120)	4% (27)	612
2012 Vote: Other	20%	(19)	25%	(24)	23%	(22)	23%	(22)	10% (10)	97
2012 Vote: Didn't Vote	24%	(148)	26%	(161)	21%	(131)	18%	(112)	12% (76)	628
4-Region: Northeast	23%	(87)	30%	(116)	21%	(79)	19%	(74)	8% (29)	385
4-Region: Midwest	23%	(107)	31%	(141)	16%	(72)	23%	(104)	8% (37)	461
4-Region: South	25%	(219)	29%	(252)	21%	(187)	18%	(159)	7% (61)	878
4-Region: West	22%	(103)	32%	(152)	25%	(119)	16%	(75)	6% (28)	477

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

**Table BRD6:** *If you had to choose, which of the following shows nominated for best drama series do you think should win the Emmy?*

Demographic	Better Call Saul (AMC)	The Crown (Netflix)	The Hand- maids Tale (Hulu)	House of Cards (Netflix)	Stranger Things (Netflix)	This Is Us (NBC)	West World (HBO)	Don't Know / No Opinion	Total N
Adults	7% (150)	4% (89)	4% (89)	11% (249)	12% (264)	16% (355)	5% (118)	40% (887)	2201
Gender: Male	10% (103)	4% (44)	3% (33)	13% (141)	13% (136)	9% (99)	9% (92)	38% (403)	1051
Gender: Female	4% (47)	4% (45)	5% (56)	9% (108)	11% (128)	22% (256)	2% (26)	42% (484)	1150
Age: 18-29	9% (42)	5% (23)	6% (31)	13% (64)	27% (130)	13% (64)	5% (24)	23% (110)	488
Age: 30-44	8% (46)	4% (22)	4% (22)	13% (69)	15% (81)	21% (113)	7% (40)	28% (153)	546
Age: 45-54	7% (29)	4% (17)	4% (16)	11% (46)	8% (32)	17% (71)	4% (17)	46% (197)	425
Age: 55-64	4% (15)	5% (17)	3% (9)	9% (30)	4% (15)	15% (50)	6% (19)	55% (187)	342
Age: 65+	4% (18)	2% (10)	3% (11)	10% (40)	2% (6)	14% (57)	4% (18)	60% (240)	400
PID: Dem (no lean)	6% (47)	5% (35)	6% (43)	12% (94)	15% (110)	17% (130)	6% (45)	33% (253)	757
PID: Ind (no lean)	8% (56)	4% (27)	4% (28)	9% (64)	11% (81)	15% (108)	5% (34)	45% (322)	720
PID: Rep (no lean)	6% (47)	4% (27)	2% (18)	13% (91)	10% (73)	16% (117)	5% (39)	43% (312)	724
PID/Gender: Dem Men	9% (30)	6% (22)	6% (20)	16% (56)	16% (55)	8% (27)	10% (34)	30% (104)	348
PID/Gender: Dem Women	4% (17)	3% (13)	6% (23)	9% (38)	13% (55)	25% (103)	3% (11)	36% (149)	409
PID/Gender: Ind Men	11% (37)	4% (12)	1% (5)	11% (37)	11% (37)	10% (32)	7% (25)	45% (150)	335
PID/Gender: Ind Women	5% (19)	4% (15)	6% (23)	7% (27)	11% (44)	20% (76)	2% (9)	45% (172)	385
PID/Gender: Rep Men	10% (36)	3% (10)	2% (8)	13% (48)	12% (44)	11% (40)	9% (33)	40% (149)	368
PID/Gender: Rep Women	3% (11)	5% (17)	3% (10)	12% (43)	8% (29)	22% (77)	2% (6)	46% (163)	356
Tea Party: Supporter	8% (53)	6% (39)	4% (24)	13% (82)	13% (79)	15% (95)	7% (42)	34% (211)	625
Tea Party: Not Supporter	6% (96)	3% (50)	4% (65)	11% (166)	12% (182)	16% (258)	5% (75)	43% (672)	1564
Ideo: Liberal (1-3)	9% (69)	5% (41)	7% (51)	14% (111)	14% (110)	18% (141)	7% (57)	25% (193)	773
Ideo: Moderate (4)	6% (29)	3% (14)	4% (17)	11% (51)	15% (67)	17% (74)	4% (19)	40% (177)	448
Ideo: Conservative (5-7)	6% (43)	4% (28)	2% (12)	10% (74)	9% (65)	15% (112)	5% (38)	50% (368)	740
Educ: < College	7% (104)	3% (50)	4% (55)	10% (153)	13% (190)	15% (220)	5% (70)	42% (620)	1462
Educ: Bachelors degree	6% (26)	5% (21)	3% (14)	14% (61)	11% (49)	18% (79)	7% (29)	35% (150)	429
Educ: Post-grad	6% (20)	6% (18)	6% (20)	11% (35)	8% (25)	18% (56)	6% (19)	38% (117)	310
Income: Under 50k	7% (83)	3% (39)	4% (54)	11% (135)	13% (157)	14% (175)	5% (59)	43% (530)	1232
Income: 50k-100k	8% (53)	6% (41)	4% (27)	12% (83)	11% (75)	17% (123)	6% (43)	37% (260)	705
Income: 100k+	5% (14)	3% (9)	3% (8)	12% (31)	12% (32)	22% (57)	6% (16)	37% (97)	264
Ethnicity: White	7% (127)	4% (66)	4% (68)	11% (203)	11% (196)	17% (301)	5% (96)	41% (722)	1779

Continued on next page

**Table BRD6:** *If you had to choose, which of the following shows nominated for best drama series do you think should win the Emmy?*

Demographic	Better Call Saul (AMC)	The Crown (Netflix)	The Hand- maids Tale (Hulu)	House of Cards (Netflix)	Stranger Things (Netflix)	This Is Us (NBC)	West World (HBO)	Don't Know / No Opinion	Total N
Adults	7% (150)	4% (89)	4% (89)	11% (249)	12% (264)	16% (355)	5% (118)	40% (887)	2201
Ethnicity: Hispanic	10% (18)	6% (11)	4% (8)	14% (26)	19% (36)	14% (26)	10% (19)	24% (45)	189
Ethnicity: Afr. Am.	5% (13)	6% (15)	5% (11)	11% (27)	14% (33)	14% (34)	5% (12)	39% (94)	239
Ethnicity: Other	5% (10)	4% (8)	5% (10)	10% (19)	19% (35)	11% (20)	5% (10)	39% (71)	183
Relig: Protestant	6% (32)	4% (24)	4% (19)	11% (58)	6% (32)	21% (114)	3% (17)	45% (243)	539
Relig: Roman Catholic	7% (33)	5% (24)	3% (15)	11% (52)	12% (57)	17% (80)	8% (35)	36% (168)	464
Relig: Ath./Agn./None	8% (47)	2% (13)	4% (24)	9% (51)	17% (95)	13% (71)	6% (35)	39% (219)	555
Relig: Something Else	6% (20)	5% (17)	6% (22)	12% (43)	15% (54)	15% (55)	5% (18)	37% (133)	362
Relig: Jewish	2% (1)	4% (2)	2% (1)	14% (7)	6% (3)	20% (10)	6% (3)	47% (24)	51
Relig: Evangelical	6% (44)	6% (38)	3% (20)	13% (88)	8% (51)	17% (117)	5% (34)	42% (286)	678
Relig: Non-Evang. Catholics	6% (39)	3% (21)	4% (23)	11% (67)	11% (64)	18% (112)	5% (31)	41% (249)	606
Relig: All Christian	6% (83)	5% (59)	3% (43)	12% (155)	9% (115)	18% (229)	5% (65)	42% (535)	1284
Relig: All Non-Christian	7% (67)	3% (30)	5% (46)	10% (94)	16% (149)	14% (126)	6% (53)	38% (352)	917
Community: Urban	7% (38)	5% (30)	5% (30)	10% (57)	15% (84)	11% (62)	7% (36)	38% (210)	547
Community: Suburban	7% (72)	4% (41)	4% (37)	12% (122)	11% (109)	18% (178)	6% (56)	39% (387)	1002
Community: Rural	6% (40)	3% (18)	3% (22)	11% (70)	11% (71)	18% (115)	4% (26)	44% (290)	652
Employ: Private Sector	8% (59)	4% (30)	4% (31)	13% (92)	14% (97)	17% (122)	7% (51)	32% (227)	709
Employ: Government	4% (7)	4% (7)	5% (8)	11% (19)	18% (31)	18% (32)	5% (9)	35% (61)	174
Employ: Self-Employed	9% (17)	5% (10)	6% (12)	15% (29)	13% (25)	10% (20)	7% (14)	35% (69)	196
Employ: Homemaker	4% (6)	7% (10)	5% (8)	9% (14)	14% (21)	23% (34)	1% (1)	38% (57)	151
Employ: Student	6% (7)	2% (2)	6% (7)	13% (16)	27% (32)	15% (18)	5% (6)	27% (32)	120
Employ: Retired	5% (24)	3% (15)	3% (13)	9% (40)	2% (11)	14% (64)	5% (25)	58% (270)	462
Employ: Unemployed	7% (13)	4% (8)	3% (5)	9% (17)	13% (23)	17% (30)	4% (7)	43% (77)	180
Employ: Other	8% (17)	3% (7)	2% (5)	11% (22)	11% (24)	17% (35)	2% (5)	45% (94)	209
Military HH: Yes	5% (22)	7% (28)	3% (13)	13% (55)	10% (42)	13% (57)	4% (19)	45% (194)	430
Military HH: No	7% (128)	3% (61)	4% (76)	11% (194)	13% (222)	17% (298)	6% (99)	39% (693)	1771
RD/WT: Right Direction	7% (66)	5% (40)	3% (28)	11% (98)	11% (95)	14% (120)	6% (56)	43% (382)	885
RD/WT: Wrong Track	6% (84)	4% (49)	5% (61)	11% (151)	13% (169)	18% (235)	5% (62)	38% (505)	1316

Continued on next page

**Table BRD6:** *If you had to choose, which of the following shows nominated for best drama series do you think should win the Emmy?*

Demographic	Better Call Saul (AMC)	The Crown (Netflix)	The Hand- maids Tale (Hulu)	House of Cards (Netflix)	Stranger Things (Netflix)	This Is Us (NBC)	West World (HBO)	Don't Know / No Opinion	Total N
Adults	7% (150)	4% (89)	4% (89)	11% (249)	12% (264)	16% (355)	5% (118)	40% (887)	2201
Strongly Approve	8% (39)	3% (17)	2% (11)	13% (62)	9% (46)	11% (54)	7% (35)	47% (230)	494
Somewhat Approve	9% (41)	4% (20)	3% (14)	11% (51)	11% (53)	18% (86)	5% (25)	38% (176)	466
Somewhat Disapprove	5% (14)	6% (17)	4% (12)	13% (41)	13% (40)	18% (56)	7% (21)	35% (106)	307
Strongly Disapprove	6% (47)	4% (33)	6% (50)	11% (90)	14% (113)	18% (147)	4% (32)	37% (298)	810
Dont Know / No Opinion	7% (9)	2% (2)	2% (2)	4% (5)	10% (12)	10% (12)	4% (5)	62% (77)	124
#1 Issue: Economy	8% (48)	4% (21)	3% (18)	12% (70)	14% (83)	14% (79)	6% (36)	39% (230)	585
#1 Issue: Security	7% (26)	3% (10)	4% (14)	12% (45)	11% (42)	15% (59)	5% (18)	45% (173)	387
#1 Issue: Health Care	6% (31)	3% (16)	5% (24)	14% (71)	13% (62)	19% (96)	3% (16)	36% (178)	494
#1 Issue: Medicare / Social Security	5% (14)	6% (17)	2% (7)	9% (26)	5% (14)	13% (39)	7% (21)	53% (155)	293
#1 Issue: Women's Issues	7% (7)	7% (7)	8% (8)	8% (8)	21% (21)	18% (18)	5% (5)	26% (26)	100
#1 Issue: Education	6% (11)	5% (9)	6% (10)	10% (18)	13% (23)	21% (37)	5% (9)	33% (57)	174
#1 Issue: Energy	10% (8)	6% (5)	8% (6)	8% (6)	17% (13)	14% (11)	14% (11)	22% (17)	77
#1 Issue: Other	5% (5)	4% (4)	2% (2)	5% (5)	7% (6)	18% (16)	2% (2)	56% (51)	91
2016 Vote: Democrat Hillary Clinton	6% (44)	5% (38)	6% (45)	12% (86)	12% (86)	20% (142)	8% (56)	32% (230)	727
2016 Vote: Republican Donald Trump	8% (60)	4% (29)	2% (14)	12% (94)	9% (68)	14% (112)	5% (42)	47% (375)	794
2016 Vote: Someone else	7% (14)	4% (7)	3% (6)	8% (15)	15% (28)	19% (36)	5% (9)	40% (76)	191
2012 Vote: Barack Obama	7% (63)	4% (36)	5% (45)	12% (105)	12% (106)	18% (153)	6% (51)	35% (300)	859
2012 Vote: Mitt Romney	7% (41)	4% (27)	2% (13)	11% (69)	6% (35)	16% (97)	5% (29)	49% (301)	612
2012 Vote: Other	6% (6)	4% (4)	2% (2)	10% (10)	8% (8)	15% (15)	6% (6)	47% (46)	97
2012 Vote: Didn't Vote	6% (39)	4% (22)	5% (29)	10% (64)	18% (115)	14% (89)	5% (32)	38% (238)	628
4-Region: Northeast	9% (35)	4% (16)	5% (21)	12% (46)	10% (38)	17% (66)	5% (21)	37% (142)	385
4-Region: Midwest	7% (30)	3% (16)	4% (19)	10% (47)	14% (64)	18% (85)	3% (15)	40% (185)	461
4-Region: South	6% (50)	5% (44)	4% (31)	12% (101)	12% (105)	15% (135)	5% (45)	42% (367)	878
4-Region: West	7% (35)	3% (13)	4% (18)	12% (55)	12% (57)	14% (69)	8% (37)	40% (193)	477

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

**Table BRD7:** *If you had to choose, which of the following shows nominated for best comedy series do you think should win the Emmy?*

