



# MORNING CONSULT

Morning Consult  
National Tracking Poll #171011  
October 19-23, 2017

## Crosstabulation Results

### Methodology:

This poll was conducted from October 19-23, 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\_1:** How likely are you to buy a luxury brand when you see it advertised in the following places?  
Social media

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	11% (232)	23% (504)	19% (409)	35% (781)	12% (275)	2201
Gender: Male	12% (128)	23% (245)	18% (189)	33% (350)	14% (147)	1060
Gender: Female	9% (104)	23% (259)	19% (221)	38% (431)	11% (128)	1141
Age: 18-29	21% (92)	30% (136)	16% (72)	18% (79)	15% (67)	446
Age: 30-44	14% (81)	27% (161)	19% (114)	26% (151)	14% (81)	589
Age: 45-54	9% (34)	22% (85)	18% (67)	40% (155)	11% (42)	384
Age: 55-64	3% (11)	18% (69)	20% (78)	48% (186)	11% (41)	384
Age: 65+	3% (13)	13% (53)	20% (78)	53% (210)	11% (44)	398
PID: Dem (no lean)	11% (84)	23% (178)	19% (145)	37% (286)	10% (76)	769
PID: Ind (no lean)	10% (78)	22% (171)	19% (150)	31% (243)	17% (133)	775
PID: Rep (no lean)	11% (71)	23% (154)	17% (114)	38% (252)	10% (66)	658
PID/Gender: Dem Men	17% (56)	24% (78)	16% (53)	29% (97)	14% (46)	331
PID/Gender: Dem Women	6% (27)	23% (100)	21% (92)	43% (189)	7% (30)	438
PID/Gender: Ind Men	9% (35)	23% (90)	17% (69)	33% (131)	18% (72)	397
PID/Gender: Ind Women	11% (43)	21% (81)	21% (81)	29% (111)	16% (61)	378
PID/Gender: Rep Men	11% (37)	23% (77)	20% (67)	37% (121)	9% (29)	332
PID/Gender: Rep Women	10% (33)	24% (77)	15% (48)	40% (131)	11% (37)	326
Tea Party: Supporter	16% (88)	30% (165)	19% (103)	29% (157)	7% (37)	550
Tea Party: Not Supporter	9% (142)	21% (335)	19% (304)	38% (616)	15% (237)	1634
Ideo: Liberal (1-3)	17% (130)	26% (199)	18% (142)	32% (247)	7% (55)	772
Ideo: Moderate (4)	7% (32)	22% (106)	23% (110)	37% (179)	12% (58)	486
Ideo: Conservative (5-7)	7% (49)	23% (156)	18% (121)	41% (270)	10% (69)	666
Educ: < College	11% (178)	24% (374)	17% (262)	34% (537)	14% (215)	1567
Educ: Bachelors degree	8% (35)	22% (91)	24% (98)	37% (153)	9% (38)	416
Educ: Post-grad	9% (20)	17% (38)	22% (49)	41% (91)	10% (21)	219

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**Table BRD1\_1:** How likely are you to buy a luxury brand when you see it advertised in the following places?*Social media*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	11% (232)	23% (504)	19% (409)	35% (781)	12% (275)	2201
Income: Under 50k	12% (152)	22% (290)	17% (222)	35% (449)	14% (179)	1292
Income: 50k-100k	8% (56)	23% (158)	21% (142)	37% (246)	11% (71)	673
Income: 100k+	10% (24)	24% (56)	19% (46)	37% (86)	10% (25)	236
Ethnicity: White	9% (162)	22% (378)	19% (333)	38% (663)	12% (215)	1750
Ethnicity: Hispanic	20% (67)	24% (79)	21% (68)	25% (81)	10% (34)	329
Ethnicity: Afr. Am.	15% (39)	31% (84)	17% (45)	27% (72)	11% (29)	269
Ethnicity: Other	17% (31)	23% (42)	18% (32)	26% (47)	17% (31)	182
Relig: Protestant	7% (41)	22% (122)	20% (114)	40% (227)	11% (60)	563
Relig: Roman Catholic	16% (77)	18% (84)	20% (92)	38% (177)	8% (39)	468
Relig: Ath./Agn./None	7% (43)	23% (144)	19% (116)	34% (214)	17% (104)	621
Relig: Something Else	13% (39)	26% (80)	18% (55)	30% (91)	14% (43)	309
Relig: Evangelical	13% (83)	26% (163)	17% (108)	33% (204)	10% (61)	618
Relig: Non-Evang. Catholics	10% (66)	18% (116)	20% (130)	42% (272)	10% (68)	653
Relig: All Christian	12% (149)	22% (279)	19% (238)	37% (476)	10% (128)	1270
Relig: All Non-Christian	9% (82)	24% (224)	18% (171)	33% (305)	16% (147)	930
Community: Urban	14% (80)	24% (139)	15% (90)	32% (191)	15% (89)	589
Community: Suburban	9% (85)	23% (216)	21% (196)	37% (356)	10% (100)	953
Community: Rural	10% (67)	22% (148)	19% (124)	36% (234)	13% (86)	659
Employ: Private Sector	10% (68)	25% (161)	21% (135)	33% (213)	11% (69)	646
Employ: Government	15% (22)	20% (31)	23% (35)	34% (51)	7% (11)	150
Employ: Self-Employed	15% (33)	28% (60)	17% (36)	31% (66)	9% (20)	217
Employ: Homemaker	11% (23)	24% (49)	22% (44)	30% (61)	13% (26)	202
Employ: Student	25% (23)	33% (30)	13% (12)	17% (16)	12% (11)	92
Employ: Retired	4% (20)	14% (67)	17% (80)	55% (256)	10% (45)	468
Employ: Unemployed	9% (22)	24% (57)	19% (46)	26% (62)	21% (49)	237
Employ: Other	11% (21)	25% (48)	11% (21)	29% (54)	23% (44)	189
Military HH: Yes	9% (36)	21% (81)	20% (80)	41% (160)	9% (37)	394
Military HH: No	11% (196)	23% (422)	18% (329)	34% (621)	13% (238)	1807
RD/WT: Right Direction	15% (120)	24% (189)	15% (121)	34% (272)	12% (94)	795
RD/WT: Wrong Track	8% (112)	22% (315)	21% (289)	36% (509)	13% (181)	1406

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**Table BRD1\_1:** How likely are you to buy a luxury brand when you see it advertised in the following places?

*Social media*

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Dont Know/No Opinion		Total N
Adults	11%	(232)	23%	(504)	19%	(409)	35%	(781)	12%	(275)	2201
Strongly Approve	17%	(77)	21%	(92)	15%	(65)	35%	(157)	12%	(53)	445
Somewhat Approve	11%	(48)	25%	(109)	20%	(86)	36%	(159)	9%	(39)	441
Somewhat Disapprove	12%	(37)	34%	(103)	18%	(53)	27%	(81)	9%	(27)	301
Strongly Disapprove	8%	(66)	20%	(177)	21%	(182)	40%	(343)	11%	(98)	866
Dont Know / No Opinion	3%	(5)	16%	(23)	15%	(22)	27%	(40)	39%	(57)	147
#1 Issue: Economy	12%	(67)	26%	(153)	17%	(99)	33%	(188)	12%	(70)	577
#1 Issue: Security	11%	(45)	23%	(97)	17%	(75)	37%	(161)	12%	(53)	432
#1 Issue: Health Care	8%	(39)	21%	(102)	22%	(107)	37%	(179)	12%	(58)	487
#1 Issue: Medicare / Social Security	9%	(26)	19%	(54)	18%	(53)	43%	(125)	10%	(30)	288
#1 Issue: Women's Issues	11%	(12)	22%	(23)	24%	(26)	30%	(31)	13%	(14)	106
#1 Issue: Education	17%	(22)	28%	(36)	20%	(25)	26%	(34)	9%	(11)	129
#1 Issue: Energy	16%	(13)	26%	(22)	15%	(12)	27%	(22)	16%	(14)	84
#1 Issue: Other	7%	(7)	16%	(15)	11%	(11)	40%	(40)	25%	(25)	99
2016 Vote: Democrat Hillary Clinton	11%	(79)	24%	(173)	18%	(135)	38%	(279)	9%	(68)	734
2016 Vote: Republican Donald Trump	11%	(82)	23%	(165)	16%	(119)	41%	(294)	9%	(64)	725
2016 Vote: Someone else	8%	(16)	19%	(40)	18%	(36)	41%	(83)	14%	(29)	204
2012 Vote: Barack Obama	11%	(94)	22%	(195)	18%	(155)	39%	(339)	10%	(86)	869
2012 Vote: Mitt Romney	8%	(46)	21%	(120)	19%	(108)	43%	(246)	9%	(54)	574
2012 Vote: Other	8%	(7)	18%	(17)	20%	(18)	38%	(34)	16%	(14)	90
2012 Vote: Didn't Vote	13%	(84)	26%	(172)	19%	(126)	24%	(162)	18%	(119)	664
4-Region: Northeast	11%	(43)	22%	(90)	16%	(63)	39%	(155)	13%	(50)	402
4-Region: Midwest	7%	(35)	23%	(110)	19%	(90)	36%	(173)	14%	(66)	474
4-Region: South	12%	(101)	22%	(180)	18%	(148)	34%	(276)	13%	(109)	815
4-Region: West	10%	(53)	24%	(123)	21%	(109)	35%	(177)	10%	(49)	511

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\_4:** How likely are you to buy a luxury brand when you see it advertised in the following places?

*Billboards*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	8% (179)	17% (377)	22% (479)	39% (866)	14% (300)	2201
Gender: Male	11% (118)	20% (207)	21% (222)	33% (352)	15% (161)	1060
Gender: Female	5% (61)	15% (170)	23% (258)	45% (514)	12% (139)	1141
Age: 18-29	15% (66)	22% (99)	19% (85)	28% (123)	16% (72)	446
Age: 30-44	12% (70)	20% (120)	23% (133)	30% (178)	15% (87)	589
Age: 45-54	6% (24)	18% (71)	22% (84)	43% (165)	10% (40)	384
Age: 55-64	3% (11)	13% (49)	24% (93)	48% (186)	12% (44)	384
Age: 65+	2% (7)	10% (38)	21% (83)	54% (214)	14% (56)	398
PID: Dem (no lean)	9% (72)	16% (126)	23% (176)	41% (312)	11% (83)	769
PID: Ind (no lean)	6% (49)	17% (132)	21% (165)	36% (279)	19% (149)	775
PID: Rep (no lean)	9% (58)	18% (119)	21% (138)	42% (275)	10% (68)	658
PID/Gender: Dem Men	17% (57)	19% (62)	20% (65)	29% (96)	15% (51)	331
PID/Gender: Dem Women	3% (15)	14% (63)	25% (111)	49% (216)	7% (32)	438
PID/Gender: Ind Men	6% (25)	21% (85)	20% (80)	32% (128)	20% (78)	397
PID/Gender: Ind Women	6% (24)	12% (47)	22% (85)	40% (151)	19% (71)	378
PID/Gender: Rep Men	11% (36)	18% (59)	23% (77)	39% (128)	10% (32)	332
PID/Gender: Rep Women	7% (22)	18% (60)	19% (62)	45% (147)	11% (36)	326
Tea Party: Supporter	17% (96)	19% (106)	22% (121)	33% (180)	9% (48)	550
Tea Party: Not Supporter	5% (82)	16% (262)	22% (357)	42% (682)	15% (251)	1634
Ideo: Liberal (1-3)	14% (108)	17% (134)	22% (172)	38% (297)	8% (62)	772
Ideo: Moderate (4)	5% (23)	18% (86)	23% (111)	40% (195)	14% (70)	486
Ideo: Conservative (5-7)	5% (32)	18% (120)	22% (149)	43% (289)	11% (75)	666
Educ: < College	9% (136)	17% (274)	20% (321)	38% (598)	15% (238)	1567
Educ: Bachelors degree	6% (27)	17% (70)	26% (110)	41% (170)	9% (39)	416
Educ: Post-grad	7% (16)	15% (33)	22% (48)	45% (98)	11% (23)	219
Income: Under 50k	9% (117)	18% (233)	19% (248)	39% (499)	15% (195)	1292
Income: 50k-100k	7% (47)	15% (104)	25% (167)	41% (276)	12% (79)	673
Income: 100k+	7% (15)	17% (40)	27% (64)	38% (90)	11% (26)	236

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**Table BRD1\_4:** How likely are you to buy a luxury brand when you see it advertised in the following places?  
Billboards

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	8% (179)	17% (377)	22% (479)	39% (866)	14% (300)	2201
Ethnicity: White	7% (114)	16% (278)	22% (387)	42% (733)	14% (238)	1750
Ethnicity: Hispanic	19% (64)	18% (61)	22% (71)	30% (99)	11% (35)	329
Ethnicity: Afr. Am.	15% (40)	24% (64)	24% (65)	25% (67)	12% (33)	269
Ethnicity: Other	13% (24)	19% (35)	15% (27)	37% (67)	16% (29)	182
Relig: Protestant	6% (35)	17% (93)	23% (131)	42% (237)	12% (67)	563
Relig: Roman Catholic	12% (56)	16% (74)	21% (97)	41% (194)	10% (47)	468
Relig: Ath./Agn./None	5% (33)	18% (113)	19% (115)	41% (254)	17% (105)	621
Relig: Something Else	10% (32)	14% (42)	27% (82)	35% (108)	15% (45)	309
Relig: Evangelical	11% (65)	22% (133)	21% (132)	35% (215)	12% (72)	618
Relig: Non-Evang. Catholics	7% (48)	13% (88)	23% (150)	44% (290)	12% (77)	653
Relig: All Christian	9% (113)	17% (221)	22% (282)	40% (505)	12% (149)	1270
Relig: All Non-Christian	7% (65)	17% (156)	21% (197)	39% (361)	16% (151)	930
Community: Urban	12% (69)	17% (101)	19% (115)	37% (219)	15% (85)	589
Community: Suburban	7% (65)	17% (163)	23% (221)	41% (391)	12% (114)	953
Community: Rural	7% (45)	17% (113)	22% (144)	39% (257)	15% (101)	659
Employ: Private Sector	9% (57)	18% (116)	22% (145)	40% (257)	11% (72)	646
Employ: Government	14% (21)	16% (23)	25% (38)	38% (56)	8% (11)	150
Employ: Self-Employed	12% (25)	27% (58)	21% (46)	28% (60)	13% (28)	217
Employ: Homemaker	9% (19)	18% (36)	24% (49)	36% (72)	13% (25)	202
Employ: Student	15% (14)	18% (17)	16% (15)	32% (29)	18% (17)	92
Employ: Retired	2% (10)	10% (46)	21% (99)	55% (256)	12% (57)	468
Employ: Unemployed	6% (15)	20% (48)	21% (49)	32% (75)	21% (50)	237
Employ: Other	10% (19)	17% (32)	21% (39)	32% (60)	21% (40)	189
Military HH: Yes	11% (42)	16% (62)	19% (76)	44% (173)	10% (41)	394
Military HH: No	8% (137)	17% (314)	22% (403)	38% (693)	14% (259)	1807
RD/WT: Right Direction	14% (113)	18% (145)	19% (155)	37% (291)	11% (91)	795
RD/WT: Wrong Track	5% (66)	16% (232)	23% (324)	41% (575)	15% (209)	1406

Continued on next page

**Table BRD1\_4:** How likely are you to buy a luxury brand when you see it advertised in the following places?  
Billboards

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Dont Know/No Opinion		Total N
Adults	8%	(179)	17%	(377)	22%	(479)	39%	(866)	14%	(300)	2201
Strongly Approve	15%	(68)	16%	(70)	20%	(90)	36%	(160)	13%	(58)	445
Somewhat Approve	7%	(32)	19%	(85)	21%	(92)	42%	(186)	10%	(45)	441
Somewhat Disapprove	8%	(23)	25%	(75)	24%	(72)	32%	(97)	11%	(34)	301
Strongly Disapprove	5%	(44)	15%	(133)	24%	(204)	44%	(379)	12%	(105)	866
Dont Know / No Opinion	8%	(12)	9%	(14)	15%	(22)	30%	(44)	39%	(57)	147
#1 Issue: Economy	8%	(45)	19%	(109)	21%	(120)	39%	(227)	13%	(77)	577
#1 Issue: Security	11%	(47)	17%	(75)	19%	(82)	39%	(169)	14%	(59)	432
#1 Issue: Health Care	7%	(33)	18%	(86)	25%	(122)	38%	(186)	12%	(61)	487
#1 Issue: Medicare / Social Security	6%	(16)	12%	(36)	21%	(59)	47%	(137)	14%	(40)	288
#1 Issue: Women's Issues	6%	(6)	13%	(14)	27%	(29)	39%	(41)	16%	(16)	106
#1 Issue: Education	18%	(23)	22%	(28)	21%	(26)	30%	(39)	9%	(12)	129
#1 Issue: Energy	5%	(4)	20%	(17)	31%	(26)	31%	(26)	13%	(11)	84
#1 Issue: Other	5%	(5)	13%	(13)	16%	(16)	42%	(42)	24%	(24)	99
2016 Vote: Democrat Hillary Clinton	8%	(59)	17%	(124)	24%	(174)	41%	(303)	10%	(74)	734
2016 Vote: Republican Donald Trump	10%	(71)	16%	(119)	20%	(146)	44%	(316)	10%	(73)	725
2016 Vote: Someone else	7%	(15)	12%	(25)	22%	(44)	44%	(90)	15%	(31)	204
2012 Vote: Barack Obama	8%	(74)	16%	(141)	21%	(179)	43%	(372)	12%	(102)	869
2012 Vote: Mitt Romney	8%	(47)	14%	(78)	23%	(134)	45%	(258)	10%	(57)	574
2012 Vote: Other	4%	(4)	17%	(16)	24%	(21)	37%	(34)	18%	(16)	90
2012 Vote: Didn't Vote	8%	(54)	21%	(141)	22%	(145)	30%	(200)	19%	(124)	664
4-Region: Northeast	9%	(38)	17%	(70)	20%	(79)	41%	(165)	12%	(50)	402
4-Region: Midwest	7%	(31)	16%	(76)	21%	(101)	41%	(196)	15%	(70)	474
4-Region: South	8%	(67)	17%	(141)	22%	(179)	38%	(311)	14%	(116)	815
4-Region: West	8%	(43)	18%	(90)	23%	(120)	38%	(194)	13%	(64)	511

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 likely are you to buy a luxury brand when you see it advertised in the following places?**  
Magazines

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	8% (185)	22% (485)	21% (456)	36% (781)	13% (295)	2201
Gender: Male	10% (103)	23% (240)	22% (230)	31% (330)	15% (157)	1060
Gender: Female	7% (81)	21% (245)	20% (226)	40% (451)	12% (138)	1141
Age: 18-29	14% (64)	22% (97)	23% (101)	25% (110)	17% (75)	446
Age: 30-44	11% (67)	25% (145)	21% (126)	28% (163)	15% (88)	589
Age: 45-54	8% (31)	25% (94)	19% (74)	39% (149)	9% (36)	384
Age: 55-64	4% (15)	19% (74)	21% (79)	45% (172)	12% (45)	384
Age: 65+	2% (7)	19% (75)	19% (76)	47% (188)	13% (52)	398
PID: Dem (no lean)	9% (73)	21% (163)	22% (168)	37% (287)	10% (77)	769
PID: Ind (no lean)	7% (55)	20% (152)	22% (174)	32% (250)	18% (143)	775
PID: Rep (no lean)	9% (56)	26% (170)	17% (113)	37% (244)	11% (74)	658
PID/Gender: Dem Men	16% (54)	21% (70)	22% (74)	27% (90)	13% (43)	331
PID/Gender: Dem Women	4% (19)	21% (94)	21% (94)	45% (197)	8% (34)	438
PID/Gender: Ind Men	5% (21)	21% (82)	23% (93)	32% (125)	19% (75)	397
PID/Gender: Ind Women	9% (34)	19% (70)	21% (81)	33% (125)	18% (68)	378
PID/Gender: Rep Men	9% (29)	27% (88)	19% (62)	35% (114)	11% (38)	332
PID/Gender: Rep Women	9% (28)	25% (81)	16% (51)	40% (130)	11% (36)	326
Tea Party: Supporter	13% (73)	29% (161)	19% (103)	30% (165)	9% (49)	550
Tea Party: Not Supporter	7% (110)	20% (320)	21% (351)	37% (612)	15% (242)	1634
Ideo: Liberal (1-3)	14% (105)	22% (173)	22% (170)	33% (257)	9% (67)	772
Ideo: Moderate (4)	5% (25)	24% (116)	22% (108)	35% (172)	13% (64)	486
Ideo: Conservative (5-7)	6% (37)	24% (157)	21% (140)	39% (260)	11% (72)	666
Educ: < College	9% (136)	21% (332)	20% (308)	35% (554)	15% (236)	1567
Educ: Bachelors degree	8% (32)	26% (106)	23% (97)	34% (141)	9% (39)	416
Educ: Post-grad	8% (17)	21% (46)	23% (50)	39% (86)	9% (20)	219
Income: Under 50k	9% (117)	20% (264)	20% (256)	36% (464)	15% (190)	1292
Income: 50k-100k	7% (50)	24% (160)	22% (145)	35% (238)	12% (80)	673
Income: 100k+	7% (17)	26% (61)	23% (55)	34% (79)	10% (24)	236

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**Table BRD1\_5:** How likely are you to buy a luxury brand when you see it advertised in the following places?  
 Magazines