Demographic	Unbreakable								Total N
	Atlanta (FX)	Black-ish (ABC)	Master of None (Netflix)	Modern Family (ABC)	Silicon Valley (HBO)	Kimmy Schmidt (Netflix)	Veep (HBO)	Don't Know / No Opinion	
Adults	3% (69)	11% (236)	4% (89)	26% (575)	3% (73)	5% (116)	4% (93)	43% (950)	2201
Gender: Male	4% (41)	10% (100)	5% (52)	26% (270)	5% (53)	5% (52)	5% (55)	41% (428)	1051
Gender: Female	2% (28)	12% (136)	3% (37)	27% (305)	2% (20)	6% (64)	3% (38)	45% (522)	1150
Age: 18-29	7% (33)	10% (51)	7% (34)	30% (144)	6% (30)	10% (47)	5% (23)	26% (126)	488
Age: 30-44	4% (22)	12% (68)	6% (31)	29% (157)	4% (24)	6% (35)	5% (27)	33% (182)	546
Age: 45-54	2% (7)	11% (48)	2% (9)	28% (120)	3% (14)	4% (18)	3% (12)	46% (197)	425
Age: 55-64	2% (6)	10% (34)	2% (8)	23% (77)	1% (3)	3% (9)	4% (15)	56% (190)	342
Age: 65+	— (1)	9% (35)	2% (7)	19% (77)	— (2)	2% (7)	4% (16)	64% (255)	400
PID: Dem (no lean)	4% (32)	16% (124)	6% (42)	25% (191)	4% (27)	7% (51)	5% (38)	33% (252)	757
PID: Ind (no lean)	2% (16)	9% (62)	3% (20)	28% (198)	3% (23)	5% (35)	3% (24)	48% (342)	720
PID: Rep (no lean)	3% (21)	7% (50)	4% (27)	26% (186)	3% (23)	4% (30)	4% (31)	49% (356)	724
PID/Gender: Dem Men	5% (17)	15% (53)	7% (24)	23% (80)	7% (24)	7% (24)	6% (21)	30% (105)	348
PID/Gender: Dem Women	4% (15)	17% (71)	4% (18)	27% (111)	1% (3)	7% (27)	4% (17)	36% (147)	409
PID/Gender: Ind Men	3% (9)	6% (19)	4% (13)	27% (92)	4% (12)	4% (13)	4% (15)	48% (162)	335
PID/Gender: Ind Women	2% (7)	11% (43)	2% (7)	28% (106)	3% (11)	6% (22)	2% (9)	47% (180)	385
PID/Gender: Rep Men	4% (15)	8% (28)	4% (15)	27% (98)	5% (17)	4% (15)	5% (19)	44% (161)	368
PID/Gender: Rep Women	2% (6)	6% (22)	3% (12)	25% (88)	2% (6)	4% (15)	3% (12)	55% (195)	356
Tea Party: Supporter	4% (23)	8% (53)	5% (34)	32% (197)	4% (28)	6% (38)	5% (30)	36% (222)	625
Tea Party: Not Supporter	3% (45)	12% (182)	3% (54)	24% (376)	3% (45)	5% (77)	4% (63)	46% (722)	1564
Ideo: Liberal (1-3)	5% (40)	13% (100)	7% (51)	26% (204)	5% (41)	9% (71)	7% (54)	27% (212)	773
Ideo: Moderate (4)	3% (15)	14% (62)	3% (12)	28% (126)	3% (12)	3% (14)	3% (13)	43% (194)	448
Ideo: Conservative (5-7)	1% (11)	6% (47)	3% (25)	25% (187)	2% (16)	4% (27)	3% (23)	55% (404)	740
Educ: < College	3% (46)	12% (171)	3% (48)	26% (385)	3% (41)	5% (66)	3% (49)	45% (656)	1462
Educ: Bachelors degree	3% (14)	9% (40)	6% (26)	27% (114)	4% (18)	6% (26)	6% (27)	38% (164)	429
Educ: Post-grad	3% (9)	8% (25)	5% (15)	25% (76)	5% (14)	8% (24)	5% (17)	42% (130)	310
Income: Under 50k	3% (39)	13% (155)	4% (51)	26% (315)	3% (39)	4% (49)	3% (40)	44% (544)	1232
Income: 50k-100k	3% (22)	9% (63)	4% (29)	26% (183)	4% (25)	7% (52)	6% (39)	41% (292)	705
Income: 100k+	3% (8)	7% (18)	3% (9)	29% (77)	3% (9)	6% (15)	5% (14)	43% (114)	264

Continued on next page

**Table BRD7:** *If you had to choose, which of the following shows nominated for best comedy series do you think should win the Emmy?*

Demographic	Unbreakable								Total N
	Atlanta (FX)	Black-ish (ABC)	Master of None (Netflix)	Modern Family (ABC)	Silicon Valley (HBO)	Kimmy Schmidt (Netflix)	Veep (HBO)	Don't Know / No Opinion	
Adults	3% (69)	11% (236)	4% (89)	26% (575)	3% (73)	5% (116)	4% (93)	43% (950)	2201
Ethnicity: White	2% (42)	6% (114)	4% (66)	27% (476)	3% (54)	5% (97)	5% (86)	47% (844)	1779
Ethnicity: Hispanic	4% (7)	8% (16)	9% (17)	31% (58)	5% (9)	12% (23)	6% (12)	25% (47)	189
Ethnicity: Afr. Am.	9% (21)	39% (94)	4% (9)	21% (50)	3% (6)	4% (10)	1% (3)	19% (46)	239
Ethnicity: Other	3% (6)	15% (28)	8% (14)	27% (49)	7% (13)	5% (9)	2% (4)	33% (60)	183
Relig: Protestant	2% (10)	10% (54)	3% (17)	24% (127)	2% (13)	3% (17)	4% (24)	51% (277)	539
Relig: Roman Catholic	3% (14)	8% (39)	6% (26)	25% (116)	3% (16)	6% (30)	6% (28)	42% (195)	464
Relig: Ath./Agn./None	3% (18)	9% (51)	3% (17)	29% (162)	5% (25)	8% (43)	4% (22)	39% (217)	555
Relig: Something Else	5% (19)	11% (41)	4% (15)	26% (95)	3% (12)	5% (17)	4% (15)	41% (148)	362
Relig: Jewish	— (0)	8% (4)	10% (5)	20% (10)	2% (1)	4% (2)	14% (7)	43% (22)	51
Relig: Evangelical	3% (17)	13% (90)	5% (37)	22% (149)	3% (23)	4% (29)	4% (26)	45% (307)	678
Relig: Non-Evang. Catholics	2% (15)	9% (54)	3% (20)	28% (169)	2% (13)	4% (27)	5% (30)	46% (278)	606
Relig: All Christian	2% (32)	11% (144)	4% (57)	25% (318)	3% (36)	4% (56)	4% (56)	46% (585)	1284
Relig: All Non-Christian	4% (37)	10% (92)	3% (32)	28% (257)	4% (37)	7% (60)	4% (37)	40% (365)	917
Community: Urban	5% (27)	14% (79)	6% (31)	24% (131)	4% (24)	6% (33)	6% (32)	35% (190)	547
Community: Suburban	3% (29)	10% (96)	4% (39)	27% (271)	3% (35)	5% (54)	4% (44)	43% (434)	1002
Community: Rural	2% (13)	9% (61)	3% (19)	27% (173)	2% (14)	4% (29)	3% (17)	50% (326)	652
Employ: Private Sector	4% (26)	9% (66)	5% (38)	30% (210)	6% (40)	6% (39)	5% (35)	36% (255)	709
Employ: Government	3% (5)	10% (18)	5% (9)	32% (55)	5% (9)	8% (14)	6% (10)	31% (54)	174
Employ: Self-Employed	7% (14)	14% (27)	5% (10)	29% (56)	3% (6)	7% (13)	4% (8)	32% (62)	196
Employ: Homemaker	1% (2)	4% (6)	5% (7)	30% (45)	— (0)	10% (15)	3% (4)	48% (72)	151
Employ: Student	8% (9)	15% (18)	5% (6)	25% (30)	4% (5)	7% (8)	3% (4)	33% (40)	120
Employ: Retired	1% (3)	11% (50)	2% (9)	19% (89)	1% (3)	2% (9)	4% (18)	61% (281)	462
Employ: Unemployed	2% (4)	14% (26)	2% (3)	23% (41)	3% (5)	4% (8)	4% (8)	47% (85)	180
Employ: Other	3% (6)	12% (25)	3% (7)	23% (49)	2% (5)	5% (10)	3% (6)	48% (101)	209
Military HH: Yes	3% (13)	11% (48)	5% (21)	20% (88)	1% (6)	4% (16)	4% (18)	51% (220)	430
Military HH: No	3% (56)	11% (188)	4% (68)	27% (487)	4% (67)	6% (100)	4% (75)	41% (730)	1771
RD/WT: Right Direction	4% (31)	7% (58)	4% (38)	26% (228)	4% (31)	5% (41)	5% (43)	47% (415)	885
RD/WT: Wrong Track	3% (38)	14% (178)	4% (51)	26% (347)	3% (42)	6% (75)	4% (50)	41% (535)	1316

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**Table BRD7:** *If you had to choose, which of the following shows nominated for best comedy series do you think should win the Emmy?*

Demographic	Unbreakable								Total N
	Atlanta (FX)	Black-ish (ABC)	Master of None (Netflix)	Modern Family (ABC)	Silicon Valley (HBO)	Kimmy Schmidt (Netflix)	Veep (HBO)	Don't Know / No Opinion	
Adults	3% (69)	11% (236)	4% (89)	26% (575)	3% (73)	5% (116)	4% (93)	43% (950)	2201
Strongly Approve	3% (14)	6% (30)	5% (23)	23% (116)	3% (16)	3% (17)	5% (24)	51% (254)	494
Somewhat Approve	3% (16)	6% (27)	5% (22)	29% (134)	3% (15)	5% (25)	3% (12)	46% (215)	466
Somewhat Disapprove	3% (10)	14% (44)	2% (7)	31% (96)	5% (15)	9% (27)	3% (10)	32% (98)	307
Strongly Disapprove	3% (27)	15% (123)	4% (34)	25% (204)	3% (22)	6% (45)	5% (44)	38% (311)	810
Dont Know / No Opinion	2% (2)	10% (12)	2% (3)	20% (25)	4% (5)	2% (2)	2% (3)	58% (72)	124
#1 Issue: Economy	3% (17)	9% (54)	3% (18)	30% (177)	5% (31)	5% (28)	3% (17)	42% (243)	585
#1 Issue: Security	2% (9)	7% (28)	4% (14)	24% (93)	2% (7)	3% (12)	6% (22)	52% (202)	387
#1 Issue: Health Care	3% (16)	12% (57)	4% (21)	28% (140)	4% (18)	6% (32)	4% (22)	38% (188)	494
#1 Issue: Medicare / Social Security	1% (4)	13% (38)	3% (10)	21% (62)	2% (6)	3% (9)	4% (12)	52% (152)	293
#1 Issue: Women's Issues	5% (5)	13% (13)	9% (9)	28% (28)	2% (2)	9% (9)	7% (7)	27% (27)	100
#1 Issue: Education	6% (10)	13% (23)	6% (10)	28% (49)	2% (4)	7% (13)	5% (8)	33% (57)	174
#1 Issue: Energy	9% (7)	8% (6)	9% (7)	22% (17)	6% (5)	10% (8)	5% (4)	30% (23)	77
#1 Issue: Other	1% (1)	19% (17)	— (0)	10% (9)	— (0)	5% (5)	1% (1)	64% (58)	91
2016 Vote: Democrat Hillary Clinton	4% (29)	16% (113)	5% (39)	26% (188)	4% (29)	7% (49)	5% (38)	33% (242)	727
2016 Vote: Republican Donald Trump	2% (16)	5% (40)	4% (31)	26% (210)	4% (28)	3% (26)	4% (33)	52% (410)	794
2016 Vote: Someone else	2% (4)	13% (24)	3% (5)	24% (46)	3% (5)	7% (14)	2% (4)	47% (89)	191
2012 Vote: Barack Obama	3% (25)	16% (140)	5% (44)	27% (231)	4% (32)	6% (49)	5% (47)	34% (291)	859
2012 Vote: Mitt Romney	2% (12)	4% (24)	3% (19)	24% (148)	3% (18)	4% (24)	3% (20)	57% (347)	612
2012 Vote: Other	— (0)	6% (6)	2% (2)	25% (24)	— (0)	5% (5)	1% (1)	61% (59)	97
2012 Vote: Didn't Vote	5% (32)	11% (66)	4% (23)	27% (172)	4% (23)	6% (38)	4% (25)	40% (249)	628
4-Region: Northeast	2% (9)	10% (39)	5% (21)	29% (111)	3% (13)	5% (20)	6% (23)	39% (149)	385
4-Region: Midwest	3% (14)	12% (55)	3% (16)	28% (129)	2% (11)	5% (23)	2% (7)	45% (206)	461
4-Region: South	4% (37)	11% (100)	4% (31)	24% (207)	3% (28)	5% (43)	5% (43)	44% (389)	878
4-Region: West	2% (9)	9% (42)	4% (21)	27% (128)	4% (21)	6% (30)	4% (20)	43% (206)	477

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

**Table BRD8:** *If you had to choose, which of the following shows nominated for best limited series do you think should win the Emmy?*

Demographic	Big Little Lies (HBO)	Fargo (FX)	Feud: Bette and Joan (FX)	The Night Of (HBO)	Genius (National Geographic)	Don't Know / No Opinion	Total N
Adults	8% (174)	15% (326)	5% (110)	5% (114)	9% (200)	58% (1277)	2201
Gender: Male	7% (72)	20% (210)	5% (55)	7% (74)	10% (110)	50% (530)	1051
Gender: Female	9% (102)	10% (116)	5% (55)	3% (40)	8% (90)	65% (747)	1150
Age: 18-29	12% (59)	17% (85)	5% (25)	10% (49)	6% (30)	49% (240)	488
Age: 30-44	10% (53)	17% (92)	5% (25)	8% (46)	9% (47)	52% (283)	546
Age: 45-54	6% (25)	16% (67)	6% (24)	2% (9)	8% (36)	62% (264)	425
Age: 55-64	6% (22)	12% (41)	6% (20)	3% (9)	9% (31)	64% (219)	342
Age: 65+	4% (15)	10% (41)	4% (16)	— (1)	14% (56)	68% (271)	400
PID: Dem (no lean)	10% (73)	16% (119)	6% (48)	7% (51)	9% (70)	52% (396)	757
PID: Ind (no lean)	7% (51)	13% (96)	4% (29)	5% (37)	7% (50)	63% (457)	720
PID: Rep (no lean)	7% (50)	15% (111)	5% (33)	4% (26)	11% (80)	59% (424)	724
PID/Gender: Dem Men	9% (31)	20% (70)	7% (26)	10% (36)	11% (37)	43% (148)	348
PID/Gender: Dem Women	10% (42)	12% (49)	5% (22)	4% (15)	8% (33)	61% (248)	409
PID/Gender: Ind Men	5% (18)	18% (59)	4% (13)	7% (22)	9% (31)	57% (192)	335
PID/Gender: Ind Women	9% (33)	10% (37)	4% (16)	4% (15)	5% (19)	69% (265)	385
PID/Gender: Rep Men	6% (23)	22% (81)	4% (16)	4% (16)	11% (42)	52% (190)	368
PID/Gender: Rep Women	8% (27)	8% (30)	5% (17)	3% (10)	11% (38)	66% (234)	356
Tea Party: Supporter	10% (60)	18% (110)	5% (34)	8% (53)	11% (67)	48% (301)	625
Tea Party: Not Supporter	7% (114)	14% (215)	5% (75)	4% (61)	8% (131)	62% (968)	1564
Ideo: Liberal (1-3)	12% (91)	18% (142)	7% (55)	9% (67)	10% (76)	44% (342)	773
Ideo: Moderate (4)	8% (37)	13% (60)	4% (20)	4% (19)	7% (32)	62% (280)	448
Ideo: Conservative (5-7)	5% (38)	14% (102)	4% (28)	3% (23)	11% (82)	63% (467)	740
Educ: < College	8% (120)	15% (218)	5% (69)	5% (70)	8% (122)	59% (863)	1462
Educ: Bachelors degree	7% (30)	16% (69)	7% (28)	5% (21)	11% (49)	54% (232)	429
Educ: Post-grad	8% (24)	13% (39)	4% (13)	7% (23)	9% (29)	59% (182)	310
Income: Under 50k	8% (95)	14% (169)	5% (57)	5% (62)	9% (107)	60% (742)	1232
Income: 50k-100k	8% (57)	17% (119)	6% (42)	4% (29)	10% (71)	55% (387)	705
Income: 100k+	8% (22)	14% (38)	4% (11)	9% (23)	8% (22)	56% (148)	264
Ethnicity: White	7% (132)	14% (256)	5% (88)	5% (83)	9% (165)	59% (1055)	1779

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**Table BRD8:** *If you had to choose, which of the following shows nominated for best limited series do you think should win the Emmy?*

Demographic	Feud: Bette and Joan (FX)												The Night Of (HBO)		Genius (National Geographic)		Don't Know / No Opinion		Total N
	Big Little Lies (HBO)		Fargo (FX)																
Adults	8%	(174)	15%	(326)	5%	(110)	5%	(114)	9%	(200)	58%	(1277)		2201					
Ethnicity: Hispanic	13%	(25)	17%	(33)	8%	(15)	8%	(15)	11%	(20)	43%	(81)		189					
Ethnicity: Afr. Am.	10%	(25)	17%	(41)	5%	(13)	9%	(21)	7%	(17)	51%	(122)		239					
Ethnicity: Other	9%	(17)	16%	(29)	5%	(9)	5%	(10)	10%	(18)	55%	(100)		183					
Relig: Protestant	6%	(32)	14%	(74)	6%	(32)	3%	(15)	10%	(56)	61%	(330)		539					
Relig: Roman Catholic	11%	(52)	16%	(73)	5%	(25)	6%	(28)	10%	(48)	51%	(238)		464					
Relig: Ath./Agn./None	6%	(33)	15%	(86)	5%	(25)	5%	(26)	8%	(43)	62%	(342)		555					
Relig: Something Else	8%	(30)	12%	(44)	6%	(21)	8%	(29)	7%	(27)	58%	(211)		362					
Relig: Jewish	18%	(9)	4%	(2)	8%	(4)	12%	(6)	10%	(5)	49%	(25)		51					
Relig: Evangelical	9%	(59)	15%	(102)	4%	(29)	5%	(36)	11%	(77)	55%	(375)		678					
Relig: Non-Evang. Catholics	9%	(52)	16%	(94)	6%	(35)	4%	(23)	9%	(53)	58%	(349)		606					
Relig: All Christian	9%	(111)	15%	(196)	5%	(64)	5%	(59)	10%	(130)	56%	(724)		1284					
Relig: All Non-Christian	7%	(63)	14%	(130)	5%	(46)	6%	(55)	8%	(70)	60%	(553)		917					
Community: Urban	9%	(50)	18%	(99)	5%	(29)	8%	(46)	9%	(48)	50%	(275)		547					
Community: Suburban	7%	(74)	14%	(143)	5%	(53)	4%	(43)	9%	(94)	59%	(595)		1002					
Community: Rural	8%	(50)	13%	(84)	4%	(28)	4%	(25)	9%	(58)	62%	(407)		652					
Employ: Private Sector	9%	(61)	18%	(129)	5%	(38)	7%	(48)	9%	(63)	52%	(370)		709					
Employ: Government	12%	(21)	13%	(23)	5%	(9)	10%	(17)	8%	(14)	52%	(90)		174					
Employ: Self-Employed	10%	(20)	17%	(33)	9%	(18)	7%	(14)	8%	(16)	48%	(95)		196					
Employ: Homemaker	12%	(18)	12%	(18)	3%	(4)	3%	(4)	7%	(11)	64%	(96)		151					
Employ: Student	9%	(11)	14%	(17)	5%	(6)	8%	(9)	8%	(9)	57%	(68)		120					
Employ: Retired	4%	(17)	10%	(46)	5%	(22)	1%	(4)	14%	(63)	67%	(310)		462					
Employ: Unemployed	6%	(11)	17%	(31)	5%	(9)	3%	(5)	6%	(10)	63%	(114)		180					
Employ: Other	7%	(15)	14%	(29)	2%	(4)	6%	(13)	7%	(14)	64%	(134)		209					
Military HH: Yes	6%	(27)	17%	(73)	4%	(19)	5%	(21)	12%	(53)	55%	(237)		430					
Military HH: No	8%	(147)	14%	(253)	5%	(91)	5%	(93)	8%	(147)	59%	(1040)		1771					
RD/WT: Right Direction	7%	(60)	16%	(140)	5%	(47)	7%	(58)	10%	(91)	55%	(489)		885					
RD/WT: Wrong Track	9%	(114)	14%	(186)	5%	(63)	4%	(56)	8%	(109)	60%	(788)		1316					

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**Table BRD8:** *If you had to choose, which of the following shows nominated for best limited series do you think should win the Emmy?*

Demographic	Big Little Lies (HBO)	Fargo (FX)	Feud: Bette and Joan (FX)	The Night Of (HBO)	Genius (National Geographic)	Don't Know / No Opinion	Total N
Adults	8% (174)	15% (326)	5% (110)	5% (114)	9% (200)	58% (1277)	2201
Strongly Approve	6% (28)	15% (76)	5% (23)	5% (27)	13% (62)	56% (278)	494
Somewhat Approve	8% (38)	15% (69)	4% (20)	5% (24)	8% (37)	60% (278)	466
Somewhat Disapprove	9% (29)	15% (46)	6% (19)	7% (22)	9% (29)	53% (162)	307
Strongly Disapprove	9% (72)	15% (125)	6% (45)	4% (36)	8% (64)	58% (468)	810
Dont Know / No Opinion	6% (7)	8% (10)	2% (3)	4% (5)	6% (8)	73% (91)	124
#1 Issue: Economy	10% (58)	14% (80)	4% (25)	6% (37)	6% (38)	59% (347)	585
#1 Issue: Security	6% (24)	16% (61)	4% (17)	3% (12)	10% (38)	61% (235)	387
#1 Issue: Health Care	8% (38)	17% (83)	5% (27)	6% (29)	9% (45)	55% (272)	494
#1 Issue: Medicare / Social Security	6% (18)	15% (43)	6% (18)	2% (7)	12% (36)	58% (171)	293
#1 Issue: Women's Issues	12% (12)	19% (19)	5% (5)	6% (6)	9% (9)	49% (49)	100
#1 Issue: Education	9% (15)	11% (20)	5% (8)	8% (14)	10% (17)	57% (100)	174
#1 Issue: Energy	8% (6)	22% (17)	5% (4)	8% (6)	10% (8)	47% (36)	77
#1 Issue: Other	3% (3)	3% (3)	7% (6)	3% (3)	10% (9)	74% (67)	91
2016 Vote: Democrat Hillary Clinton	9% (66)	16% (116)	7% (48)	7% (51)	9% (63)	53% (383)	727
2016 Vote: Republican Donald Trump	6% (47)	15% (121)	4% (30)	3% (26)	12% (93)	60% (477)	794
2016 Vote: Someone else	6% (12)	15% (29)	4% (8)	4% (7)	8% (15)	63% (120)	191
2012 Vote: Barack Obama	8% (71)	17% (147)	7% (59)	6% (51)	9% (81)	52% (450)	859
2012 Vote: Mitt Romney	7% (41)	12% (74)	4% (25)	3% (21)	12% (72)	62% (379)	612
2012 Vote: Other	2% (2)	14% (14)	2% (2)	4% (4)	9% (9)	68% (66)	97
2012 Vote: Didn't Vote	10% (60)	14% (89)	4% (24)	6% (38)	6% (38)	60% (379)	628
4-Region: Northeast	8% (30)	14% (54)	4% (16)	6% (25)	10% (39)	57% (221)	385
4-Region: Midwest	9% (41)	12% (56)	7% (32)	4% (18)	6% (27)	62% (287)	461
4-Region: South	8% (69)	16% (143)	4% (33)	6% (50)	9% (83)	57% (500)	878
4-Region: West	7% (34)	15% (73)	6% (29)	4% (21)	11% (51)	56% (269)	477

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

**Table BRD9:** *If you had to choose, which of the following people nominated for best drama actor do you think should win the Emmy?*

Demographic	Sterling K. Brown (This Is Us)	Anthony Hopkins (West- world)	Bob Odenkirk (Better Call Saul)	Matthew Rhys (The Ameri- cans)	Liev Schreiber (Ray Donovan)	Kevin Spacey (House of Cards)	Milo Ven- timiglia (This Is Us)	Don't Know / No Opinion	Total N
Adults	7% (151)	12% (273)	7% (152)	4% (79)	3% (72)	19% (426)	8% (178)	40% (870)	2201
Gender: Male	4% (46)	14% (147)	9% (92)	6% (59)	3% (36)	21% (225)	5% (53)	37% (393)	1051
Gender: Female	9% (105)	11% (126)	5% (60)	2% (20)	3% (36)	17% (201)	11% (125)	41% (477)	1150
Age: 18-29	8% (39)	10% (47)	9% (42)	5% (26)	3% (15)	20% (99)	10% (50)	35% (170)	488
Age: 30-44	9% (51)	13% (70)	10% (52)	4% (24)	2% (12)	21% (115)	12% (65)	29% (157)	546
Age: 45-54	5% (22)	15% (63)	7% (30)	3% (13)	3% (13)	20% (83)	6% (27)	41% (174)	425
Age: 55-64	6% (19)	15% (51)	4% (15)	3% (9)	5% (16)	16% (56)	5% (17)	46% (159)	342
Age: 65+	5% (20)	10% (42)	3% (13)	2% (7)	4% (16)	18% (73)	5% (19)	52% (210)	400
PID: Dem (no lean)	8% (62)	13% (95)	7% (51)	4% (30)	4% (31)	22% (163)	9% (66)	34% (259)	757
PID: Ind (no lean)	6% (43)	12% (85)	8% (60)	2% (18)	3% (22)	17% (125)	7% (52)	44% (315)	720
PID: Rep (no lean)	6% (46)	13% (93)	6% (41)	4% (31)	3% (19)	19% (138)	8% (60)	41% (296)	724
PID/Gender: Dem Men	5% (16)	17% (59)	7% (26)	6% (20)	4% (14)	26% (90)	5% (19)	30% (104)	348
PID/Gender: Dem Women	11% (46)	9% (36)	6% (25)	2% (10)	4% (17)	18% (73)	11% (47)	38% (155)	409
PID/Gender: Ind Men	4% (14)	11% (38)	12% (40)	4% (13)	3% (10)	19% (65)	4% (14)	42% (141)	335
PID/Gender: Ind Women	8% (29)	12% (47)	5% (20)	1% (5)	3% (12)	16% (60)	10% (38)	45% (174)	385
PID/Gender: Rep Men	4% (16)	14% (50)	7% (26)	7% (26)	3% (12)	19% (70)	5% (20)	40% (148)	368
PID/Gender: Rep Women	8% (30)	12% (43)	4% (15)	1% (5)	2% (7)	19% (68)	11% (40)	42% (148)	356
Tea Party: Supporter	8% (49)	16% (99)	9% (56)	6% (36)	3% (17)	19% (116)	9% (58)	31% (194)	625
Tea Party: Not Supporter	7% (102)	11% (174)	6% (95)	3% (42)	3% (53)	20% (308)	8% (119)	43% (671)	1564
Ideo: Liberal (1-3)	10% (75)	13% (103)	10% (74)	5% (36)	5% (40)	22% (172)	9% (73)	26% (200)	773
Ideo: Moderate (4)	7% (33)	11% (51)	6% (27)	4% (16)	3% (15)	20% (91)	8% (36)	40% (179)	448
Ideo: Conservative (5-7)	5% (39)	13% (94)	6% (44)	3% (23)	2% (15)	18% (131)	7% (54)	46% (340)	740
Educ: < College	6% (93)	14% (199)	6% (94)	3% (44)	4% (53)	18% (256)	8% (116)	42% (607)	1462
Educ: Bachelors degree	7% (28)	10% (44)	8% (35)	4% (19)	2% (10)	24% (105)	10% (41)	34% (147)	429
Educ: Post-grad	10% (30)	10% (30)	7% (23)	5% (16)	3% (9)	21% (65)	7% (21)	37% (116)	310
Income: Under 50k	6% (75)	13% (163)	6% (79)	3% (39)	3% (40)	18% (217)	7% (90)	43% (529)	1232
Income: 50k-100k	7% (50)	12% (84)	8% (58)	4% (29)	3% (19)	21% (150)	9% (61)	36% (254)	705
Income: 100k+	10% (26)	10% (26)	6% (15)	4% (11)	5% (13)	22% (59)	10% (27)	33% (87)	264

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**Table BRD9:** *If you had to choose, which of the following people nominated for best drama actor do you think should win the Emmy?*