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	8% (185)	22% (485)	21% (456)	36% (781)	13% (295)	2201
Ethnicity: White	7% (130)	21% (370)	20% (347)	38% (660)	14% (244)	1750
Ethnicity: Hispanic	17% (57)	24% (80)	23% (76)	21% (68)	15% (49)	329
Ethnicity: Afr. Am.	11% (29)	29% (77)	25% (67)	27% (72)	9% (25)	269
Ethnicity: Other	14% (26)	21% (38)	23% (42)	27% (50)	14% (26)	182
Relig: Protestant	8% (43)	24% (138)	20% (114)	38% (216)	9% (53)	563
Relig: Roman Catholic	13% (59)	23% (106)	20% (93)	34% (160)	11% (51)	468
Relig: Ath./Agn./None	6% (38)	19% (115)	20% (125)	38% (234)	18% (109)	621
Relig: Something Else	8% (25)	20% (62)	26% (79)	31% (97)	15% (46)	309
Relig: Evangelical	12% (74)	26% (164)	18% (109)	33% (205)	11% (66)	618
Relig: Non-Evang. Catholics	7% (48)	22% (143)	22% (143)	38% (245)	11% (73)	653
Relig: All Christian	10% (122)	24% (307)	20% (252)	35% (450)	11% (139)	1270
Relig: All Non-Christian	7% (62)	19% (177)	22% (204)	36% (331)	17% (155)	930
Community: Urban	9% (54)	23% (136)	21% (122)	32% (186)	15% (91)	589
Community: Suburban	8% (75)	23% (216)	22% (206)	37% (351)	11% (105)	953
Community: Rural	8% (55)	20% (133)	19% (128)	37% (244)	15% (99)	659
Employ: Private Sector	9% (61)	26% (167)	22% (145)	33% (211)	10% (62)	646
Employ: Government	13% (19)	22% (33)	20% (30)	37% (56)	9% (13)	150
Employ: Self-Employed	16% (35)	21% (46)	22% (48)	27% (58)	14% (30)	217
Employ: Homemaker	10% (20)	23% (47)	21% (43)	33% (67)	13% (25)	202
Employ: Student	10% (10)	28% (25)	18% (17)	25% (23)	19% (17)	92
Employ: Retired	2% (11)	17% (80)	18% (84)	51% (239)	11% (54)	468
Employ: Unemployed	7% (16)	21% (49)	24% (58)	28% (67)	20% (47)	237
Employ: Other	7% (13)	20% (38)	16% (31)	32% (61)	24% (45)	189
Military HH: Yes	8% (33)	22% (87)	21% (84)	38% (149)	11% (41)	394
Military HH: No	8% (151)	22% (398)	21% (372)	35% (633)	14% (253)	1807
RD/WT: Right Direction	14% (112)	25% (198)	14% (115)	34% (270)	13% (101)	795
RD/WT: Wrong Track	5% (72)	20% (287)	24% (341)	36% (512)	14% (194)	1406

Continued on next page

**Table BRD1\_5:** How likely are you to buy a luxury brand when you see it advertised in the following places?

Magazines

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Dont Know/No Opinion		Total N
Adults	8%	(185)	22%	(485)	21%	(456)	36%	(781)	13%	(295)	2201
Strongly Approve	15%	(67)	24%	(107)	13%	(57)	34%	(153)	14%	(60)	445
Somewhat Approve	8%	(35)	24%	(107)	22%	(96)	36%	(157)	10%	(46)	441
Somewhat Disapprove	6%	(18)	29%	(87)	26%	(77)	30%	(89)	10%	(30)	301
Strongly Disapprove	6%	(51)	20%	(175)	23%	(203)	39%	(337)	12%	(100)	866
Dont Know / No Opinion	9%	(13)	6%	(9)	15%	(22)	30%	(44)	40%	(59)	147
#1 Issue: Economy	7%	(41)	25%	(145)	21%	(120)	34%	(194)	13%	(78)	577
#1 Issue: Security	8%	(36)	21%	(92)	22%	(96)	36%	(155)	12%	(53)	432
#1 Issue: Health Care	8%	(37)	21%	(104)	22%	(106)	37%	(182)	12%	(57)	487
#1 Issue: Medicare / Social Security	7%	(20)	22%	(63)	18%	(51)	41%	(118)	13%	(36)	288
#1 Issue: Women's Issues	11%	(12)	18%	(19)	22%	(23)	30%	(32)	19%	(20)	106
#1 Issue: Education	16%	(20)	22%	(28)	22%	(28)	30%	(38)	11%	(14)	129
#1 Issue: Energy	17%	(14)	22%	(19)	20%	(17)	29%	(24)	12%	(10)	84
#1 Issue: Other	4%	(4)	16%	(15)	14%	(14)	39%	(39)	27%	(26)	99
2016 Vote: Democrat Hillary Clinton	10%	(72)	21%	(153)	24%	(174)	37%	(268)	9%	(67)	734
2016 Vote: Republican Donald Trump	9%	(68)	24%	(176)	17%	(126)	38%	(276)	11%	(79)	725
2016 Vote: Someone else	4%	(8)	21%	(44)	24%	(49)	39%	(80)	12%	(24)	204
2012 Vote: Barack Obama	10%	(86)	20%	(177)	21%	(185)	38%	(332)	10%	(89)	869
2012 Vote: Mitt Romney	6%	(35)	25%	(142)	21%	(119)	38%	(220)	10%	(58)	574
2012 Vote: Other	4%	(4)	26%	(24)	23%	(21)	33%	(29)	14%	(12)	90
2012 Vote: Didn't Vote	9%	(60)	21%	(142)	20%	(130)	30%	(198)	20%	(134)	664
4-Region: Northeast	9%	(36)	24%	(95)	17%	(70)	38%	(151)	13%	(50)	402
4-Region: Midwest	8%	(38)	19%	(89)	21%	(99)	38%	(179)	15%	(69)	474
4-Region: South	9%	(73)	22%	(183)	21%	(173)	33%	(269)	14%	(117)	815
4-Region: West	7%	(38)	23%	(118)	22%	(114)	36%	(183)	11%	(58)	511

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 likely are you to buy a luxury brand when you see it advertised in the following places?  
 Celebrity endorsement

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	8% (179)	14% (317)	19% (411)	46% (1022)	12% (272)	2201
Gender: Male	11% (116)	17% (179)	17% (181)	42% (440)	14% (144)	1060
Gender: Female	6% (63)	12% (138)	20% (230)	51% (582)	11% (129)	1141
Age: 18-29	16% (72)	19% (86)	19% (84)	30% (134)	16% (70)	446
Age: 30-44	12% (72)	19% (110)	19% (112)	36% (214)	14% (81)	589
Age: 45-54	6% (21)	12% (48)	19% (72)	53% (205)	10% (38)	384
Age: 55-64	2% (9)	10% (38)	20% (77)	58% (222)	10% (39)	384
Age: 65+	1% (4)	9% (35)	17% (67)	62% (248)	11% (44)	398
PID: Dem (no lean)	10% (75)	16% (121)	21% (165)	44% (340)	9% (68)	769
PID: Ind (no lean)	6% (46)	14% (106)	18% (140)	44% (341)	18% (142)	775
PID: Rep (no lean)	9% (58)	14% (91)	16% (105)	52% (341)	10% (63)	658
PID/Gender: Dem Men	17% (55)	21% (70)	18% (59)	33% (108)	12% (39)	331
PID/Gender: Dem Women	4% (19)	12% (51)	24% (106)	53% (232)	7% (29)	438
PID/Gender: Ind Men	7% (29)	14% (55)	16% (65)	44% (173)	19% (75)	397
PID/Gender: Ind Women	5% (17)	13% (50)	20% (76)	44% (167)	18% (67)	378
PID/Gender: Rep Men	9% (31)	16% (54)	17% (57)	48% (159)	9% (30)	332
PID/Gender: Rep Women	8% (26)	11% (36)	15% (48)	56% (182)	10% (33)	326
Tea Party: Supporter	16% (87)	19% (103)	16% (90)	41% (227)	8% (43)	550
Tea Party: Not Supporter	6% (91)	13% (208)	20% (320)	48% (787)	14% (229)	1634
Ideo: Liberal (1-3)	13% (102)	18% (142)	20% (152)	41% (319)	8% (58)	772
Ideo: Moderate (4)	5% (24)	16% (79)	22% (106)	46% (223)	11% (53)	486
Ideo: Conservative (5-7)	6% (38)	11% (75)	18% (117)	55% (366)	11% (71)	666
Educ: < College	9% (139)	15% (231)	17% (274)	45% (707)	14% (216)	1567
Educ: Bachelors degree	5% (21)	16% (65)	24% (99)	48% (198)	8% (32)	416
Educ: Post-grad	9% (19)	10% (21)	17% (38)	54% (117)	11% (24)	219
Income: Under 50k	9% (114)	16% (201)	17% (224)	44% (574)	14% (179)	1292
Income: 50k-100k	7% (47)	12% (80)	20% (138)	50% (335)	11% (73)	673
Income: 100k+	7% (18)	15% (36)	21% (49)	48% (113)	9% (20)	236

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**Table BRD1\_6:** How likely are you to buy a luxury brand when you see it advertised in the following places?  
*Celebrity endorsement*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	8% (179)	14% (317)	19% (411)	46% (1022)	12% (272)	2201
Ethnicity: White	6% (107)	13% (233)	19% (332)	49% (857)	13% (221)	1750
Ethnicity: Hispanic	18% (60)	14% (45)	19% (63)	39% (128)	10% (33)	329
Ethnicity: Afr. Am.	16% (42)	23% (62)	19% (52)	32% (87)	9% (25)	269
Ethnicity: Other	17% (30)	12% (22)	15% (27)	43% (77)	14% (26)	182
Relig: Protestant	7% (37)	11% (61)	18% (102)	55% (311)	9% (52)	563
Relig: Roman Catholic	12% (55)	15% (69)	20% (92)	45% (212)	9% (40)	468
Relig: Ath./Agn./None	6% (40)	15% (94)	18% (115)	44% (273)	16% (99)	621
Relig: Something Else	10% (32)	16% (49)	21% (64)	39% (120)	14% (44)	309
Relig: Evangelical	10% (62)	16% (96)	16% (97)	47% (289)	12% (73)	618
Relig: Non-Evang. Catholics	7% (45)	12% (78)	21% (135)	52% (339)	9% (56)	653
Relig: All Christian	8% (107)	14% (174)	18% (232)	49% (629)	10% (129)	1270
Relig: All Non-Christian	8% (72)	15% (143)	19% (179)	42% (393)	15% (143)	930
Community: Urban	9% (56)	14% (81)	16% (95)	46% (272)	14% (85)	589
Community: Suburban	7% (70)	15% (141)	21% (195)	48% (456)	9% (90)	953
Community: Rural	8% (53)	14% (95)	18% (120)	44% (293)	15% (97)	659
Employ: Private Sector	9% (60)	17% (107)	23% (151)	41% (266)	10% (62)	646
Employ: Government	11% (16)	17% (25)	18% (27)	48% (71)	7% (10)	150
Employ: Self-Employed	14% (30)	17% (36)	15% (32)	42% (91)	13% (27)	217
Employ: Homemaker	7% (15)	13% (26)	21% (43)	46% (93)	12% (24)	202
Employ: Student	18% (16)	22% (20)	17% (16)	28% (26)	15% (14)	92
Employ: Retired	1% (6)	9% (41)	16% (75)	63% (297)	11% (49)	468
Employ: Unemployed	10% (23)	13% (30)	16% (37)	42% (99)	20% (48)	237
Employ: Other	6% (12)	17% (31)	16% (30)	41% (78)	20% (37)	189
Military HH: Yes	10% (40)	13% (52)	20% (77)	46% (183)	11% (42)	394
Military HH: No	8% (139)	15% (265)	18% (334)	46% (839)	13% (230)	1807
RD/WT: Right Direction	13% (105)	15% (116)	14% (113)	45% (355)	13% (105)	795
RD/WT: Wrong Track	5% (74)	14% (201)	21% (298)	47% (666)	12% (167)	1406