Demographic	Sterling K. Brown (This Is Us)	Anthony Hopkins (West-world)	Bob Odenkirk (Better Call Saul)	Matthew Rhys (The Americans)	Liev Schreiber (Ray Donovan)	Kevin Spacey (House of Cards)	Milo Ventimiglia (This Is Us)	Don't Know / No Opinion	Total N
Adults	7% (151)	12% (273)	7% (152)	4% (79)	3% (72)	19% (426)	8% (178)	40% (870)	2201
Ethnicity: White	6% (112)	13% (224)	7% (131)	3% (62)	3% (53)	20% (349)	8% (141)	40% (707)	1779
Ethnicity: Hispanic	9% (17)	14% (26)	11% (20)	4% (7)	4% (8)	15% (29)	14% (26)	30% (56)	189
Ethnicity: Afr. Am.	10% (24)	14% (34)	4% (10)	5% (11)	5% (12)	18% (44)	8% (20)	35% (84)	239
Ethnicity: Other	8% (15)	8% (15)	6% (11)	3% (6)	4% (7)	18% (33)	9% (17)	43% (79)	183
Relig: Protestant	6% (35)	12% (64)	6% (31)	3% (15)	2% (13)	18% (99)	9% (49)	43% (233)	539
Relig: Roman Catholic	8% (35)	15% (68)	5% (23)	6% (26)	4% (18)	22% (102)	10% (48)	31% (144)	464
Relig: Ath./Agn./None	5% (29)	10% (57)	10% (56)	3% (18)	2% (11)	19% (108)	8% (42)	42% (234)	555
Relig: Something Else	9% (33)	9% (34)	8% (30)	3% (11)	6% (22)	16% (57)	7% (27)	41% (148)	362
Relig: Jewish	16% (8)	8% (4)	2% (1)	6% (3)	10% (5)	14% (7)	12% (6)	33% (17)	51
Relig: Evangelical	7% (47)	16% (109)	6% (39)	4% (28)	2% (16)	18% (125)	9% (59)	38% (255)	678
Relig: Non-Evang. Catholics	7% (42)	12% (73)	4% (27)	4% (22)	4% (23)	22% (136)	8% (50)	38% (233)	606
Relig: All Christian	7% (89)	14% (182)	5% (66)	4% (50)	3% (39)	20% (261)	8% (109)	38% (488)	1284
Relig: All Non-Christian	7% (62)	10% (91)	9% (86)	3% (29)	4% (33)	18% (165)	8% (69)	42% (382)	917
Community: Urban	6% (31)	12% (67)	7% (37)	5% (26)	5% (25)	21% (114)	7% (38)	38% (209)	547
Community: Suburban	8% (80)	12% (119)	7% (70)	4% (37)	3% (32)	21% (210)	8% (85)	37% (369)	1002
Community: Rural	6% (40)	13% (87)	7% (45)	2% (16)	2% (15)	16% (102)	8% (55)	45% (292)	652
Employ: Private Sector	8% (58)	12% (82)	9% (64)	6% (39)	3% (20)	22% (158)	10% (72)	30% (216)	709
Employ: Government	9% (15)	16% (27)	8% (14)	1% (2)	5% (8)	17% (30)	10% (18)	34% (60)	174
Employ: Self-Employed	8% (15)	14% (27)	8% (16)	6% (11)	3% (6)	23% (45)	7% (14)	32% (62)	196
Employ: Homemaker	7% (10)	12% (18)	4% (6)	2% (3)	3% (4)	19% (29)	11% (17)	42% (64)	151
Employ: Student	8% (9)	8% (10)	8% (9)	4% (5)	3% (4)	23% (28)	7% (8)	39% (47)	120
Employ: Retired	4% (20)	14% (63)	5% (21)	2% (11)	3% (16)	16% (74)	5% (21)	51% (236)	462
Employ: Unemployed	7% (13)	12% (21)	5% (9)	1% (2)	3% (6)	16% (29)	5% (9)	51% (91)	180
Employ: Other	5% (11)	12% (25)	6% (13)	3% (6)	4% (8)	16% (33)	9% (19)	45% (94)	209
Military HH: Yes	4% (18)	15% (65)	5% (22)	5% (23)	3% (13)	16% (69)	9% (39)	42% (181)	430
Military HH: No	8% (133)	12% (208)	7% (130)	3% (56)	3% (59)	20% (357)	8% (139)	39% (689)	1771
RD/WT: Right Direction	6% (55)	14% (126)	6% (57)	4% (39)	3% (30)	18% (162)	7% (62)	40% (354)	885
RD/WT: Wrong Track	7% (96)	11% (147)	7% (95)	3% (40)	3% (42)	20% (264)	9% (116)	39% (516)	1316

Continued on next page

**Table BRD9:** *If you had to choose, which of the following people nominated for best drama actor do you think should win the Emmy?*

Demographic	Sterling K. Brown (This Is Us)	Anthony Hopkins (West- world)	Bob Odenkirk (Better Call Saul)	Matthew Rhys (The Ameri- cans)	Liev Schreiber (Ray Donovan)	Kevin Spacey (House of Cards)	Milo Ven- timiglia (This Is Us)	Don't Know / No Opinion	Total N
Adults	7% (151)	12% (273)	7% (152)	4% (79)	3% (72)	19% (426)	8% (178)	40% (870)	2201
Strongly Approve	5% (27)	15% (75)	7% (34)	5% (24)	4% (19)	16% (79)	6% (31)	41% (205)	494
Somewhat Approve	7% (33)	12% (57)	6% (30)	4% (18)	2% (7)	23% (105)	8% (38)	38% (178)	466
Somewhat Disapprove	7% (22)	12% (38)	7% (23)	4% (11)	5% (15)	21% (65)	9% (27)	35% (106)	307
Strongly Disapprove	8% (65)	11% (91)	7% (57)	3% (22)	3% (28)	20% (164)	9% (75)	38% (308)	810
Dont Know / No Opinion	3% (4)	10% (12)	6% (8)	3% (4)	2% (3)	10% (13)	6% (7)	59% (73)	124
#1 Issue: Economy	7% (41)	13% (75)	9% (52)	4% (22)	3% (15)	20% (119)	7% (39)	38% (222)	585
#1 Issue: Security	6% (22)	15% (59)	6% (23)	2% (7)	3% (11)	17% (67)	10% (40)	41% (158)	387
#1 Issue: Health Care	6% (29)	12% (61)	8% (39)	3% (16)	3% (15)	23% (113)	11% (52)	34% (169)	494
#1 Issue: Medicare / Social Security	4% (13)	12% (36)	5% (14)	4% (12)	5% (15)	18% (54)	5% (16)	45% (133)	293
#1 Issue: Women's Issues	15% (15)	6% (6)	11% (11)	7% (7)	1% (1)	17% (17)	6% (6)	37% (37)	100
#1 Issue: Education	13% (23)	10% (18)	5% (9)	3% (6)	5% (8)	18% (31)	7% (13)	38% (66)	174
#1 Issue: Energy	4% (3)	16% (12)	1% (1)	8% (6)	5% (4)	19% (15)	12% (9)	35% (27)	77
#1 Issue: Other	5% (5)	7% (6)	3% (3)	3% (3)	3% (3)	11% (10)	3% (3)	64% (58)	91
2016 Vote: Democrat Hillary Clinton	8% (60)	12% (87)	7% (54)	4% (32)	4% (29)	21% (152)	9% (69)	34% (244)	727
2016 Vote: Republican Donald Trump	6% (51)	14% (112)	6% (48)	4% (28)	3% (22)	18% (144)	7% (56)	42% (333)	794
2016 Vote: Someone else	7% (14)	9% (17)	9% (18)	3% (6)	3% (5)	19% (37)	8% (15)	41% (79)	191
2012 Vote: Barack Obama	7% (64)	13% (111)	7% (62)	4% (31)	4% (37)	21% (180)	10% (82)	34% (292)	859
2012 Vote: Mitt Romney	6% (39)	13% (82)	7% (41)	3% (20)	2% (14)	17% (103)	7% (44)	44% (269)	612
2012 Vote: Other	5% (5)	12% (12)	6% (6)	3% (3)	1% (1)	22% (21)	7% (7)	43% (42)	97
2012 Vote: Didn't Vote	7% (42)	11% (68)	7% (42)	4% (25)	3% (20)	19% (120)	7% (45)	42% (266)	628
4-Region: Northeast	8% (32)	12% (47)	6% (23)	5% (21)	4% (17)	19% (75)	8% (32)	36% (138)	385
4-Region: Midwest	8% (38)	11% (53)	7% (34)	4% (17)	2% (9)	18% (85)	9% (42)	40% (183)	461
4-Region: South	6% (53)	13% (115)	7% (59)	3% (27)	3% (26)	20% (173)	8% (72)	40% (353)	878
4-Region: West	6% (28)	12% (58)	8% (36)	3% (14)	4% (20)	19% (93)	7% (32)	41% (196)	477

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

**Table BRD10:** *If you had to choose, which of the following people nominated for best drama actress do you think should win the Emmy?*

Demographic	Viola Davis (How to Get Away with Murder)	Claire Foy (The Crown)	Elisabeth Moss (The Handmaids Tale)	Keri Russell (The Americans)	Evan Rachel Wood (Westworld)	Robin Wright (House of Cards)	Don't Know / No Opinion	Total N
Adults	19% (422)	3% (76)	6% (133)	10% (219)	6% (142)	10% (219)	45% (990)	2201
Gender: Male	14% (147)	3% (29)	6% (64)	14% (142)	9% (94)	11% (111)	44% (464)	1051
Gender: Female	24% (275)	4% (47)	6% (69)	7% (77)	4% (48)	9% (108)	46% (526)	1150
Age: 18-29	24% (118)	5% (26)	9% (43)	8% (38)	8% (40)	12% (59)	34% (164)	488
Age: 30-44	18% (100)	3% (19)	8% (46)	14% (74)	8% (43)	12% (66)	36% (198)	546
Age: 45-54	16% (66)	4% (15)	5% (20)	13% (56)	5% (20)	9% (37)	50% (211)	425
Age: 55-64	18% (63)	3% (10)	5% (16)	7% (24)	5% (18)	7% (25)	54% (186)	342
Age: 65+	19% (75)	2% (6)	2% (8)	7% (27)	5% (21)	8% (32)	58% (231)	400
PID: Dem (no lean)	27% (201)	4% (30)	8% (61)	9% (70)	7% (50)	10% (72)	36% (273)	757
PID: Ind (no lean)	18% (126)	3% (24)	5% (36)	10% (69)	7% (47)	8% (59)	50% (359)	720
PID: Rep (no lean)	13% (95)	3% (22)	5% (36)	11% (80)	6% (45)	12% (88)	49% (358)	724
PID/Gender: Dem Men	19% (67)	3% (12)	8% (29)	14% (49)	10% (34)	12% (41)	33% (116)	348
PID/Gender: Dem Women	33% (134)	4% (18)	8% (32)	5% (21)	4% (16)	8% (31)	38% (157)	409
PID/Gender: Ind Men	14% (46)	2% (8)	3% (11)	14% (46)	8% (26)	7% (24)	52% (174)	335
PID/Gender: Ind Women	21% (80)	4% (16)	6% (25)	6% (23)	5% (21)	9% (35)	48% (185)	385
PID/Gender: Rep Men	9% (34)	2% (9)	7% (24)	13% (47)	9% (34)	12% (46)	47% (174)	368
PID/Gender: Rep Women	17% (61)	4% (13)	3% (12)	9% (33)	3% (11)	12% (42)	52% (184)	356
Tea Party: Supporter	17% (108)	4% (22)	7% (46)	13% (79)	8% (48)	12% (78)	39% (244)	625
Tea Party: Not Supporter	20% (309)	3% (54)	5% (86)	9% (139)	6% (94)	9% (141)	47% (741)	1564
Ideo: Liberal (1-3)	24% (183)	5% (39)	10% (81)	10% (75)	9% (66)	13% (99)	30% (230)	773
Ideo: Moderate (4)	22% (98)	2% (11)	5% (23)	11% (49)	6% (27)	9% (40)	45% (200)	448
Ideo: Conservative (5-7)	13% (93)	3% (20)	3% (20)	11% (83)	6% (45)	10% (74)	55% (405)	740
Educ: < College	20% (299)	3% (45)	6% (84)	9% (135)	6% (86)	9% (132)	47% (681)	1462
Educ: Bachelors degree	17% (73)	4% (19)	5% (22)	12% (51)	8% (36)	12% (51)	41% (177)	429
Educ: Post-grad	16% (50)	4% (12)	9% (27)	11% (33)	6% (20)	12% (36)	43% (132)	310
Income: Under 50k	20% (251)	3% (42)	6% (73)	10% (120)	6% (72)	8% (101)	47% (573)	1232
Income: 50k-100k	19% (133)	3% (22)	7% (46)	10% (68)	7% (49)	12% (84)	43% (303)	705
Income: 100k+	14% (38)	5% (12)	5% (14)	12% (31)	8% (21)	13% (34)	43% (114)	264

Continued on next page

**Table BRD10:** *If you had to choose, which of the following people nominated for best drama actress do you think should win the Emmy?*