Continued on next page



**Table BRD1\_6:** How likely are you to buy a luxury brand when you see it advertised in the following places?  
Celebrity endorsement

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Dont Know/No Opinion		Total N
Adults	8%	(179)	14%	(317)	19%	(411)	46%	(1022)	12%	(272)	2201
Strongly Approve	13%	(59)	13%	(56)	12%	(55)	49%	(220)	12%	(54)	445
Somewhat Approve	7%	(30)	16%	(71)	19%	(86)	48%	(210)	10%	(46)	441
Somewhat Disapprove	8%	(25)	23%	(70)	24%	(73)	36%	(107)	9%	(26)	301
Strongly Disapprove	6%	(55)	13%	(109)	20%	(177)	50%	(434)	11%	(91)	866
Dont Know / No Opinion	7%	(10)	8%	(11)	14%	(20)	34%	(51)	38%	(55)	147
#1 Issue: Economy	8%	(47)	15%	(88)	20%	(114)	46%	(263)	11%	(65)	577
#1 Issue: Security	9%	(41)	12%	(54)	16%	(70)	50%	(215)	12%	(52)	432
#1 Issue: Health Care	7%	(34)	16%	(77)	20%	(99)	46%	(222)	11%	(54)	487
#1 Issue: Medicare / Social Security	5%	(13)	13%	(38)	16%	(47)	54%	(155)	12%	(36)	288
#1 Issue: Women's Issues	8%	(9)	7%	(8)	32%	(34)	41%	(43)	12%	(12)	106
#1 Issue: Education	17%	(22)	19%	(24)	20%	(26)	35%	(45)	9%	(11)	129
#1 Issue: Energy	7%	(6)	22%	(19)	12%	(10)	41%	(34)	18%	(15)	84
#1 Issue: Other	7%	(7)	10%	(10)	12%	(12)	44%	(44)	27%	(27)	99
2016 Vote: Democrat Hillary Clinton	10%	(70)	17%	(124)	19%	(141)	48%	(348)	7%	(50)	734
2016 Vote: Republican Donald Trump	9%	(63)	13%	(98)	16%	(115)	53%	(383)	9%	(66)	725
2016 Vote: Someone else	5%	(11)	13%	(26)	21%	(43)	47%	(96)	14%	(28)	204
2012 Vote: Barack Obama	10%	(83)	15%	(134)	19%	(166)	46%	(404)	9%	(82)	869
2012 Vote: Mitt Romney	6%	(34)	10%	(58)	17%	(100)	58%	(333)	9%	(49)	574
2012 Vote: Other	5%	(5)	15%	(13)	18%	(16)	49%	(44)	13%	(12)	90
2012 Vote: Didn't Vote	9%	(57)	17%	(112)	19%	(126)	36%	(241)	19%	(128)	664
4-Region: Northeast	7%	(30)	17%	(67)	16%	(62)	48%	(194)	12%	(49)	402
4-Region: Midwest	6%	(26)	14%	(64)	25%	(119)	42%	(200)	13%	(64)	474
4-Region: South	10%	(82)	15%	(122)	16%	(129)	46%	(374)	13%	(108)	815
4-Region: West	8%	(40)	13%	(65)	20%	(101)	50%	(254)	10%	(51)	511

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 likely are you to buy a luxury brand when you see it advertised in the following places?**  
TV commercial

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Dont Know/No Opinion		Total N
Adults	12%	(254)	28%	(625)	18%	(390)	30%	(670)	12%	(263)	2201
Gender: Male	14%	(149)	28%	(293)	17%	(184)	27%	(287)	14%	(146)	1060
Gender: Female	9%	(104)	29%	(332)	18%	(206)	34%	(382)	10%	(117)	1141
Age: 18-29	20%	(91)	29%	(129)	17%	(77)	18%	(80)	16%	(69)	446
Age: 30-44	15%	(88)	31%	(182)	18%	(103)	24%	(139)	13%	(77)	589
Age: 45-54	9%	(33)	32%	(123)	17%	(65)	33%	(125)	10%	(38)	384
Age: 55-64	7%	(28)	26%	(102)	18%	(67)	39%	(151)	9%	(36)	384
Age: 65+	3%	(14)	22%	(89)	19%	(77)	44%	(174)	11%	(43)	398
PID: Dem (no lean)	12%	(95)	29%	(224)	18%	(136)	32%	(244)	9%	(71)	769
PID: Ind (no lean)	10%	(75)	27%	(209)	19%	(144)	28%	(216)	17%	(131)	775
PID: Rep (no lean)	13%	(84)	29%	(192)	17%	(110)	32%	(210)	9%	(61)	658
PID/Gender: Dem Men	20%	(67)	28%	(94)	15%	(50)	23%	(77)	13%	(43)	331
PID/Gender: Dem Women	6%	(27)	30%	(130)	20%	(86)	38%	(167)	6%	(28)	438
PID/Gender: Ind Men	9%	(35)	28%	(110)	19%	(75)	28%	(110)	17%	(68)	397
PID/Gender: Ind Women	11%	(40)	26%	(99)	18%	(70)	28%	(106)	17%	(63)	378
PID/Gender: Rep Men	14%	(47)	27%	(89)	18%	(60)	30%	(100)	11%	(35)	332
PID/Gender: Rep Women	11%	(37)	32%	(103)	15%	(50)	34%	(110)	8%	(26)	326
Tea Party: Supporter	19%	(106)	33%	(183)	15%	(85)	25%	(136)	7%	(40)	550
Tea Party: Not Supporter	9%	(145)	27%	(437)	18%	(302)	32%	(529)	14%	(222)	1634
Ideo: Liberal (1-3)	16%	(125)	30%	(228)	19%	(144)	27%	(210)	8%	(65)	772
Ideo: Moderate (4)	10%	(48)	29%	(141)	20%	(97)	31%	(150)	10%	(51)	486
Ideo: Conservative (5-7)	9%	(59)	30%	(199)	19%	(124)	34%	(225)	9%	(59)	666
Educ: < College	13%	(207)	28%	(440)	15%	(241)	30%	(464)	14%	(214)	1567
Educ: Bachelors degree	7%	(30)	31%	(129)	23%	(98)	31%	(127)	8%	(32)	416
Educ: Post-grad	8%	(17)	25%	(56)	23%	(51)	36%	(78)	8%	(17)	219
Income: Under 50k	14%	(176)	26%	(339)	16%	(210)	30%	(390)	14%	(177)	1292
Income: 50k-100k	9%	(60)	30%	(205)	19%	(125)	32%	(216)	10%	(67)	673
Income: 100k+	7%	(17)	34%	(81)	23%	(55)	27%	(64)	8%	(20)	236

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**Table BRD1\_7: How likely are you to buy a luxury brand when you see it advertised in the following places?**  
 TV commercial

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	12% (254)	28% (625)	18% (390)	30% (670)	12% (263)	2201
Ethnicity: White	10% (175)	27% (477)	18% (309)	33% (580)	12% (210)	1750
Ethnicity: Hispanic	19% (63)	30% (99)	20% (66)	21% (69)	10% (32)	329
Ethnicity: Afr. Am.	18% (47)	39% (105)	17% (45)	17% (47)	9% (25)	269
Ethnicity: Other	18% (32)	23% (42)	20% (37)	24% (43)	15% (28)	182
Relig: Protestant	10% (57)	28% (159)	18% (104)	35% (195)	9% (48)	563
Relig: Roman Catholic	14% (66)	31% (145)	17% (79)	31% (144)	7% (34)	468
Relig: Ath./Agn./None	10% (63)	24% (150)	18% (113)	30% (188)	17% (107)	621
Relig: Something Else	12% (37)	30% (92)	19% (59)	25% (78)	14% (42)	309
Relig: Evangelical	13% (83)	33% (201)	15% (94)	29% (179)	10% (61)	618
Relig: Non-Evang. Catholics	11% (69)	28% (182)	19% (124)	34% (224)	8% (53)	653
Relig: All Christian	12% (153)	30% (382)	17% (218)	32% (403)	9% (113)	1270
Relig: All Non-Christian	11% (100)	26% (241)	18% (172)	29% (267)	16% (149)	930
Community: Urban	13% (76)	29% (172)	17% (101)	27% (158)	14% (81)	589
Community: Suburban	10% (92)	29% (280)	18% (173)	33% (314)	10% (93)	953
Community: Rural	13% (85)	26% (172)	17% (115)	30% (198)	13% (89)	659
Employ: Private Sector	13% (81)	28% (184)	21% (134)	28% (179)	10% (67)	646
Employ: Government	12% (17)	35% (53)	17% (26)	29% (43)	7% (10)	150
Employ: Self-Employed	14% (30)	35% (76)	20% (44)	20% (44)	10% (22)	217
Employ: Homemaker	15% (31)	30% (61)	15% (31)	28% (57)	11% (23)	202
Employ: Student	25% (23)	26% (24)	16% (15)	20% (19)	13% (12)	92
Employ: Retired	3% (12)	24% (113)	18% (84)	46% (216)	9% (43)	468
Employ: Unemployed	13% (30)	28% (67)	14% (34)	27% (64)	18% (43)	237
Employ: Other	15% (29)	25% (48)	12% (23)	25% (48)	22% (42)	189
Military HH: Yes	12% (46)	30% (117)	17% (66)	32% (124)	11% (42)	394
Military HH: No	12% (208)	28% (508)	18% (324)	30% (545)	12% (221)	1807
RD/WT: Right Direction	18% (142)	27% (216)	15% (123)	28% (220)	12% (94)	795
RD/WT: Wrong Track	8% (112)	29% (408)	19% (267)	32% (449)	12% (169)	1406

Continued on next page

**Table BRD1\_7: How likely are you to buy a luxury brand when you see it advertised in the following places?**

TV commercial

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Dont Know/No Opinion		Total N
Adults	12%	(254)	28%	(625)	18%	(390)	30%	(670)	12%	(263)	2201
Strongly Approve	18%	(82)	25%	(110)	14%	(60)	31%	(137)	12%	(56)	445
Somewhat Approve	11%	(47)	33%	(144)	18%	(81)	30%	(132)	8%	(37)	441
Somewhat Disapprove	12%	(35)	38%	(115)	21%	(65)	21%	(63)	8%	(23)	301
Strongly Disapprove	9%	(76)	26%	(228)	19%	(168)	35%	(302)	11%	(93)	866
Dont Know / No Opinion	10%	(15)	19%	(27)	11%	(16)	24%	(35)	37%	(54)	147
#1 Issue: Economy	11%	(64)	32%	(186)	16%	(95)	28%	(163)	12%	(70)	577
#1 Issue: Security	14%	(59)	26%	(112)	19%	(80)	31%	(133)	11%	(49)	432
#1 Issue: Health Care	9%	(44)	29%	(143)	20%	(95)	31%	(153)	11%	(51)	487
#1 Issue: Medicare / Social Security	10%	(28)	26%	(76)	16%	(47)	37%	(105)	11%	(32)	288
#1 Issue: Women's Issues	13%	(13)	31%	(33)	17%	(18)	22%	(24)	16%	(17)	106
#1 Issue: Education	20%	(26)	29%	(38)	17%	(22)	25%	(32)	9%	(12)	129
#1 Issue: Energy	16%	(13)	23%	(20)	23%	(20)	25%	(21)	12%	(10)	84
#1 Issue: Other	7%	(7)	18%	(18)	14%	(14)	40%	(39)	22%	(21)	99
2016 Vote: Democrat Hillary Clinton	12%	(87)	29%	(210)	20%	(145)	32%	(235)	8%	(57)	734
2016 Vote: Republican Donald Trump	13%	(93)	27%	(198)	18%	(128)	32%	(233)	10%	(72)	725
2016 Vote: Someone else	9%	(18)	29%	(59)	15%	(31)	36%	(74)	10%	(21)	204
2012 Vote: Barack Obama	12%	(105)	28%	(247)	18%	(154)	32%	(282)	9%	(82)	869
2012 Vote: Mitt Romney	10%	(55)	29%	(165)	19%	(112)	34%	(193)	9%	(49)	574
2012 Vote: Other	8%	(7)	27%	(25)	15%	(14)	38%	(34)	11%	(10)	90
2012 Vote: Didn't Vote	13%	(87)	28%	(188)	16%	(108)	24%	(160)	18%	(121)	664
4-Region: Northeast	13%	(51)	28%	(111)	16%	(66)	32%	(128)	11%	(46)	402
4-Region: Midwest	10%	(45)	30%	(141)	17%	(79)	30%	(144)	14%	(64)	474
4-Region: South	13%	(109)	29%	(239)	16%	(130)	29%	(240)	12%	(96)	815
4-Region: West	9%	(48)	26%	(133)	23%	(115)	31%	(157)	11%	(57)	511

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 likely are you to buy a luxury brand when you see it advertised in the following places?

Internet advertisement

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	9% (204)	24% (529)	20% (437)	34% (740)	13% (292)	2201
Gender: Male	12% (127)	25% (270)	19% (204)	29% (305)	14% (153)	1060
Gender: Female	7% (76)	23% (258)	20% (233)	38% (435)	12% (139)	1141
Age: 18-29	18% (78)	33% (147)	14% (64)	19% (83)	16% (74)	446
Age: 30-44	13% (76)	27% (160)	21% (124)	25% (148)	14% (80)	589
Age: 45-54	8% (30)	24% (90)	19% (75)	38% (147)	11% (41)	384
Age: 55-64	4% (15)	18% (68)	22% (84)	45% (173)	12% (44)	384
Age: 65+	1% (4)	16% (62)	23% (90)	47% (188)	13% (53)	398
PID: Dem (no lean)	11% (85)	25% (191)	19% (146)	35% (267)	10% (80)	769
PID: Ind (no lean)	8% (65)	22% (169)	20% (152)	31% (242)	19% (147)	775
PID: Rep (no lean)	8% (54)	26% (168)	21% (139)	35% (231)	10% (65)	658
PID/Gender: Dem Men	19% (64)	29% (97)	14% (46)	25% (81)	13% (43)	331
PID/Gender: Dem Women	5% (21)	22% (94)	23% (100)	42% (186)	8% (37)	438
PID/Gender: Ind Men	8% (32)	23% (91)	20% (78)	30% (118)	20% (77)	397
PID/Gender: Ind Women	9% (33)	21% (78)	20% (74)	33% (123)	19% (70)	378
PID/Gender: Rep Men	10% (32)	25% (82)	24% (80)	32% (105)	10% (32)	332
PID/Gender: Rep Women	7% (23)	26% (86)	18% (59)	39% (126)	10% (32)	326
Tea Party: Supporter	17% (93)	29% (160)	19% (105)	26% (143)	9% (50)	550
Tea Party: Not Supporter	7% (110)	22% (362)	20% (331)	36% (589)	15% (241)	1634
Ideo: Liberal (1-3)	15% (115)	26% (204)	18% (141)	32% (246)	9% (66)	772
Ideo: Moderate (4)	8% (37)	22% (106)	25% (120)	33% (161)	13% (62)	486
Ideo: Conservative (5-7)	5% (36)	25% (168)	21% (140)	38% (255)	10% (66)	666
Educ: < College	10% (161)	24% (377)	19% (292)	32% (504)	15% (233)	1567
Educ: Bachelors degree	6% (26)	26% (110)	22% (93)	36% (151)	9% (36)	416
Educ: Post-grad	8% (17)	19% (42)	24% (52)	39% (85)	11% (23)	219
Income: Under 50k	10% (131)	25% (327)	17% (217)	33% (432)	14% (185)	1292
Income: 50k-100k	8% (50)	22% (150)	24% (161)	34% (229)	12% (83)	673
Income: 100k+	9% (22)	22% (51)	25% (60)	33% (79)	10% (25)	236

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**Table BRD1\_8:** How likely are you to buy a luxury brand when you see it advertised in the following places?

Internet advertisement

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Dont Know/No Opinion	Total N
Adults	9% (204)	24% (529)	20% (437)	34% (740)	13% (292)	2201
Ethnicity: White	7% (126)	23% (394)	21% (364)	36% (633)	13% (233)	1750
Ethnicity: Hispanic	20% (66)	24% (79)	19% (63)	28% (91)	9% (30)	329
Ethnicity: Afr. Am.	20% (54)	32% (87)	16% (42)	20% (53)	12% (32)	269
Ethnicity: Other	13% (24)	26% (47)	17% (31)	29% (54)	15% (26)	182
Relig: Protestant	6% (36)	22% (121)	24% (134)	38% (216)	10% (56)	563
Relig: Roman Catholic	13% (60)	22% (105)	20% (95)	35% (166)	9% (42)	468
Relig: Ath./Agn./None	7% (46)	25% (154)	17% (103)	33% (203)	19% (115)	621
Relig: Something Else	12% (36)	24% (75)	21% (66)	29% (88)	14% (43)	309
Relig: Evangelical	11% (68)	28% (172)	19% (120)	31% (189)	11% (68)	618
Relig: Non-Evang. Catholics	8% (53)	19% (126)	23% (148)	40% (260)	10% (65)	653
Relig: All Christian	10% (122)	23% (298)	21% (268)	35% (449)	11% (133)	1270
Relig: All Non-Christian	9% (81)	25% (230)	18% (169)	31% (291)	17% (158)	930
Community: Urban	10% (59)	27% (159)	18% (103)	30% (179)	15% (89)	589
Community: Suburban	9% (82)	23% (219)	22% (206)	35% (335)	12% (111)	953
Community: Rural	10% (63)	23% (150)	19% (128)	34% (226)	14% (92)	659
Employ: Private Sector	9% (60)	25% (161)	24% (153)	32% (204)	10% (67)	646
Employ: Government	14% (22)	24% (36)	23% (35)	30% (45)	8% (12)	150
Employ: Self-Employed	16% (34)	29% (62)	19% (42)	26% (57)	11% (23)	217
Employ: Homemaker	9% (18)	23% (47)	21% (42)	34% (69)	13% (26)	202
Employ: Student	17% (16)	34% (31)	13% (12)	16% (15)	20% (18)	92
Employ: Retired	1% (6)	17% (81)	20% (93)	49% (230)	12% (58)	468
Employ: Unemployed	8% (18)	29% (69)	16% (39)	27% (65)	20% (46)	237
Employ: Other	16% (31)	22% (41)	11% (21)	29% (54)	22% (42)	189
Military HH: Yes	9% (35)	24% (94)	20% (80)	35% (137)	12% (49)	394
Military HH: No	9% (169)	24% (435)	20% (357)	33% (603)	13% (243)	1807
RD/WT: Right Direction	15% (116)	24% (193)	17% (134)	32% (252)	13% (101)	795
RD/WT: Wrong Track	6% (88)	24% (336)	22% (304)	35% (488)	14% (191)	1406

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**Table BRD1\_8:** How likely are you to buy a luxury brand when you see it advertised in the following places?  
Internet advertisement

Demographic	Very likely		Somewhat likely		Somewhat unlikely		Very unlikely		Dont Know/No Opinion		Total N
Adults	9%	(204)	24%	(529)	20%	(437)	34%	(740)	13%	(292)	2201
Strongly Approve	14%	(61)	23%	(102)	17%	(77)	33%	(145)	13%	(59)	445
Somewhat Approve	10%	(42)	25%	(111)	20%	(88)	36%	(160)	9%	(41)	441
Somewhat Disapprove	11%	(34)	32%	(96)	23%	(68)	24%	(71)	11%	(32)	301
Strongly Disapprove	7%	(56)	22%	(194)	22%	(188)	38%	(327)	12%	(102)	866
Dont Know / No Opinion	7%	(10)	18%	(26)	12%	(17)	24%	(36)	39%	(58)	147
#1 Issue: Economy	10%	(58)	27%	(157)	20%	(115)	30%	(176)	12%	(72)	577
#1 Issue: Security	11%	(49)	21%	(92)	21%	(89)	35%	(152)	12%	(51)	432
#1 Issue: Health Care	7%	(34)	21%	(100)	24%	(115)	35%	(171)	14%	(67)	487
#1 Issue: Medicare / Social Security	7%	(19)	25%	(73)	16%	(46)	41%	(117)	11%	(33)	288
#1 Issue: Women's Issues	8%	(9)	28%	(30)	20%	(21)	26%	(28)	18%	(19)	106
#1 Issue: Education	14%	(18)	30%	(39)	18%	(24)	27%	(35)	10%	(13)	129
#1 Issue: Energy	11%	(9)	28%	(24)	16%	(13)	32%	(27)	13%	(11)	84
#1 Issue: Other	7%	(7)	15%	(15)	17%	(16)	35%	(35)	27%	(27)	99
2016 Vote: Democrat Hillary Clinton	10%	(72)	25%	(182)	20%	(148)	36%	(261)	9%	(70)	734
2016 Vote: Republican Donald Trump	9%	(67)	25%	(181)	18%	(133)	37%	(271)	10%	(73)	725
2016 Vote: Someone else	8%	(16)	19%	(39)	21%	(43)	40%	(82)	12%	(26)	204
2012 Vote: Barack Obama	11%	(93)	24%	(209)	19%	(165)	36%	(313)	10%	(89)	869
2012 Vote: Mitt Romney	6%	(34)	23%	(134)	23%	(133)	39%	(222)	9%	(52)	574
2012 Vote: Other	8%	(7)	17%	(15)	25%	(23)	34%	(31)	16%	(14)	90
2012 Vote: Didn't Vote	10%	(69)	25%	(168)	18%	(117)	26%	(174)	20%	(136)	664
4-Region: Northeast	11%	(45)	24%	(96)	17%	(67)	36%	(143)	12%	(50)	402
4-Region: Midwest	6%	(29)	23%	(109)	24%	(112)	31%	(147)	16%	(76)	474
4-Region: South	10%	(82)	25%	(203)	19%	(151)	33%	(268)	14%	(110)	815
4-Region: West	9%	(47)	23%	(120)	21%	(107)	35%	(181)	11%	(56)	511

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:** Which advertising medium makes you most likely to buy a luxury brand?