Demographic	Viola Davis (How to Get Away with Murder)	Claire Foy (The Crown)	Elisabeth Moss (The Handmaids Tale)	Keri Russell (The Americans)	Evan Rachel Wood (Westworld)	Robin Wright (House of Cards)	Don't Know / No Opinion	Total N
Adults	19% (422)	3% (76)	6% (133)	10% (219)	6% (142)	10% (219)	45% (990)	2201
Ethnicity: White	16% (284)	3% (62)	6% (99)	10% (185)	7% (123)	10% (179)	48% (847)	1779
Ethnicity: Hispanic	17% (33)	5% (10)	12% (23)	14% (26)	8% (16)	12% (23)	31% (58)	189
Ethnicity: Afr. Am.	42% (101)	3% (6)	5% (13)	9% (21)	5% (11)	9% (22)	27% (65)	239
Ethnicity: Other	20% (37)	4% (8)	11% (21)	7% (13)	4% (8)	10% (18)	43% (78)	183
Relig: Protestant	15% (81)	4% (23)	4% (24)	10% (54)	6% (33)	9% (51)	51% (273)	539
Relig: Roman Catholic	20% (92)	4% (19)	7% (31)	14% (63)	7% (34)	10% (46)	39% (179)	464
Relig: Ath./Agn./None	18% (101)	4% (20)	6% (36)	7% (39)	7% (39)	10% (56)	48% (264)	555
Relig: Something Else	23% (85)	2% (8)	7% (25)	9% (31)	5% (19)	10% (37)	43% (157)	362
Relig: Jewish	24% (12)	4% (2)	6% (3)	12% (6)	4% (2)	16% (8)	35% (18)	51
Relig: Evangelical	18% (124)	4% (29)	6% (40)	11% (75)	7% (50)	10% (67)	43% (293)	678
Relig: Non-Evang. Catholics	18% (112)	3% (19)	5% (32)	12% (74)	6% (34)	10% (59)	46% (276)	606
Relig: All Christian	18% (236)	4% (48)	6% (72)	12% (149)	7% (84)	10% (126)	44% (569)	1284
Relig: All Non-Christian	20% (186)	3% (28)	7% (61)	8% (70)	6% (58)	10% (93)	46% (421)	917
Community: Urban	22% (123)	3% (14)	9% (48)	9% (50)	7% (41)	10% (55)	39% (216)	547
Community: Suburban	19% (190)	4% (37)	5% (53)	11% (109)	6% (57)	11% (115)	44% (441)	1002
Community: Rural	17% (109)	4% (25)	5% (32)	9% (60)	7% (44)	8% (49)	51% (333)	652
Employ: Private Sector	19% (133)	4% (27)	7% (48)	13% (95)	8% (59)	11% (79)	38% (268)	709
Employ: Government	23% (40)	4% (7)	6% (11)	9% (16)	9% (15)	14% (24)	35% (61)	174
Employ: Self-Employed	18% (36)	4% (8)	7% (13)	11% (21)	9% (17)	11% (22)	40% (79)	196
Employ: Homemaker	19% (28)	5% (8)	7% (10)	7% (11)	4% (6)	9% (14)	49% (74)	151
Employ: Student	25% (30)	5% (6)	9% (11)	8% (9)	8% (9)	13% (16)	32% (39)	120
Employ: Retired	17% (80)	2% (9)	3% (12)	8% (39)	4% (19)	7% (32)	59% (271)	462
Employ: Unemployed	19% (35)	3% (5)	4% (7)	8% (15)	7% (12)	8% (15)	51% (91)	180
Employ: Other	19% (40)	3% (6)	10% (21)	6% (13)	2% (5)	8% (17)	51% (107)	209
Military HH: Yes	16% (69)	4% (16)	6% (25)	9% (40)	8% (33)	10% (41)	48% (206)	430
Military HH: No	20% (353)	3% (60)	6% (108)	10% (179)	6% (109)	10% (178)	44% (784)	1771
RD/WT: Right Direction	13% (115)	3% (30)	6% (51)	12% (102)	8% (70)	10% (91)	48% (426)	885
RD/WT: Wrong Track	23% (307)	3% (46)	6% (82)	9% (117)	5% (72)	10% (128)	43% (564)	1316

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**Table BRD10:** *If you had to choose, which of the following people nominated for best drama actress do you think should win the Emmy?*

Demographic	Viola Davis (How to Get Away with Murder)	Claire Foy (The Crown)	Elisabeth Moss (The Handmaids Tale)	Keri Russell (The Americans)	Evan Rachel Wood (Westworld)	Robin Wright (House of Cards)	Don't Know / No Opinion	Total N
Adults	19% (422)	3% (76)	6% (133)	10% (219)	6% (142)	10% (219)	45% (990)	2201
Strongly Approve	10% (48)	3% (15)	6% (31)	11% (55)	9% (44)	11% (53)	50% (248)	494
Somewhat Approve	15% (71)	3% (14)	5% (21)	13% (60)	6% (28)	11% (52)	47% (220)	466
Somewhat Disapprove	22% (69)	5% (15)	7% (22)	10% (30)	6% (19)	9% (29)	40% (123)	307
Strongly Disapprove	27% (215)	4% (30)	7% (56)	8% (63)	6% (47)	10% (79)	40% (320)	810
Dont Know / No Opinion	15% (19)	2% (2)	2% (3)	9% (11)	3% (4)	5% (6)	64% (79)	124
#1 Issue: Economy	17% (101)	2% (13)	6% (35)	12% (71)	6% (37)	10% (58)	46% (270)	585
#1 Issue: Security	14% (54)	2% (9)	4% (17)	11% (42)	8% (30)	9% (33)	52% (202)	387
#1 Issue: Health Care	23% (112)	4% (19)	7% (33)	11% (55)	5% (26)	11% (53)	40% (196)	494
#1 Issue: Medicare / Social Security	20% (60)	4% (11)	4% (12)	7% (20)	5% (14)	11% (31)	49% (145)	293
#1 Issue: Women's Issues	23% (23)	11% (11)	11% (11)	7% (7)	8% (8)	13% (13)	27% (27)	100
#1 Issue: Education	25% (43)	3% (5)	9% (16)	5% (9)	9% (15)	10% (18)	39% (68)	174
#1 Issue: Energy	18% (14)	9% (7)	9% (7)	10% (8)	12% (9)	9% (7)	32% (25)	77
#1 Issue: Other	16% (15)	1% (1)	2% (2)	8% (7)	3% (3)	7% (6)	63% (57)	91
2016 Vote: Democrat Hillary Clinton	25% (181)	4% (30)	8% (59)	10% (73)	7% (53)	10% (75)	35% (256)	727
2016 Vote: Republican Donald Trump	12% (92)	2% (18)	4% (28)	11% (87)	7% (58)	11% (91)	53% (420)	794
2016 Vote: Someone else	22% (42)	4% (7)	5% (9)	10% (20)	5% (9)	7% (13)	48% (91)	191
2012 Vote: Barack Obama	25% (217)	4% (31)	8% (65)	10% (85)	6% (52)	11% (96)	36% (313)	859
2012 Vote: Mitt Romney	11% (66)	3% (16)	3% (20)	12% (71)	8% (47)	9% (58)	55% (334)	612
2012 Vote: Other	15% (15)	4% (4)	2% (2)	9% (9)	6% (6)	5% (5)	58% (56)	97
2012 Vote: Didn't Vote	20% (123)	4% (25)	7% (46)	9% (54)	6% (37)	9% (58)	45% (285)	628
4-Region: Northeast	16% (61)	2% (9)	10% (37)	10% (40)	6% (22)	11% (41)	45% (175)	385
4-Region: Midwest	22% (103)	3% (16)	5% (22)	9% (43)	5% (25)	8% (39)	46% (213)	461
4-Region: South	19% (168)	4% (37)	5% (45)	11% (94)	7% (58)	10% (88)	44% (388)	878
4-Region: West	19% (90)	3% (14)	6% (29)	9% (42)	8% (37)	11% (51)	45% (214)	477

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



**Table BRD11:** *If you had to choose, which of the following people nominated for best comedy actor do you think should win the Emmy?*

Demographic	Anthony Anderson (Black-ish)	Aziz Ansari (Master of None)	Zach Galifianakis (Baskets)	Donald Glover (Atlanta)	William H. Macy (Shameless)	Jeffrey Tambor (Transpar- ent)	Don't Know / No Opinion	Total N
Adults	13% (287)	5% (119)	7% (151)	7% (151)	15% (321)	4% (90)	49%(1082)	2201
Gender: Male	12% (130)	6% (59)	8% (86)	8% (84)	15% (159)	5% (51)	46% (482)	1051
Gender: Female	14% (157)	5% (60)	6% (65)	6% (67)	14% (162)	3% (39)	52% (600)	1150
Age: 18-29	12% (61)	9% (46)	12% (59)	9% (45)	18% (88)	6% (28)	33% (161)	488
Age: 30-44	15% (84)	8% (44)	8% (45)	9% (49)	18% (96)	4% (20)	38% (208)	546
Age: 45-54	16% (66)	4% (15)	6% (25)	7% (30)	12% (53)	3% (12)	53% (224)	425
Age: 55-64	13% (44)	2% (7)	4% (14)	5% (16)	13% (43)	4% (13)	60% (205)	342
Age: 65+	8% (32)	2% (7)	2% (8)	3% (11)	10% (41)	4% (17)	71% (284)	400
PID: Dem (no lean)	18% (140)	6% (49)	7% (56)	9% (67)	13% (97)	5% (38)	41% (310)	757
PID: Ind (no lean)	11% (79)	5% (34)	5% (37)	6% (44)	16% (116)	3% (25)	53% (385)	720
PID: Rep (no lean)	9% (68)	5% (36)	8% (58)	6% (40)	15% (108)	4% (27)	53% (387)	724
PID/Gender: Dem Men	18% (64)	6% (22)	8% (29)	10% (36)	12% (43)	6% (22)	38% (132)	348
PID/Gender: Dem Women	19% (76)	7% (27)	7% (27)	8% (31)	13% (54)	4% (16)	44% (178)	409
PID/Gender: Ind Men	10% (32)	6% (21)	6% (20)	7% (22)	17% (57)	4% (13)	51% (170)	335
PID/Gender: Ind Women	12% (47)	3% (13)	4% (17)	6% (22)	15% (59)	3% (12)	56% (215)	385
PID/Gender: Rep Men	9% (34)	4% (16)	10% (37)	7% (26)	16% (59)	4% (16)	49% (180)	368
PID/Gender: Rep Women	10% (34)	6% (20)	6% (21)	4% (14)	14% (49)	3% (11)	58% (207)	356
Tea Party: Supporter	12% (76)	7% (44)	9% (58)	9% (58)	16% (101)	5% (33)	41% (255)	625
Tea Party: Not Supporter	13% (209)	5% (75)	6% (91)	6% (92)	14% (219)	4% (57)	52% (821)	1564
Ideo: Liberal (1-3)	15% (117)	9% (67)	8% (61)	11% (82)	17% (134)	6% (47)	34% (265)	773
Ideo: Moderate (4)	15% (65)	4% (18)	6% (29)	7% (33)	15% (67)	4% (17)	49% (219)	448
Ideo: Conservative (5-7)	9% (68)	4% (28)	6% (47)	4% (28)	13% (97)	3% (23)	61% (449)	740
Educ: < College	14% (210)	4% (61)	8% (110)	7% (97)	15% (225)	3% (49)	49% (710)	1462
Educ: Bachelors degree	12% (50)	6% (26)	5% (21)	7% (28)	15% (64)	5% (22)	51% (218)	429
Educ: Post-grad	9% (27)	10% (32)	6% (20)	8% (26)	10% (32)	6% (19)	50% (154)	310
Income: Under 50k	15% (182)	4% (54)	6% (75)	7% (91)	15% (180)	3% (42)	49% (608)	1232
Income: 50k-100k	11% (76)	7% (48)	8% (59)	7% (48)	14% (101)	5% (32)	48% (341)	705
Income: 100k+	11% (29)	6% (17)	6% (17)	5% (12)	15% (40)	6% (16)	50% (133)	264

Continued on next page

**Table BRD11:** *If you had to choose, which of the following people nominated for best comedy actor do you think should win the Emmy?*

Demographic	Anthony Anderson (Black-ish)	Aziz Ansari (Master of None)	Zach Galifianakis (Baskets)	Donald Glover (Atlanta)	William H. Macy (Shameless)	Jeffrey Tambor (Transpar- ent)	Don't Know / No Opinion	Total N
Adults	13% (287)	5% (119)	7% (151)	7% (151)	15% (321)	4% (90)	49%(1082)	2201
Ethnicity: White	9% (166)	6% (101)	7% (120)	6% (101)	16% (288)	4% (68)	53% (935)	1779
Ethnicity: Hispanic	17% (33)	11% (21)	12% (22)	11% (20)	14% (26)	4% (7)	32% (60)	189
Ethnicity: Afr. Am.	40% (96)	1% (3)	6% (15)	14% (33)	6% (15)	4% (10)	28% (67)	239
Ethnicity: Other	14% (25)	8% (15)	9% (16)	9% (17)	10% (18)	7% (12)	44% (80)	183
Relig: Protestant	10% (53)	4% (22)	5% (28)	5% (29)	13% (72)	3% (18)	59% (317)	539
Relig: Roman Catholic	13% (61)	6% (29)	8% (36)	8% (37)	16% (74)	5% (21)	44% (206)	464
Relig: Ath./Agn./None	11% (60)	6% (32)	6% (34)	7% (38)	18% (98)	5% (27)	48% (266)	555
Relig: Something Else	12% (44)	8% (28)	8% (29)	7% (24)	12% (44)	6% (20)	48% (173)	362
Relig: Jewish	6% (3)	14% (7)	2% (1)	8% (4)	14% (7)	14% (7)	43% (22)	51
Relig: Evangelical	16% (110)	5% (34)	7% (48)	8% (52)	13% (86)	3% (19)	49% (329)	678
Relig: Non-Evang. Catholics	12% (73)	4% (25)	7% (40)	6% (37)	15% (93)	4% (24)	52% (314)	606
Relig: All Christian	14% (183)	5% (59)	7% (88)	7% (89)	14% (179)	3% (43)	50% (643)	1284
Relig: All Non-Christian	11% (104)	7% (60)	7% (63)	7% (62)	15% (142)	5% (47)	48% (439)	917
Community: Urban	18% (101)	6% (31)	6% (35)	10% (52)	14% (78)	5% (26)	41% (224)	547
Community: Suburban	11% (114)	5% (52)	7% (67)	6% (65)	16% (157)	4% (41)	50% (506)	1002
Community: Rural	11% (72)	6% (36)	8% (49)	5% (34)	13% (86)	4% (23)	54% (352)	652
Employ: Private Sector	14% (97)	8% (54)	8% (55)	7% (48)	18% (130)	5% (36)	41% (289)	709
Employ: Government	17% (30)	7% (13)	11% (19)	9% (16)	11% (19)	3% (6)	41% (71)	174
Employ: Self-Employed	13% (25)	4% (8)	10% (20)	14% (27)	13% (25)	6% (12)	40% (79)	196
Employ: Homemaker	9% (13)	5% (8)	8% (12)	2% (3)	19% (29)	2% (3)	55% (83)	151
Employ: Student	12% (15)	13% (16)	7% (8)	9% (11)	12% (14)	6% (7)	41% (49)	120
Employ: Retired	10% (48)	2% (8)	2% (11)	3% (15)	12% (55)	3% (14)	67% (311)	462
Employ: Unemployed	17% (31)	1% (2)	7% (12)	8% (15)	11% (20)	3% (6)	52% (94)	180
Employ: Other	13% (28)	5% (10)	7% (14)	8% (16)	14% (29)	3% (6)	51% (106)	209
Military HH: Yes	13% (56)	6% (25)	6% (24)	8% (34)	12% (52)	4% (17)	52% (222)	430
Military HH: No	13% (231)	5% (94)	7% (127)	7% (117)	15% (269)	4% (73)	49% (860)	1771
RD/WT: Right Direction	9% (81)	5% (48)	8% (68)	7% (64)	15% (133)	4% (36)	51% (455)	885
RD/WT: Wrong Track	16% (206)	5% (71)	6% (83)	7% (87)	14% (188)	4% (54)	48% (627)	1316

Continued on next page

**Table BRD11:** *If you had to choose, which of the following people nominated for best comedy actor do you think should win the Emmy?*