Demographic	Social media	Billboards	Magazines	Celebrity endorsement	TV commercial	Internet advertisement	Don't Know / No Opinion	Total N
Adults	14% (305)	2% (41)	6% (128)	4% (97)	28% (615)	8% (172)	38% (843)	2201
Gender: Male	12% (124)	3% (27)	4% (47)	6% (62)	30% (317)	10% (109)	35% (374)	1060
Gender: Female	16% (181)	1% (15)	7% (81)	3% (35)	26% (298)	6% (63)	41% (469)	1141
Age: 18-29	28% (126)	3% (13)	5% (22)	11% (47)	22% (98)	10% (44)	22% (97)	446
Age: 30-44	17% (102)	3% (18)	5% (27)	5% (32)	28% (167)	9% (54)	32% (189)	589
Age: 45-54	14% (53)	1% (3)	8% (31)	2% (8)	29% (111)	8% (32)	38% (146)	384
Age: 55-64	3% (11)	1% (4)	7% (27)	1% (5)	34% (131)	7% (29)	46% (178)	384
Age: 65+	3% (12)	1% (4)	5% (22)	1% (5)	27% (109)	3% (14)	58% (232)	398
PID: Dem (no lean)	14% (111)	2% (14)	5% (41)	5% (41)	30% (233)	9% (72)	33% (256)	769
PID: Ind (no lean)	14% (107)	2% (17)	7% (53)	4% (31)	23% (181)	8% (62)	42% (324)	775
PID: Rep (no lean)	13% (87)	2% (11)	5% (34)	4% (24)	31% (202)	6% (38)	40% (263)	658
PID/Gender: Dem Men	11% (38)	3% (11)	3% (11)	10% (33)	31% (102)	15% (49)	26% (87)	331
PID/Gender: Dem Women	17% (74)	1% (3)	7% (30)	2% (8)	30% (130)	5% (24)	39% (169)	438
PID/Gender: Ind Men	13% (50)	2% (7)	5% (21)	4% (18)	26% (103)	10% (38)	40% (160)	397
PID/Gender: Ind Women	15% (57)	2% (9)	9% (32)	4% (13)	21% (78)	6% (24)	43% (164)	378
PID/Gender: Rep Men	11% (36)	2% (8)	5% (15)	3% (11)	34% (112)	7% (22)	38% (128)	332
PID/Gender: Rep Women	16% (51)	1% (3)	6% (19)	4% (14)	27% (89)	5% (16)	41% (135)	326
Tea Party: Supporter	15% (84)	3% (16)	7% (36)	5% (29)	30% (163)	9% (47)	32% (176)	550
Tea Party: Not Supporter	13% (220)	2% (26)	6% (91)	4% (64)	27% (447)	8% (125)	40% (662)	1634
Ideo: Liberal (1-3)	18% (138)	4% (29)	5% (39)	5% (42)	27% (205)	9% (73)	32% (246)	772
Ideo: Moderate (4)	11% (54)	1% (5)	7% (35)	3% (16)	27% (134)	7% (33)	43% (209)	486
Ideo: Conservative (5-7)	10% (69)	1% (7)	7% (47)	4% (25)	33% (217)	6% (41)	39% (260)	666
Educ: < College	14% (223)	2% (32)	4% (59)	4% (68)	29% (450)	7% (117)	39% (617)	1567
Educ: Bachelors degree	13% (54)	2% (8)	11% (46)	5% (19)	27% (114)	9% (38)	33% (137)	416
Educ: Post-grad	13% (27)	1% (2)	11% (23)	4% (9)	24% (51)	7% (16)	41% (89)	219
Income: Under 50k	13% (168)	2% (29)	5% (64)	5% (58)	28% (364)	8% (101)	39% (508)	1292
Income: 50k-100k	16% (107)	1% (10)	6% (43)	4% (30)	27% (181)	7% (47)	38% (255)	673
Income: 100k+	13% (30)	1% (3)	9% (21)	4% (9)	30% (70)	10% (24)	34% (80)	236
Ethnicity: White	13% (223)	2% (30)	6% (104)	3% (60)	28% (486)	7% (120)	42% (728)	1750

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**Table BRD2:** Which advertising medium makes you most likely to buy a luxury brand?

Demographic	Social media	Billboards	Magazines	Celebrity endorsement	TV commercial	Internet advertisement	Don't Know		Total N
							/ No Opinion		
Adults	14% (305)	2% (41)	6% (128)	4% (97)	28% (615)	8% (172)	38% (843)		2201
Ethnicity: Hispanic	13% (44)	3% (10)	6% (20)	10% (32)	28% (92)	11% (36)	29% (95)		329
Ethnicity: Afr. Am.	20% (53)	3% (7)	4% (11)	8% (21)	33% (88)	11% (28)	23% (61)		269
Ethnicity: Other	16% (29)	2% (5)	7% (13)	9% (16)	23% (42)	13% (24)	30% (54)		182
Relig: Protestant	9% (48)	1% (6)	8% (46)	3% (16)	34% (190)	5% (26)	41% (231)		563
Relig: Roman Catholic	13% (61)	2% (9)	7% (32)	5% (22)	28% (131)	9% (44)	36% (170)		468
Relig: Ath./Agn./None	15% (94)	2% (11)	4% (23)	4% (24)	24% (151)	10% (59)	42% (258)		621
Relig: Something Else	19% (59)	3% (8)	5% (14)	8% (26)	22% (69)	9% (26)	34% (106)		309
Relig: Evangelical	13% (83)	2% (15)	7% (42)	4% (24)	32% (195)	8% (48)	34% (209)		618
Relig: Non-Evang. Catholics	10% (68)	1% (6)	7% (48)	4% (24)	31% (200)	6% (38)	41% (270)		653
Relig: All Christian	12% (151)	2% (21)	7% (90)	4% (47)	31% (395)	7% (87)	38% (479)		1270
Relig: All Non-Christian	17% (154)	2% (20)	4% (37)	5% (50)	24% (220)	9% (85)	39% (364)		930
Community: Urban	15% (88)	2% (11)	5% (32)	6% (35)	28% (165)	11% (64)	33% (194)		589
Community: Suburban	13% (127)	1% (13)	5% (52)	4% (33)	30% (286)	8% (75)	38% (366)		953
Community: Rural	14% (91)	3% (17)	7% (43)	4% (29)	25% (164)	5% (33)	43% (282)		659
Employ: Private Sector	14% (92)	2% (14)	7% (44)	5% (35)	31% (202)	7% (44)	33% (214)		646
Employ: Government	16% (24)	4% (6)	9% (13)	5% (8)	19% (29)	12% (18)	34% (50)		150
Employ: Self-Employed	20% (43)	4% (10)	6% (14)	5% (10)	22% (47)	12% (26)	31% (67)		217
Employ: Homemaker	17% (33)	— (1)	4% (7)	4% (9)	28% (57)	7% (14)	40% (81)		202
Employ: Student	40% (37)	1% (1)	3% (3)	4% (4)	20% (18)	10% (10)	22% (20)		92
Employ: Retired	4% (19)	1% (5)	6% (26)	1% (3)	30% (140)	4% (17)	55% (259)		468
Employ: Unemployed	14% (32)	1% (2)	6% (14)	6% (14)	30% (72)	10% (23)	34% (80)		237
Employ: Other	13% (24)	2% (3)	3% (6)	7% (14)	26% (50)	11% (21)	37% (71)		189
Military HH: Yes	10% (41)	2% (6)	5% (21)	5% (21)	28% (110)	8% (30)	42% (166)		394
Military HH: No	15% (264)	2% (35)	6% (106)	4% (76)	28% (505)	8% (142)	37% (677)		1807
RD/WT: Right Direction	11% (91)	3% (23)	6% (49)	5% (39)	27% (217)	8% (67)	39% (309)		795
RD/WT: Wrong Track	15% (214)	1% (19)	6% (79)	4% (58)	28% (398)	7% (105)	38% (534)		1406

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**Table BRD2:** Which advertising medium makes you most likely to buy a luxury brand?

Demographic	Social media	Billboards	Magazines	Celebrity endorsement	TV commercial	Internet advertisement	Don't Know	Total N
							/ No Opinion	
Adults	14% (305)	2% (41)	6% (128)	4% (97)	28% (615)	8% (172)	38% (843)	2201
Strongly Approve	10% (46)	2% (10)	6% (27)	5% (20)	28% (126)	6% (29)	42% (187)	445
Somewhat Approve	13% (59)	2% (9)	6% (26)	5% (24)	30% (133)	8% (34)	35% (157)	441
Somewhat Disapprove	17% (50)	3% (8)	6% (19)	5% (16)	28% (84)	11% (33)	30% (92)	301
Strongly Disapprove	15% (132)	1% (9)	6% (53)	4% (32)	28% (246)	8% (70)	37% (324)	866
Dont Know / No Opinion	12% (18)	4% (6)	1% (2)	3% (4)	18% (26)	5% (7)	57% (84)	147
#1 Issue: Economy	12% (71)	1% (6)	7% (38)	5% (29)	30% (174)	9% (50)	36% (210)	577
#1 Issue: Security	13% (58)	4% (16)	5% (23)	6% (27)	27% (115)	5% (23)	39% (170)	432
#1 Issue: Health Care	15% (75)	1% (3)	6% (28)	4% (20)	29% (139)	7% (36)	38% (185)	487
#1 Issue: Medicare / Social Security	9% (25)	2% (6)	2% (6)	1% (4)	30% (88)	7% (19)	49% (141)	288
#1 Issue: Women's Issues	18% (19)	3% (4)	12% (13)	2% (2)	27% (28)	7% (8)	31% (32)	106
#1 Issue: Education	24% (30)	2% (3)	6% (8)	6% (8)	28% (36)	9% (12)	25% (32)	129
#1 Issue: Energy	19% (16)	1% (1)	6% (5)	4% (4)	20% (17)	20% (17)	28% (24)	84
#1 Issue: Other	11% (10)	2% (2)	7% (7)	4% (4)	19% (19)	8% (8)	50% (49)	99
2016 Vote: Democrat Hillary Clinton	14% (102)	2% (11)	6% (43)	6% (40)	28% (207)	9% (65)	36% (265)	734
2016 Vote: Republican Donald Trump	10% (76)	2% (14)	7% (51)	4% (28)	29% (213)	6% (43)	41% (300)	725
2016 Vote: Someone else	10% (20)	1% (2)	9% (19)	2% (4)	26% (52)	9% (19)	43% (88)	204
2012 Vote: Barack Obama	12% (105)	2% (14)	6% (52)	5% (44)	28% (244)	8% (66)	39% (343)	869
2012 Vote: Mitt Romney	9% (51)	1% (8)	7% (39)	3% (17)	31% (178)	6% (32)	43% (248)	574
2012 Vote: Other	6% (6)	— (0)	13% (12)	1% (1)	23% (21)	8% (8)	48% (44)	90
2012 Vote: Didn't Vote	22% (143)	3% (19)	4% (25)	5% (33)	26% (173)	10% (65)	31% (205)	664
4-Region: Northeast	13% (52)	1% (5)	7% (26)	4% (15)	31% (124)	8% (33)	37% (147)	402
4-Region: Midwest	15% (72)	2% (10)	6% (30)	3% (13)	26% (125)	5% (26)	42% (199)	474
4-Region: South	14% (114)	2% (15)	5% (38)	6% (47)	29% (235)	8% (63)	37% (303)	815
4-Region: West	13% (67)	2% (12)	7% (33)	4% (22)	26% (132)	10% (50)	38% (194)	511

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\_1: How important is brand to you when purchasing the following products?***Skincare products*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	26% (568)	38% (838)	18% (402)	10% (222)	8% (172)	2201
Gender: Male	23% (243)	33% (353)	21% (219)	13% (135)	10% (108)	1060
Gender: Female	28% (325)	42% (485)	16% (182)	8% (86)	6% (64)	1141
Age: 18-29	30% (136)	33% (146)	16% (73)	9% (39)	12% (53)	446
Age: 30-44	28% (166)	38% (225)	16% (94)	9% (52)	9% (52)	589
Age: 45-54	28% (107)	37% (142)	20% (78)	9% (34)	6% (23)	384
Age: 55-64	22% (86)	42% (161)	20% (78)	11% (42)	5% (18)	384
Age: 65+	18% (73)	41% (164)	20% (80)	14% (55)	7% (26)	398
PID: Dem (no lean)	31% (236)	37% (286)	17% (132)	9% (68)	6% (46)	769
PID: Ind (no lean)	23% (175)	34% (265)	20% (158)	11% (86)	12% (91)	775
PID: Rep (no lean)	24% (156)	44% (287)	17% (111)	10% (68)	5% (35)	658
PID/Gender: Dem Men	33% (109)	32% (107)	16% (54)	9% (31)	9% (29)	331
PID/Gender: Dem Women	29% (127)	41% (179)	18% (78)	8% (37)	4% (16)	438
PID/Gender: Ind Men	16% (64)	29% (114)	27% (106)	15% (59)	14% (54)	397
PID/Gender: Ind Women	29% (111)	40% (152)	14% (52)	7% (26)	10% (37)	378
PID/Gender: Rep Men	21% (70)	40% (133)	18% (59)	13% (45)	8% (25)	332
PID/Gender: Rep Women	27% (87)	47% (154)	16% (52)	7% (23)	3% (10)	326
Tea Party: Supporter	30% (164)	40% (221)	18% (100)	9% (49)	3% (16)	550
Tea Party: Not Supporter	24% (399)	37% (607)	18% (300)	10% (171)	10% (156)	1634
Ideo: Liberal (1-3)	30% (228)	36% (282)	21% (159)	8% (63)	5% (40)	772
Ideo: Moderate (4)	24% (118)	41% (200)	17% (84)	11% (54)	6% (30)	486
Ideo: Conservative (5-7)	24% (160)	42% (283)	17% (114)	11% (73)	5% (36)	666
Educ: < College	27% (420)	35% (552)	19% (292)	10% (162)	9% (140)	1567
Educ: Bachelors degree	21% (89)	47% (196)	18% (76)	9% (37)	5% (19)	416
Educ: Post-grad	27% (59)	41% (90)	15% (34)	10% (23)	6% (13)	219
Income: Under 50k	26% (341)	35% (457)	18% (232)	11% (143)	9% (118)	1292
Income: 50k-100k	24% (161)	42% (286)	19% (126)	8% (57)	6% (43)	673
Income: 100k+	28% (66)	40% (95)	19% (44)	9% (22)	4% (10)	236

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**Table BRD3\_1: How important is brand to you when purchasing the following products?**  
*Skincare products*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	26% (568)	38% (838)	18% (402)	10% (222)	8% (172)	2201
Ethnicity: White	22% (393)	40% (695)	19% (332)	11% (187)	8% (143)	1750
Ethnicity: Hispanic	36% (119)	34% (111)	12% (40)	9% (30)	9% (29)	329
Ethnicity: Afr. Am.	40% (106)	33% (88)	16% (44)	6% (16)	6% (16)	269
Ethnicity: Other	38% (68)	31% (56)	15% (26)	10% (18)	7% (13)	182
Relig: Protestant	23% (128)	43% (243)	19% (105)	11% (63)	4% (23)	563
Relig: Roman Catholic	32% (148)	36% (168)	17% (79)	8% (38)	8% (36)	468
Relig: Ath./Agn./None	21% (128)	37% (227)	21% (128)	10% (65)	12% (73)	621
Relig: Something Else	29% (89)	36% (112)	18% (55)	10% (32)	7% (21)	309
Relig: Evangelical	30% (184)	39% (244)	17% (105)	8% (50)	6% (34)	618
Relig: Non-Evang. Catholics	25% (166)	39% (255)	17% (114)	11% (75)	7% (44)	653
Relig: All Christian	28% (350)	39% (499)	17% (219)	10% (125)	6% (78)	1270
Relig: All Non-Christian	23% (217)	36% (339)	20% (183)	10% (97)	10% (94)	930
Community: Urban	28% (167)	33% (192)	19% (111)	10% (59)	10% (59)	589
Community: Suburban	26% (246)	41% (391)	17% (166)	10% (95)	6% (55)	953
Community: Rural	23% (155)	39% (255)	19% (124)	10% (68)	9% (58)	659
Employ: Private Sector	27% (172)	40% (258)	18% (115)	10% (64)	6% (37)	646
Employ: Government	26% (39)	36% (54)	25% (38)	6% (9)	7% (11)	150
Employ: Self-Employed	33% (72)	37% (80)	14% (31)	10% (22)	6% (13)	217
Employ: Homemaker	30% (61)	42% (84)	13% (25)	9% (17)	7% (14)	202
Employ: Student	25% (23)	42% (39)	9% (8)	4% (4)	19% (18)	92
Employ: Retired	18% (85)	41% (192)	22% (105)	14% (65)	5% (21)	468
Employ: Unemployed	26% (63)	26% (63)	22% (53)	10% (25)	14% (34)	237
Employ: Other	28% (53)	36% (69)	14% (27)	8% (16)	13% (24)	189
Military HH: Yes	23% (91)	40% (156)	18% (70)	14% (55)	6% (22)	394
Military HH: No	26% (477)	38% (682)	18% (332)	9% (167)	8% (150)	1807
RD/WT: Right Direction	26% (205)	38% (299)	19% (150)	10% (79)	8% (62)	795
RD/WT: Wrong Track	26% (363)	38% (539)	18% (251)	10% (143)	8% (110)	1406

Continued on next page

**Table BRD3\_1:** How important is brand to you when purchasing the following products?*Skincare products*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	26% (568)	38% (838)	18% (402)	10% (222)	8% (172)	2201
Strongly Approve	26% (117)	38% (171)	16% (73)	11% (48)	8% (37)	445
Somewhat Approve	22% (97)	40% (177)	24% (106)	9% (39)	5% (21)	441
Somewhat Disapprove	27% (82)	43% (130)	15% (44)	7% (22)	8% (23)	301
Strongly Disapprove	29% (251)	37% (318)	18% (155)	11% (99)	5% (43)	866
Dont Know / No Opinion	14% (21)	28% (41)	16% (24)	9% (13)	32% (48)	147
#1 Issue: Economy	25% (147)	36% (208)	19% (110)	10% (60)	9% (52)	577
#1 Issue: Security	28% (120)	41% (175)	16% (71)	9% (38)	6% (28)	432
#1 Issue: Health Care	24% (119)	40% (195)	20% (97)	10% (48)	6% (27)	487
#1 Issue: Medicare / Social Security	24% (69)	40% (116)	19% (53)	10% (29)	7% (20)	288
#1 Issue: Women's Issues	27% (28)	37% (39)	19% (20)	8% (8)	9% (10)	106
#1 Issue: Education	34% (43)	32% (41)	15% (19)	14% (18)	5% (7)	129
#1 Issue: Energy	27% (22)	35% (29)	22% (18)	7% (6)	9% (8)	84
#1 Issue: Other	20% (19)	34% (33)	13% (13)	13% (13)	20% (20)	99
2016 Vote: Democrat Hillary Clinton	29% (213)	38% (281)	18% (132)	10% (73)	5% (34)	734
2016 Vote: Republican Donald Trump	26% (186)	40% (291)	19% (139)	10% (74)	5% (35)	725
2016 Vote: Someone else	20% (41)	40% (81)	20% (42)	12% (24)	8% (17)	204
2012 Vote: Barack Obama	30% (258)	36% (317)	19% (168)	9% (79)	5% (47)	869
2012 Vote: Mitt Romney	22% (127)	45% (259)	18% (104)	10% (57)	5% (28)	574
2012 Vote: Other	17% (15)	41% (37)	15% (13)	20% (18)	8% (7)	90
2012 Vote: Didn't Vote	25% (164)	34% (226)	18% (117)	10% (68)	13% (89)	664
4-Region: Northeast	28% (112)	37% (149)	21% (85)	7% (28)	7% (27)	402
4-Region: Midwest	22% (106)	38% (179)	20% (95)	12% (56)	8% (38)	474
4-Region: South	27% (223)	40% (323)	16% (128)	10% (81)	7% (59)	815
4-Region: West	25% (127)	37% (187)	18% (93)	11% (56)	9% (47)	511

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: How important is brand to you when purchasing the following products?**