Demographic	Anthony Anderson (Black-ish)	Aziz Ansari (Master of None)	Zach Galifianakis (Baskets)	Donald Glover (Atlanta)	William H. Macy (Shameless)	Jeffrey Tambor (Transpar- ent)	Don't Know / No Opinion	Total N
Adults	13% (287)	5% (119)	7% (151)	7% (151)	15% (321)	4% (90)	49%(1082)	2201
Strongly Approve	10% (48)	4% (20)	7% (36)	7% (35)	14% (68)	4% (21)	54% (266)	494
Somewhat Approve	7% (31)	6% (26)	9% (40)	6% (30)	17% (78)	4% (17)	52% (244)	466
Somewhat Disapprove	17% (51)	5% (15)	7% (20)	8% (24)	19% (58)	5% (14)	41% (125)	307
Strongly Disapprove	17% (139)	6% (51)	6% (49)	7% (54)	13% (107)	5% (37)	46% (373)	810
Dont Know / No Opinion	15% (18)	6% (7)	5% (6)	6% (8)	8% (10)	1% (1)	60% (74)	124
#1 Issue: Economy	13% (75)	5% (28)	8% (48)	6% (38)	17% (100)	3% (18)	48% (278)	585
#1 Issue: Security	8% (31)	4% (17)	6% (22)	5% (18)	16% (61)	4% (15)	58% (223)	387
#1 Issue: Health Care	14% (70)	7% (33)	7% (37)	8% (39)	13% (62)	6% (31)	45% (222)	494
#1 Issue: Medicare / Social Security	16% (47)	3% (9)	3% (9)	6% (18)	11% (33)	4% (11)	57% (166)	293
#1 Issue: Women's Issues	14% (14)	9% (9)	8% (8)	8% (8)	21% (21)	6% (6)	34% (34)	100
#1 Issue: Education	16% (27)	8% (14)	8% (14)	11% (19)	15% (26)	2% (4)	40% (70)	174
#1 Issue: Energy	13% (10)	9% (7)	13% (10)	10% (8)	14% (11)	4% (3)	36% (28)	77
#1 Issue: Other	14% (13)	2% (2)	3% (3)	3% (3)	8% (7)	2% (2)	67% (61)	91
2016 Vote: Democrat Hillary Clinton	17% (125)	7% (51)	7% (49)	8% (56)	13% (93)	6% (40)	43% (313)	727
2016 Vote: Republican Donald Trump	8% (60)	5% (38)	6% (48)	6% (49)	15% (116)	4% (30)	57% (453)	794
2016 Vote: Someone else	14% (27)	4% (8)	7% (14)	7% (14)	16% (31)	3% (6)	48% (91)	191
2012 Vote: Barack Obama	18% (154)	7% (59)	7% (58)	8% (67)	14% (119)	5% (46)	41% (356)	859
2012 Vote: Mitt Romney	7% (44)	5% (28)	5% (31)	5% (33)	13% (79)	3% (17)	62% (380)	612
2012 Vote: Other	8% (8)	— (0)	6% (6)	8% (8)	16% (16)	2% (2)	59% (57)	97
2012 Vote: Didn't Vote	13% (81)	5% (32)	9% (56)	7% (43)	17% (105)	4% (25)	46% (286)	628
4-Region: Northeast	9% (35)	6% (23)	8% (29)	7% (26)	16% (63)	4% (17)	50% (192)	385
4-Region: Midwest	13% (59)	5% (25)	7% (32)	6% (28)	16% (74)	2% (9)	51% (234)	461
4-Region: South	15% (135)	5% (44)	7% (60)	8% (70)	13% (112)	4% (34)	48% (423)	878
4-Region: West	12% (58)	6% (27)	6% (30)	6% (27)	15% (72)	6% (30)	49% (233)	477

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

**Table BRD12:** *If you had to choose, which of the following people nominated for best comedy actress do you think should win the Emmy?*

Demographic	Pamela Adlon (Better Things)	Tracee Ellis-Ross (Black-ish)	Jane Fonda (Grace and Frankie)	Lily Tomlin (Grace and Frankie)	Allison Janney (Mom)	Ellie Kemper (Unbreak- able Kimmy Schmidt)	Don't Know / No Opinion	Total N
Adults	3% (69)	12% (262)	8% (172)	12% (268)	10% (213)	8% (166)	48% (1051)	2201
Gender: Male	5% (49)	11% (112)	8% (84)	11% (113)	10% (103)	8% (88)	48% (502)	1051
Gender: Female	2% (20)	13% (150)	8% (88)	13% (155)	10% (110)	7% (78)	48% (549)	1150
Age: 18-29	6% (31)	14% (66)	8% (39)	9% (42)	6% (28)	14% (70)	43% (212)	488
Age: 30-44	5% (27)	15% (84)	10% (55)	8% (42)	10% (52)	12% (64)	41% (222)	546
Age: 45-54	1% (6)	13% (56)	6% (25)	14% (59)	11% (48)	5% (22)	49% (209)	425
Age: 55-64	1% (4)	10% (35)	8% (28)	15% (52)	10% (34)	2% (6)	54% (183)	342
Age: 65+	— (1)	5% (21)	6% (25)	18% (73)	13% (51)	1% (4)	56% (225)	400
PID: Dem (no lean)	3% (23)	17% (132)	9% (65)	13% (99)	10% (77)	9% (71)	38% (290)	757
PID: Ind (no lean)	3% (21)	10% (74)	6% (46)	10% (71)	9% (66)	7% (49)	55% (393)	720
PID: Rep (no lean)	3% (25)	8% (56)	8% (61)	14% (98)	10% (70)	6% (46)	51% (368)	724
PID/Gender: Dem Men	6% (20)	14% (49)	10% (36)	11% (40)	11% (37)	11% (39)	36% (127)	348
PID/Gender: Dem Women	1% (3)	20% (83)	7% (29)	14% (59)	10% (40)	8% (32)	40% (163)	409
PID/Gender: Ind Men	4% (13)	9% (29)	5% (18)	8% (28)	10% (32)	7% (23)	57% (192)	335
PID/Gender: Ind Women	2% (8)	12% (45)	7% (28)	11% (43)	9% (34)	7% (26)	52% (201)	385
PID/Gender: Rep Men	4% (16)	9% (34)	8% (30)	12% (45)	9% (34)	7% (26)	50% (183)	368
PID/Gender: Rep Women	3% (9)	6% (22)	9% (31)	15% (53)	10% (36)	6% (20)	52% (185)	356
Tea Party: Supporter	5% (33)	10% (64)	11% (67)	15% (94)	9% (54)	8% (52)	42% (261)	625
Tea Party: Not Supporter	2% (36)	13% (197)	7% (103)	11% (174)	10% (159)	7% (113)	50% (782)	1564
Ideo: Liberal (1-3)	4% (34)	17% (130)	10% (76)	12% (96)	11% (83)	12% (90)	34% (264)	773
Ideo: Moderate (4)	2% (11)	13% (60)	7% (33)	12% (53)	10% (45)	6% (26)	49% (220)	448
Ideo: Conservative (5-7)	3% (19)	6% (47)	6% (48)	13% (96)	9% (68)	6% (42)	57% (420)	740
Educ: < College	3% (49)	12% (176)	8% (115)	13% (189)	9% (136)	6% (91)	48% (706)	1462
Educ: Bachelors degree	2% (8)	13% (56)	7% (32)	11% (49)	11% (46)	10% (42)	46% (196)	429
Educ: Post-grad	4% (12)	10% (30)	8% (25)	10% (30)	10% (31)	11% (33)	48% (149)	310

Continued on next page

**Table BRD12:** *If you had to choose, which of the following people nominated for best comedy actress do you think should win the Emmy?*

Demographic	Pamela Adlon (Better Things)	Tracee Ellis-Ross (Black-ish)	Jane Fonda (Grace and Frankie)	Lily Tomlin (Grace and Frankie)	Allison Janney (Mom)	Ellie Kemper (Unbreak- able Kimmy Schmidt)	Don't Know / No Opinion	Total N
Adults	3% (69)	12% (262)	8% (172)	12% (268)	10% (213)	8% (166)	48% (1051)	2201
Income: Under 50k	3% (35)	13% (157)	8% (96)	13% (155)	8% (104)	7% (84)	49% (601)	1232
Income: 50k-100k	3% (24)	11% (75)	8% (55)	12% (87)	11% (76)	9% (63)	46% (325)	705
Income: 100k+	4% (10)	11% (30)	8% (21)	10% (26)	12% (33)	7% (19)	47% (125)	264
Ethnicity: White	3% (54)	7% (128)	8% (143)	13% (230)	10% (182)	8% (138)	51% (904)	1779
Ethnicity: Hispanic	5% (10)	15% (29)	10% (19)	12% (22)	9% (17)	12% (22)	37% (70)	189
Ethnicity: Afr. Am.	3% (8)	44% (104)	6% (15)	7% (16)	5% (13)	6% (14)	29% (69)	239
Ethnicity: Other	4% (7)	16% (30)	8% (14)	12% (22)	10% (18)	8% (14)	43% (78)	183
Relig: Protestant	2% (9)	9% (50)	8% (42)	15% (79)	9% (49)	7% (38)	50% (272)	539
Relig: Roman Catholic	3% (15)	7% (32)	9% (44)	14% (66)	13% (62)	8% (37)	45% (208)	464
Relig: Ath./Agn./None	4% (20)	14% (76)	7% (37)	6% (36)	7% (41)	9% (51)	53% (294)	555
Relig: Something Else	5% (17)	10% (38)	9% (31)	13% (48)	10% (38)	7% (27)	45% (163)	362
Relig: Jewish	8% (4)	6% (3)	8% (4)	14% (7)	20% (10)	6% (3)	39% (20)	51
Relig: Evangelical	3% (21)	15% (100)	8% (52)	15% (103)	9% (64)	7% (46)	43% (292)	678
Relig: Non-Evang. Catholics	2% (11)	8% (48)	9% (52)	13% (81)	12% (70)	7% (42)	50% (302)	606
Relig: All Christian	2% (32)	12% (148)	8% (104)	14% (184)	10% (134)	7% (88)	46% (594)	1284
Relig: All Non-Christian	4% (37)	12% (114)	7% (68)	9% (84)	9% (79)	9% (78)	50% (457)	917
Community: Urban	3% (18)	15% (83)	12% (66)	10% (52)	8% (44)	8% (44)	44% (240)	547
Community: Suburban	3% (31)	12% (118)	6% (62)	11% (115)	12% (117)	8% (78)	48% (481)	1002
Community: Rural	3% (20)	9% (61)	7% (44)	15% (101)	8% (52)	7% (44)	51% (330)	652
Employ: Private Sector	3% (24)	12% (87)	8% (58)	10% (69)	10% (72)	11% (81)	45% (318)	709
Employ: Government	3% (6)	17% (30)	8% (14)	13% (22)	11% (20)	7% (12)	40% (70)	174
Employ: Self-Employed	7% (14)	18% (36)	8% (16)	11% (21)	9% (17)	10% (19)	37% (73)	196
Employ: Homemaker	2% (3)	5% (7)	9% (14)	15% (22)	9% (14)	9% (13)	52% (78)	151
Employ: Student	7% (8)	13% (16)	6% (7)	6% (7)	8% (9)	13% (16)	48% (57)	120
Employ: Retired	— (2)	6% (27)	7% (31)	20% (91)	11% (52)	1% (3)	55% (256)	462
Employ: Unemployed	2% (3)	17% (30)	7% (12)	8% (15)	8% (14)	8% (14)	51% (92)	180
Employ: Other	4% (9)	14% (29)	10% (20)	10% (21)	7% (15)	4% (8)	51% (107)	209

Continued on next page

**Table BRD12:** *If you had to choose, which of the following people nominated for best comedy actress do you think should win the Emmy?*

Demographic	Pamela Adlon (Better Things)	Tracee Ellis-Ross (Black-ish)	Jane Fonda (Grace and Frankie)	Lily Tomlin (Grace and Frankie)	Allison Janney (Mom)	Ellie Kemper (Unbreak- able Kimmy Schmidt)	Don't Know / No Opinion	Total N
Adults	3% (69)	12% (262)	8% (172)	12% (268)	10% (213)	8% (166)	48% (1051)	2201
Military HH: Yes	3% (15)	11% (48)	7% (32)	15% (63)	10% (41)	4% (19)	49% (212)	430
Military HH: No	3% (54)	12% (214)	8% (140)	12% (205)	10% (172)	8% (147)	47% (839)	1771
RD/WT: Right Direction	4% (33)	8% (70)	8% (74)	14% (125)	10% (91)	6% (57)	49% (435)	885
RD/WT: Wrong Track	3% (36)	15% (192)	7% (98)	11% (143)	9% (122)	8% (109)	47% (616)	1316
Strongly Approve	4% (21)	7% (36)	8% (39)	14% (68)	8% (41)	6% (28)	53% (261)	494
Somewhat Approve	3% (14)	7% (31)	9% (42)	14% (64)	12% (54)	8% (36)	48% (225)	466
Somewhat Disapprove	3% (9)	14% (43)	7% (21)	11% (35)	12% (37)	10% (31)	43% (131)	307
Strongly Disapprove	2% (20)	17% (140)	8% (67)	11% (93)	9% (76)	8% (66)	43% (348)	810
Dont Know / No Opinion	4% (5)	10% (12)	2% (3)	6% (8)	4% (5)	4% (5)	69% (86)	124
#1 Issue: Economy	4% (21)	12% (70)	6% (34)	10% (56)	10% (58)	9% (53)	50% (293)	585
#1 Issue: Security	4% (14)	9% (33)	8% (31)	13% (50)	9% (36)	3% (11)	55% (212)	387
#1 Issue: Health Care	2% (8)	14% (71)	9% (45)	13% (62)	11% (53)	8% (40)	44% (215)	494
#1 Issue: Medicare / Social Security	3% (8)	9% (26)	9% (26)	17% (50)	12% (35)	3% (10)	47% (138)	293
#1 Issue: Women's Issues	1% (1)	15% (15)	10% (10)	8% (8)	10% (10)	20% (20)	36% (36)	100
#1 Issue: Education	7% (12)	17% (29)	6% (10)	11% (19)	8% (14)	13% (22)	39% (68)	174
#1 Issue: Energy	5% (4)	8% (6)	13% (10)	14% (11)	5% (4)	10% (8)	44% (34)	77
#1 Issue: Other	1% (1)	13% (12)	7% (6)	13% (12)	3% (3)	2% (2)	60% (55)	91
2016 Vote: Democrat Hillary Clinton	3% (19)	17% (127)	9% (66)	12% (86)	11% (81)	9% (63)	39% (285)	727
2016 Vote: Republican Donald Trump	3% (23)	6% (50)	7% (54)	15% (119)	10% (79)	6% (50)	53% (419)	794
2016 Vote: Someone else	4% (8)	14% (26)	4% (8)	9% (17)	10% (19)	8% (16)	51% (97)	191
2012 Vote: Barack Obama	3% (22)	17% (145)	8% (72)	13% (111)	12% (106)	8% (72)	39% (331)	859
2012 Vote: Mitt Romney	3% (19)	6% (36)	6% (37)	14% (85)	10% (59)	5% (32)	56% (344)	612
2012 Vote: Other	1% (1)	5% (5)	4% (4)	14% (14)	11% (11)	6% (6)	58% (56)	97
2012 Vote: Didn't Vote	4% (27)	12% (76)	9% (58)	9% (57)	6% (37)	9% (56)	50% (317)	628
4-Region: Northeast	3% (12)	11% (41)	10% (39)	10% (38)	11% (41)	8% (31)	48% (183)	385
4-Region: Midwest	3% (14)	12% (56)	7% (33)	14% (63)	9% (40)	7% (32)	48% (223)	461
4-Region: South	3% (30)	13% (118)	8% (68)	12% (102)	8% (74)	8% (66)	48% (420)	878
4-Region: West	3% (13)	10% (47)	7% (32)	14% (65)	12% (58)	8% (37)	47% (225)	477

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

**Table BRD13:** *If you had to choose, which of the following shows nominated for best variety talk series do you think should win the Emmy?*

Demographic	Full Frontal		Jimmy		Last Week		Late Late		Real Time		Don't Know /	Total N	
	With		Kimmel Live!		Tonight With		Show With		With Bill				
	Samantha		(ABC)		(HBO)		(CBS)		(HBO)		No Opinion		
	Bee (TBS)												
Adults	5%	(119)	25%	(553)	8%	(174)	12%	(267)	7%	(159)	42%	(929)	2201
Gender: Male	7%	(75)	24%	(250)	10%	(104)	11%	(113)	10%	(105)	38%	(404)	1051
Gender: Female	4%	(44)	26%	(303)	6%	(70)	13%	(154)	5%	(54)	46%	(525)	1150
Age: 18-29	7%	(36)	29%	(140)	11%	(53)	18%	(86)	6%	(28)	30%	(145)	488
Age: 30-44	7%	(40)	28%	(151)	11%	(58)	12%	(68)	8%	(46)	34%	(183)	546
Age: 45-54	4%	(16)	28%	(119)	5%	(22)	13%	(54)	5%	(23)	45%	(191)	425
Age: 55-64	6%	(19)	23%	(78)	6%	(20)	9%	(31)	8%	(27)	49%	(167)	342
Age: 65+	2%	(8)	16%	(65)	5%	(21)	7%	(28)	9%	(35)	61%	(243)	400
PID: Dem (no lean)	7%	(54)	27%	(204)	11%	(86)	15%	(115)	11%	(80)	29%	(218)	757
PID: Ind (no lean)	4%	(30)	25%	(183)	7%	(49)	10%	(74)	6%	(45)	47%	(339)	720
PID: Rep (no lean)	5%	(35)	23%	(166)	5%	(39)	11%	(78)	5%	(34)	51%	(372)	724
PID/Gender: Dem Men	9%	(33)	27%	(95)	14%	(48)	14%	(50)	14%	(50)	21%	(72)	348
PID/Gender: Dem Women	5%	(21)	27%	(109)	9%	(38)	16%	(65)	7%	(30)	36%	(146)	409
PID/Gender: Ind Men	4%	(15)	22%	(73)	10%	(32)	9%	(31)	9%	(29)	46%	(155)	335
PID/Gender: Ind Women	4%	(15)	29%	(110)	4%	(17)	11%	(43)	4%	(16)	48%	(184)	385
PID/Gender: Rep Men	7%	(27)	22%	(82)	7%	(24)	9%	(32)	7%	(26)	48%	(177)	368
PID/Gender: Rep Women	2%	(8)	24%	(84)	4%	(15)	13%	(46)	2%	(8)	55%	(195)	356
Tea Party: Supporter	6%	(37)	26%	(162)	7%	(43)	14%	(85)	7%	(41)	41%	(257)	625
Tea Party: Not Supporter	5%	(81)	25%	(388)	8%	(131)	12%	(181)	7%	(117)	43%	(666)	1564
Ideo: Liberal (1-3)	10%	(76)	25%	(194)	15%	(116)	14%	(110)	12%	(89)	24%	(188)	773
Ideo: Moderate (4)	3%	(14)	30%	(135)	7%	(30)	13%	(58)	8%	(37)	39%	(174)	448
Ideo: Conservative (5-7)	3%	(21)	23%	(168)	3%	(25)	9%	(70)	4%	(27)	58%	(429)	740
Educ: < College	4%	(64)	26%	(378)	6%	(87)	13%	(187)	6%	(92)	45%	(654)	1462
Educ: Bachelors degree	6%	(26)	28%	(118)	11%	(48)	12%	(51)	9%	(39)	34%	(147)	429
Educ: Post-grad	9%	(29)	18%	(57)	13%	(39)	9%	(29)	9%	(28)	41%	(128)	310

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**Table BRD13:** *If you had to choose, which of the following shows nominated for best variety talk series do you think should win the Emmy?*

Demographic	Full Frontal With Samantha Bee (TBS)	Jimmy Kimmel Live! (ABC)	Last Week Tonight With John Oliver (HBO)	Late Late Show With James Corden (CBS)	Real Time With Bill Maher (HBO)	Don't Know / No Opinion	Total N
Adults	5% (119)	25% (553)	8% (174)	12% (267)	7% (159)	42% (929)	2201
Income: Under 50k	4% (55)	26% (322)	7% (84)	12% (151)	6% (79)	44% (541)	1232
Income: 50k-100k	8% (53)	26% (185)	9% (62)	11% (78)	8% (54)	39% (273)	705
Income: 100k+	4% (11)	17% (46)	11% (28)	14% (38)	10% (26)	44% (115)	264
Ethnicity: White	6% (99)	25% (451)	8% (141)	11% (188)	7% (120)	44% (780)	1779
Ethnicity: Hispanic	6% (11)	25% (48)	10% (18)	19% (36)	10% (18)	31% (58)	189
Ethnicity: Afr. Am.	3% (8)	26% (62)	7% (17)	18% (43)	12% (28)	34% (81)	239
Ethnicity: Other	7% (12)	22% (40)	9% (16)	20% (36)	6% (11)	37% (68)	183
Relig: Protestant	3% (18)	22% (121)	5% (27)	11% (57)	7% (39)	51% (277)	539
Relig: Roman Catholic	6% (29)	29% (135)	9% (42)	12% (54)	8% (37)	36% (167)	464
Relig: Ath./Agn./None	7% (39)	20% (109)	12% (64)	13% (70)	9% (52)	40% (221)	555
Relig: Something Else	6% (22)	24% (87)	9% (32)	14% (52)	7% (24)	40% (145)	362
Relig: Jewish	4% (2)	24% (12)	8% (4)	6% (3)	14% (7)	45% (23)	51
Relig: Evangelical	5% (32)	28% (188)	5% (31)	12% (83)	6% (39)	45% (305)	678
Relig: Non-Evang. Catholics	4% (26)	28% (169)	8% (47)	10% (62)	7% (44)	43% (258)	606
Relig: All Christian	5% (58)	28% (357)	6% (78)	11% (145)	6% (83)	44% (563)	1284
Relig: All Non-Christian	7% (61)	21% (196)	10% (96)	13% (122)	8% (76)	40% (366)	917
Community: Urban	7% (36)	23% (124)	11% (60)	12% (67)	10% (53)	38% (207)	547
Community: Suburban	5% (49)	26% (257)	8% (84)	12% (117)	8% (78)	42% (417)	1002
Community: Rural	5% (34)	26% (172)	5% (30)	13% (83)	4% (28)	47% (305)	652
Employ: Private Sector	7% (48)	27% (189)	11% (77)	12% (83)	9% (62)	35% (250)	709
Employ: Government	7% (12)	28% (49)	10% (17)	13% (22)	7% (13)	35% (61)	174
Employ: Self-Employed	7% (14)	25% (49)	11% (21)	16% (32)	7% (13)	34% (67)	196
Employ: Homemaker	5% (7)	31% (47)	1% (2)	13% (20)	3% (4)	47% (71)	151
Employ: Student	5% (6)	28% (34)	14% (17)	17% (20)	5% (6)	31% (37)	120
Employ: Retired	3% (12)	21% (95)	6% (26)	8% (35)	8% (36)	56% (258)	462
Employ: Unemployed	5% (9)	19% (35)	6% (10)	14% (26)	6% (11)	49% (89)	180
Employ: Other	5% (11)	26% (55)	2% (4)	14% (29)	7% (14)	46% (96)	209

Continued on next page



**Table BRD13:** *If you had to choose, which of the following shows nominated for best variety talk series do you think should win the Emmy?*

Demographic	Full Frontal		Jimmy		Last Week		Late Late		Real Time		Don't Know /	Total N	
	With		Kimmel Live!		Tonight With		Show With		With Bill				
	Samantha		(ABC)		John Oliver		James		Maher		No Opinion		
	Bee (TBS)				(HBO)		Corden		(HBO)				
	(CBS)												
Adults	5%	(119)	25%	(553)	8%	(174)	12%	(267)	7%	(159)	42%	(929)	2201
Military HH: Yes	6%	(27)	23%	(99)	7%	(29)	10%	(44)	10%	(41)	44%	(190)	430
Military HH: No	5%	(92)	26%	(454)	8%	(145)	13%	(223)	7%	(118)	42%	(739)	1771
RD/WT: Right Direction	5%	(40)	22%	(196)	5%	(42)	12%	(105)	6%	(52)	51%	(450)	885
RD/WT: Wrong Track	6%	(79)	27%	(357)	10%	(132)	12%	(162)	8%	(107)	36%	(479)	1316
Strongly Approve	4%	(22)	20%	(98)	5%	(27)	10%	(48)	6%	(28)	55%	(271)	494
Somewhat Approve	5%	(22)	28%	(131)	4%	(18)	11%	(51)	6%	(26)	47%	(218)	466
Somewhat Disapprove	5%	(14)	32%	(98)	7%	(20)	17%	(52)	8%	(24)	32%	(99)	307
Strongly Disapprove	7%	(58)	25%	(204)	13%	(104)	13%	(104)	9%	(74)	33%	(266)	810
Dont Know / No Opinion	2%	(3)	18%	(22)	4%	(5)	10%	(12)	6%	(7)	60%	(75)	124
#1 Issue: Economy	5%	(32)	30%	(174)	9%	(50)	9%	(55)	4%	(25)	43%	(249)	585
#1 Issue: Security	4%	(15)	22%	(84)	5%	(19)	10%	(40)	4%	(17)	55%	(212)	387
#1 Issue: Health Care	6%	(28)	26%	(129)	10%	(50)	16%	(79)	9%	(46)	33%	(162)	494
#1 Issue: Medicare / Social Security	3%	(10)	21%	(62)	5%	(14)	10%	(29)	10%	(28)	51%	(150)	293
#1 Issue: Women's Issues	6%	(6)	26%	(26)	13%	(13)	15%	(15)	11%	(11)	29%	(29)	100
#1 Issue: Education	9%	(15)	25%	(44)	9%	(15)	16%	(28)	8%	(14)	33%	(58)	174
#1 Issue: Energy	9%	(7)	19%	(15)	16%	(12)	18%	(14)	14%	(11)	23%	(18)	77
#1 Issue: Other	7%	(6)	21%	(19)	1%	(1)	8%	(7)	8%	(7)	56%	(51)	91
2016 Vote: Democrat Hillary Clinton	8%	(56)	25%	(179)	14%	(99)	14%	(104)	12%	(89)	28%	(200)	727
2016 Vote: Republican Donald Trump	4%	(29)	23%	(185)	4%	(33)	9%	(72)	5%	(43)	54%	(432)	794
2016 Vote: Someone else	5%	(10)	23%	(43)	10%	(19)	12%	(23)	4%	(8)	46%	(88)	191
2012 Vote: Barack Obama	7%	(60)	27%	(229)	12%	(104)	14%	(118)	11%	(98)	29%	(250)	859
2012 Vote: Mitt Romney	3%	(21)	19%	(116)	4%	(24)	9%	(56)	5%	(30)	60%	(365)	612
2012 Vote: Other	4%	(4)	29%	(28)	3%	(3)	8%	(8)	5%	(5)	51%	(49)	97
2012 Vote: Didn't Vote	5%	(34)	28%	(178)	7%	(42)	14%	(85)	4%	(26)	42%	(263)	628
4-Region: Northeast	6%	(23)	25%	(95)	8%	(32)	14%	(52)	8%	(30)	40%	(153)	385
4-Region: Midwest	6%	(29)	26%	(118)	7%	(33)	11%	(50)	7%	(34)	43%	(197)	461
4-Region: South	5%	(43)	26%	(230)	8%	(67)	13%	(110)	6%	(56)	42%	(372)	878
4-Region: West	5%	(24)	23%	(110)	9%	(42)	12%	(55)	8%	(39)	43%	(207)	477

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

**Table BRD14:** *If you had to choose, which of the following shows nominated for best reality competition do you think should win the Emmy?*

Demographic	The Amazing Race (CBS)	American Ninja Warrior (NBC)	Project Runway (Lifetime)	RuPauls Drag Race (VH1)	Top Chef (Bravo)	The Voice (NBC)	Don't Know / No Opinion	Total N
Adults	9% (196)	15% (320)	5% (100)	5% (116)	11% (240)	22% (495)	33% (734)	2201
Gender: Male	9% (96)	16% (164)	5% (49)	5% (57)	11% (112)	17% (182)	37% (391)	1051
Gender: Female	9% (100)	14% (156)	4% (51)	5% (59)	11% (128)	27% (313)	30% (343)	1150
Age: 18-29	7% (34)	21% (103)	7% (34)	10% (47)	12% (60)	24% (118)	19% (92)	488
Age: 30-44	8% (42)	20% (108)	5% (27)	6% (34)	14% (75)	21% (114)	27% (146)	546
Age: 45-54	10% (42)	11% (45)	4% (18)	4% (15)	12% (51)	26% (109)	34% (145)	425
Age: 55-64	10% (33)	8% (27)	4% (15)	4% (14)	8% (29)	22% (75)	44% (149)	342
Age: 65+	11% (45)	9% (37)	2% (6)	2% (6)	6% (25)	20% (79)	50% (202)	400
PID: Dem (no lean)	10% (74)	12% (91)	5% (38)	10% (73)	11% (81)	24% (180)	29% (220)	757
PID: Ind (no lean)	7% (49)	14% (103)	4% (29)	4% (29)	12% (87)	20% (144)	39% (279)	720
PID: Rep (no lean)	10% (73)	17% (126)	5% (33)	2% (14)	10% (72)	24% (171)	32% (235)	724
PID/Gender: Dem Men	11% (38)	14% (47)	5% (18)	10% (36)	9% (32)	20% (69)	31% (108)	348
PID/Gender: Dem Women	9% (36)	11% (44)	5% (20)	9% (37)	12% (49)	27% (111)	27% (112)	409
PID/Gender: Ind Men	7% (23)	16% (52)	4% (13)	4% (12)	13% (45)	14% (48)	42% (142)	335
PID/Gender: Ind Women	7% (26)	13% (51)	4% (16)	4% (17)	11% (42)	25% (96)	36% (137)	385
PID/Gender: Rep Men	10% (35)	18% (65)	5% (18)	2% (9)	10% (35)	18% (65)	38% (141)	368
PID/Gender: Rep Women	11% (38)	17% (61)	4% (15)	1% (5)	10% (37)	30% (106)	26% (94)	356
Tea Party: Supporter	9% (55)	17% (107)	5% (30)	6% (38)	13% (83)	24% (148)	26% (164)	625
Tea Party: Not Supporter	9% (139)	14% (212)	4% (69)	5% (78)	10% (155)	22% (347)	36% (564)	1564
Ideo: Liberal (1-3)	9% (69)	14% (106)	6% (49)	10% (79)	13% (98)	22% (169)	26% (203)	773
Ideo: Moderate (4)	11% (48)	16% (73)	3% (15)	4% (19)	8% (38)	24% (107)	33% (148)	448
Ideo: Conservative (5-7)	9% (70)	13% (99)	4% (31)	2% (12)	11% (81)	23% (169)	38% (278)	740
Educ: < College	8% (123)	14% (203)	4% (62)	5% (69)	12% (171)	24% (350)	33% (484)	1462
Educ: Bachelors degree	10% (41)	17% (75)	6% (26)	6% (26)	10% (43)	20% (84)	31% (134)	429
Educ: Post-grad	10% (32)	14% (42)	4% (12)	7% (21)	8% (26)	20% (61)	37% (116)	310
Income: Under 50k	9% (106)	14% (172)	5% (57)	5% (67)	11% (138)	23% (285)	33% (407)	1232
Income: 50k-100k	9% (62)	16% (114)	4% (28)	5% (33)	11% (75)	21% (150)	34% (243)	705
Income: 100k+	11% (28)	13% (34)	6% (15)	6% (16)	10% (27)	23% (60)	32% (84)	264

Continued on next page

**Table BRD14:** *If you had to choose, which of the following shows nominated for best reality competition do you think should win the Emmy?*

Demographic	The Amazing Race (CBS)	American Ninja Warrior (NBC)	Project Runway (Lifetime)	RuPauls Drag Race (VH1)	Top Chef (Bravo)	The Voice (NBC)	Don't Know / No Opinion	Total N
Adults	9% (196)	15% (320)	5% (100)	5% (116)	11% (240)	22% (495)	33% (734)	2201
Ethnicity: White	9% (160)	14% (257)	4% (75)	4% (74)	10% (184)	23% (416)	34% (613)	1779
Ethnicity: Hispanic	8% (16)	18% (34)	4% (8)	9% (17)	18% (34)	21% (39)	22% (41)	189
Ethnicity: Afr. Am.	7% (16)	13% (32)	7% (17)	12% (28)	13% (31)	22% (52)	26% (63)	239
Ethnicity: Other	11% (20)	17% (31)	4% (8)	8% (14)	14% (25)	15% (27)	32% (58)	183
Relig: Protestant	10% (52)	16% (86)	3% (15)	4% (24)	9% (48)	23% (125)	35% (189)	539
Relig: Roman Catholic	9% (43)	12% (58)	5% (23)	5% (24)	13% (59)	25% (118)	30% (139)	464
Relig: Ath./Agn./None	10% (53)	14% (78)	5% (27)	6% (32)	10% (58)	18% (100)	37% (207)	555
Relig: Something Else	9% (31)	14% (52)	6% (22)	7% (27)	11% (41)	20% (74)	32% (115)	362
Relig: Jewish	16% (8)	10% (5)	6% (3)	— (0)	8% (4)	12% (6)	49% (25)	51
Relig: Evangelical	8% (57)	17% (112)	5% (31)	4% (30)	11% (76)	26% (176)	29% (196)	678
Relig: Non-Evang. Catholics	9% (55)	13% (78)	3% (20)	4% (27)	11% (65)	24% (145)	36% (216)	606
Relig: All Christian	9% (112)	15% (190)	4% (51)	4% (57)	11% (141)	25% (321)	32% (412)	1284
Relig: All Non-Christian	9% (84)	14% (130)	5% (49)	6% (59)	11% (99)	19% (174)	35% (322)	917
Community: Urban	9% (47)	15% (80)	5% (28)	7% (38)	14% (79)	19% (106)	31% (169)	547
Community: Suburban	10% (102)	14% (138)	4% (45)	5% (55)	10% (97)	22% (223)	34% (342)	1002
Community: Rural	7% (47)	16% (102)	4% (27)	4% (23)	10% (64)	25% (166)	34% (223)	652
Employ: Private Sector	9% (61)	17% (120)	5% (37)	5% (36)	13% (90)	23% (166)	28% (199)	709
Employ: Government	9% (15)	18% (31)	6% (11)	7% (13)	10% (18)	21% (36)	29% (50)	174
Employ: Self-Employed	10% (19)	16% (31)	6% (11)	6% (11)	12% (24)	20% (39)	31% (61)	196
Employ: Homemaker	8% (12)	15% (23)	4% (6)	3% (4)	11% (17)	30% (46)	28% (43)	151
Employ: Student	8% (9)	18% (22)	6% (7)	9% (11)	12% (14)	26% (31)	22% (26)	120
Employ: Retired	12% (56)	8% (37)	2% (10)	2% (11)	6% (30)	21% (99)	47% (219)	462
Employ: Unemployed	7% (12)	12% (21)	6% (10)	8% (14)	10% (18)	20% (36)	38% (69)	180
Employ: Other	6% (12)	17% (35)	4% (8)	8% (16)	14% (29)	20% (42)	32% (67)	209
Military HH: Yes	7% (31)	16% (68)	3% (15)	6% (25)	10% (44)	21% (90)	37% (157)	430
Military HH: No	9% (165)	14% (252)	5% (85)	5% (91)	11% (196)	23% (405)	33% (577)	1771
RD/WT: Right Direction	9% (78)	16% (141)	4% (39)	4% (38)	11% (101)	22% (194)	33% (294)	885
RD/WT: Wrong Track	9% (118)	14% (179)	5% (61)	6% (78)	11% (139)	23% (301)	33% (440)	1316

Continued on next page

**Table BRD14:** *If you had to choose, which of the following shows nominated for best reality competition do you think should win the Emmy?*

Demographic	The Amazing Race (CBS)	American Ninja Warrior (NBC)	Project Runway (Lifetime)	RuPauls Drag Race (VH1)	Top Chef (Bravo)	The Voice (NBC)	Don't Know / No Opinion	Total N
Adults	9% (196)	15% (320)	5% (100)	5% (116)	11% (240)	22% (495)	33% (734)	2201
Strongly Approve	8% (38)	14% (71)	3% (17)	5% (24)	14% (71)	21% (102)	35% (171)	494
Somewhat Approve	10% (46)	17% (80)	6% (26)	2% (8)	10% (47)	26% (121)	30% (138)	466
Somewhat Disapprove	10% (30)	17% (53)	5% (14)	6% (19)	11% (34)	24% (75)	27% (82)	307
Strongly Disapprove	9% (72)	12% (95)	5% (39)	8% (64)	10% (80)	21% (173)	35% (287)	810
Dont Know / No Opinion	8% (10)	17% (21)	3% (4)	1% (1)	6% (8)	19% (24)	45% (56)	124
#1 Issue: Economy	8% (49)	15% (86)	4% (21)	3% (16)	13% (74)	24% (142)	34% (197)	585
#1 Issue: Security	7% (28)	13% (49)	4% (17)	5% (18)	12% (45)	23% (88)	37% (142)	387
#1 Issue: Health Care	9% (45)	14% (69)	6% (28)	6% (30)	10% (50)	25% (124)	30% (148)	494
#1 Issue: Medicare / Social Security	14% (41)	10% (30)	4% (12)	4% (11)	8% (24)	21% (62)	39% (113)	293
#1 Issue: Women's Issues	8% (8)	18% (18)	4% (4)	16% (16)	13% (13)	17% (17)	24% (24)	100
#1 Issue: Education	7% (12)	22% (39)	6% (11)	7% (13)	13% (22)	19% (33)	25% (44)	174
#1 Issue: Energy	10% (8)	26% (20)	8% (6)	6% (5)	9% (7)	16% (12)	25% (19)	77
#1 Issue: Other	5% (5)	10% (9)	1% (1)	8% (7)	5% (5)	19% (17)	52% (47)	91
2016 Vote: Democrat Hillary Clinton	11% (77)	12% (88)	5% (35)	8% (59)	10% (76)	21% (156)	32% (236)	727
2016 Vote: Republican Donald Trump	9% (71)	17% (133)	4% (32)	2% (16)	11% (91)	23% (180)	34% (271)	794
2016 Vote: Someone else	6% (11)	17% (32)	2% (4)	4% (8)	12% (23)	18% (35)	41% (78)	191
2012 Vote: Barack Obama	10% (87)	13% (108)	5% (46)	7% (59)	11% (93)	23% (196)	31% (270)	859
2012 Vote: Mitt Romney	10% (61)	15% (94)	3% (19)	2% (12)	10% (63)	22% (135)	37% (228)	612
2012 Vote: Other	6% (6)	7% (7)	5% (5)	5% (5)	12% (12)	18% (17)	46% (45)	97
2012 Vote: Didn't Vote	7% (42)	18% (111)	5% (30)	6% (40)	11% (71)	23% (145)	30% (189)	628
4-Region: Northeast	9% (33)	12% (47)	4% (16)	6% (25)	12% (46)	24% (92)	33% (126)	385
4-Region: Midwest	6% (29)	14% (66)	5% (22)	5% (23)	11% (52)	23% (108)	35% (161)	461
4-Region: South	10% (85)	16% (138)	4% (36)	5% (41)	11% (94)	22% (195)	33% (289)	878
4-Region: West	10% (49)	14% (69)	5% (26)	6% (27)	10% (48)	21% (100)	33% (158)	477

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1051	48%
	Gender: Female	1150	52%
	N	2201	
age5	Age: 18-29	488	22%
	Age: 30-44	546	25%
	Age: 45-54	425	19%
	Age: 55-64	342	16%
	Age: 65+	400	18%
	N	2201	
xpid3	PID: Dem (no lean)	757	34%
	PID: Ind (no lean)	720	33%
	PID: Rep (no lean)	724	33%
	N	2201	
xpidGender	PID/Gender: Dem Men	348	16%
	PID/Gender: Dem Women	409	19%
	PID/Gender: Ind Men	335	15%
	PID/Gender: Ind Women	385	17%
	PID/Gender: Rep Men	368	17%
	PID/Gender: Rep Women	356	16%
	N	2201	
xdemTea	Tea Party: Supporter	625	28%
	Tea Party: Not Supporter	1564	71%
	N	2189	
xdemIdeo3	Ideo: Liberal (1-3)	773	35%
	Ideo: Moderate (4)	448	20%
	Ideo: Conservative (5-7)	740	34%
	N	1961	
xeduc3	Educ: < College	1462	66%
	Educ: Bachelors degree	429	19%
	Educ: Post-grad	310	14%
	N	2201	
xdemInc3	Income: Under 50k	1232	56%
	Income: 50k-100k	705	32%
	Income: 100k+	264	12%
	N	2201	

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## Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1779	81%
xdemHispBin	Ethnicity: Hispanic	189	9%
demBlackBin	Ethnicity: Afr. Am.	239	11%
demRaceOther	Ethnicity: Other	183	8%
xrelNet	Relig: Protestant	539	24%
	Relig: Roman Catholic	464	21%
	Relig: Ath./Agn./None	555	25%
	Relig: Something Else	362	16%
	N	1920	
xreligion1	Relig: Jewish	51	2%
xreligion2	Relig: Evangelical	678	31%
	Relig: Non-Evang. Catholics	606	28%
	N	1284	
xreligion3	Relig: All Christian	1284	58%
	Relig: All Non-Christian	917	42%
	N	2201	
xdemUsr	Community: Urban	547	25%
	Community: Suburban	1002	46%
	Community: Rural	652	30%
	N	2201	
xdemEmploy	Employ: Private Sector	709	32%
	Employ: Government	174	8%
	Employ: Self-Employed	196	9%
	Employ: Homemaker	151	7%
	Employ: Student	120	5%
	Employ: Retired	462	21%
	Employ: Unemployed	180	8%
	Employ: Other	209	9%
	N	2201	
xdemMilHH1	Military HH: Yes	430	20%
	Military HH: No	1771	80%
	N	2201	
xnrl	RD/WT: Right Direction	885	40%
	RD/WT: Wrong Track	1316	60%
	N	2201	

Continued on next page

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	494	22%
	Somewhat Approve	466	21%
	Somewhat Disapprove	307	14%
	Strongly Disapprove	810	37%
	Dont Know / No Opinion	124	6%
	N	2201	
xnr3	#1 Issue: Economy	585	27%
	#1 Issue: Security	387	18%
	#1 Issue: Health Care	494	22%
	#1 Issue: Medicare / Social Security	293	13%
	#1 Issue: Women's Issues	100	5%
	#1 Issue: Education	174	8%
	#1 Issue: Energy	77	3%
	#1 Issue: Other	91	4%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	727	33%
	2016 Vote: Republican Donald Trump	794	36%
	2016 Vote: Someone else	191	9%
	N	1712	
xsubVote12O	2012 Vote: Barack Obama	859	39%
	2012 Vote: Mitt Romney	612	28%
	2012 Vote: Other	97	4%
	2012 Vote: Didn't Vote	628	29%
	N	2196	
xreg4	4-Region: Northeast	385	17%
	4-Region: Midwest	461	21%
	4-Region: South	878	40%
	4-Region: West	477	22%
	N	2201	

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