*Clothing*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Dont Know/No Opinion		Total N
Adults	21%	(463)	33%	(727)	26%	(577)	15%	(320)	5%	(114)	2201
Gender: Male	26%	(280)	31%	(330)	22%	(233)	14%	(148)	6%	(68)	1060
Gender: Female	16%	(183)	35%	(397)	30%	(344)	15%	(172)	4%	(46)	1141
Age: 18-29	29%	(130)	32%	(145)	17%	(75)	11%	(49)	11%	(48)	446
Age: 30-44	27%	(159)	32%	(187)	21%	(125)	14%	(84)	6%	(34)	589
Age: 45-54	19%	(73)	34%	(132)	28%	(109)	15%	(59)	3%	(11)	384
Age: 55-64	16%	(61)	33%	(125)	34%	(129)	16%	(60)	2%	(9)	384
Age: 65+	10%	(40)	35%	(138)	35%	(139)	17%	(68)	3%	(13)	398
PID: Dem (no lean)	24%	(188)	33%	(250)	27%	(205)	12%	(91)	4%	(34)	769
PID: Ind (no lean)	18%	(142)	32%	(245)	25%	(195)	17%	(132)	8%	(61)	775
PID: Rep (no lean)	20%	(133)	35%	(231)	27%	(177)	15%	(97)	3%	(19)	658
PID/Gender: Dem Men	34%	(113)	30%	(99)	19%	(63)	10%	(34)	7%	(22)	331
PID/Gender: Dem Women	17%	(75)	35%	(151)	32%	(142)	13%	(58)	3%	(12)	438
PID/Gender: Ind Men	22%	(86)	31%	(123)	24%	(93)	16%	(62)	8%	(32)	397
PID/Gender: Ind Women	15%	(56)	32%	(122)	27%	(102)	18%	(69)	8%	(29)	378
PID/Gender: Rep Men	24%	(81)	33%	(108)	23%	(77)	16%	(52)	4%	(14)	332
PID/Gender: Rep Women	16%	(52)	38%	(123)	31%	(100)	14%	(45)	2%	(6)	326
Tea Party: Supporter	29%	(159)	34%	(187)	22%	(124)	13%	(74)	1%	(6)	550
Tea Party: Not Supporter	18%	(301)	33%	(537)	27%	(442)	15%	(245)	7%	(108)	1634
Ideo: Liberal (1-3)	24%	(184)	33%	(253)	26%	(200)	14%	(112)	3%	(23)	772
Ideo: Moderate (4)	17%	(80)	38%	(184)	29%	(142)	12%	(57)	5%	(22)	486
Ideo: Conservative (5-7)	20%	(135)	35%	(234)	27%	(177)	16%	(108)	2%	(12)	666
Educ: < College	23%	(365)	31%	(478)	25%	(387)	15%	(234)	7%	(102)	1567
Educ: Bachelors degree	16%	(65)	41%	(169)	29%	(122)	13%	(52)	2%	(7)	416
Educ: Post-grad	15%	(34)	36%	(79)	31%	(68)	15%	(33)	2%	(5)	219
Income: Under 50k	22%	(289)	31%	(403)	24%	(308)	16%	(205)	7%	(86)	1292
Income: 50k-100k	20%	(132)	34%	(231)	30%	(201)	13%	(86)	4%	(24)	673
Income: 100k+	18%	(42)	39%	(93)	29%	(68)	12%	(29)	2%	(4)	236

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**Table BRD3\_4:** How important is brand to you when purchasing the following products?*Clothing*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	21% (463)	33% (727)	26% (577)	15% (320)	5% (114)	2201
Ethnicity: White	17% (302)	34% (595)	28% (492)	15% (269)	5% (92)	1750
Ethnicity: Hispanic	30% (99)	34% (111)	17% (55)	13% (43)	6% (21)	329
Ethnicity: Afr. Am.	37% (100)	30% (79)	18% (49)	11% (29)	4% (11)	269
Ethnicity: Other	33% (60)	29% (52)	20% (36)	12% (22)	6% (12)	182
Relig: Protestant	16% (90)	34% (193)	32% (180)	16% (89)	2% (12)	563
Relig: Roman Catholic	27% (124)	33% (152)	26% (122)	11% (52)	4% (17)	468
Relig: Ath./Agn./None	17% (108)	32% (201)	25% (157)	16% (98)	9% (58)	621
Relig: Something Else	27% (83)	33% (102)	21% (64)	15% (46)	5% (15)	309
Relig: Evangelical	25% (153)	35% (215)	26% (158)	11% (71)	3% (21)	618
Relig: Non-Evang. Catholics	18% (118)	32% (209)	31% (199)	16% (106)	3% (21)	653
Relig: All Christian	21% (271)	33% (424)	28% (357)	14% (176)	3% (42)	1270
Relig: All Non-Christian	21% (191)	33% (303)	24% (220)	15% (143)	8% (72)	930
Community: Urban	25% (146)	31% (182)	24% (141)	13% (76)	7% (44)	589
Community: Suburban	19% (180)	36% (340)	28% (266)	14% (135)	3% (33)	953
Community: Rural	21% (138)	31% (205)	26% (170)	16% (109)	6% (38)	659
Employ: Private Sector	19% (122)	39% (254)	23% (151)	14% (89)	4% (29)	646
Employ: Government	26% (39)	36% (54)	21% (31)	15% (22)	2% (3)	150
Employ: Self-Employed	26% (56)	33% (73)	22% (48)	14% (29)	5% (10)	217
Employ: Homemaker	19% (38)	30% (61)	29% (58)	19% (37)	4% (9)	202
Employ: Student	23% (21)	29% (27)	24% (22)	12% (11)	12% (11)	92
Employ: Retired	12% (58)	31% (144)	37% (174)	18% (85)	2% (7)	468
Employ: Unemployed	28% (66)	27% (63)	24% (57)	10% (25)	11% (27)	237
Employ: Other	33% (63)	27% (52)	19% (35)	11% (21)	10% (19)	189
Military HH: Yes	19% (76)	34% (132)	29% (116)	16% (61)	2% (9)	394
Military HH: No	21% (387)	33% (594)	26% (461)	14% (259)	6% (105)	1807
RD/WT: Right Direction	24% (188)	32% (256)	25% (200)	15% (116)	4% (34)	795
RD/WT: Wrong Track	20% (275)	33% (470)	27% (377)	14% (203)	6% (80)	1406

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**Table BRD3\_4:** How important is brand to you when purchasing the following products?

Clothing

Demographic	Very important		Somewhat important		Not too important		Not at all important		Dont Know/No Opinion		Total N
Adults	21%	(463)	33%	(727)	26%	(577)	15%	(320)	5%	(114)	2201
Strongly Approve	21%	(94)	36%	(161)	21%	(95)	17%	(77)	4%	(19)	445
Somewhat Approve	20%	(90)	34%	(149)	29%	(128)	13%	(57)	4%	(17)	441
Somewhat Disapprove	21%	(64)	38%	(116)	27%	(80)	11%	(32)	3%	(9)	301
Strongly Disapprove	22%	(189)	30%	(261)	29%	(247)	16%	(138)	4%	(31)	866
Dont Know / No Opinion	18%	(26)	28%	(41)	18%	(27)	11%	(16)	25%	(38)	147
#1 Issue: Economy	22%	(127)	32%	(183)	26%	(149)	14%	(81)	6%	(37)	577
#1 Issue: Security	22%	(93)	36%	(155)	25%	(110)	13%	(56)	4%	(18)	432
#1 Issue: Health Care	22%	(109)	33%	(162)	26%	(125)	15%	(72)	4%	(19)	487
#1 Issue: Medicare / Social Security	15%	(44)	36%	(104)	30%	(87)	16%	(47)	2%	(6)	288
#1 Issue: Women's Issues	17%	(18)	30%	(31)	26%	(28)	19%	(20)	8%	(9)	106
#1 Issue: Education	22%	(28)	32%	(41)	26%	(33)	17%	(22)	3%	(4)	129
#1 Issue: Energy	24%	(20)	42%	(35)	20%	(17)	6%	(5)	8%	(7)	84
#1 Issue: Other	24%	(24)	15%	(15)	30%	(29)	16%	(16)	16%	(15)	99
2016 Vote: Democrat Hillary Clinton	23%	(169)	32%	(233)	29%	(211)	13%	(98)	3%	(23)	734
2016 Vote: Republican Donald Trump	19%	(139)	36%	(258)	26%	(189)	16%	(116)	3%	(23)	725
2016 Vote: Someone else	14%	(30)	31%	(64)	32%	(65)	20%	(41)	3%	(5)	204
2012 Vote: Barack Obama	22%	(191)	32%	(279)	29%	(253)	14%	(119)	3%	(26)	869
2012 Vote: Mitt Romney	16%	(94)	37%	(213)	28%	(160)	16%	(93)	2%	(14)	574
2012 Vote: Other	14%	(13)	33%	(30)	21%	(19)	28%	(26)	4%	(3)	90
2012 Vote: Didn't Vote	25%	(164)	30%	(201)	22%	(146)	12%	(82)	11%	(71)	664
4-Region: Northeast	24%	(96)	33%	(131)	29%	(117)	9%	(38)	5%	(19)	402
4-Region: Midwest	17%	(78)	34%	(161)	26%	(125)	17%	(82)	6%	(28)	474
4-Region: South	24%	(194)	31%	(255)	24%	(196)	16%	(130)	5%	(40)	815
4-Region: West	19%	(95)	35%	(179)	27%	(139)	14%	(70)	5%	(27)	511

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: How important is brand to you when purchasing the following products?**

*Food*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Dont Know/No Opinion		Total N
Adults	32%	(711)	35%	(775)	19%	(409)	8%	(181)	6%	(124)	2201
Gender: Male	37%	(387)	33%	(352)	16%	(172)	7%	(73)	7%	(76)	1060
Gender: Female	28%	(324)	37%	(423)	21%	(237)	10%	(109)	4%	(48)	1141
Age: 18-29	42%	(185)	23%	(102)	18%	(79)	7%	(30)	11%	(50)	446
Age: 30-44	34%	(203)	34%	(200)	15%	(88)	9%	(55)	7%	(42)	589
Age: 45-54	30%	(114)	36%	(139)	22%	(83)	9%	(34)	4%	(13)	384
Age: 55-64	29%	(111)	40%	(153)	22%	(85)	7%	(28)	2%	(7)	384
Age: 65+	25%	(98)	46%	(181)	19%	(74)	8%	(34)	3%	(11)	398
PID: Dem (no lean)	33%	(256)	36%	(273)	18%	(138)	9%	(68)	4%	(33)	769
PID: Ind (no lean)	31%	(239)	32%	(250)	19%	(146)	9%	(73)	9%	(68)	775
PID: Rep (no lean)	33%	(216)	38%	(252)	19%	(125)	6%	(40)	4%	(24)	658
PID/Gender: Dem Men	42%	(139)	34%	(111)	12%	(39)	6%	(18)	7%	(23)	331
PID/Gender: Dem Women	27%	(117)	37%	(162)	23%	(100)	11%	(50)	2%	(9)	438
PID/Gender: Ind Men	33%	(133)	29%	(114)	20%	(81)	8%	(33)	9%	(37)	397
PID/Gender: Ind Women	28%	(106)	36%	(136)	17%	(65)	11%	(40)	8%	(31)	378
PID/Gender: Rep Men	35%	(115)	38%	(127)	16%	(52)	6%	(21)	5%	(16)	332
PID/Gender: Rep Women	31%	(101)	38%	(125)	22%	(73)	6%	(19)	2%	(8)	326
Tea Party: Supporter	42%	(230)	34%	(185)	16%	(87)	7%	(36)	2%	(11)	550
Tea Party: Not Supporter	29%	(478)	36%	(583)	19%	(317)	9%	(144)	7%	(112)	1634
Ideo: Liberal (1-3)	33%	(255)	34%	(262)	21%	(160)	9%	(70)	3%	(25)	772
Ideo: Moderate (4)	30%	(148)	41%	(198)	17%	(84)	7%	(33)	5%	(23)	486
Ideo: Conservative (5-7)	31%	(208)	38%	(250)	20%	(134)	8%	(54)	3%	(20)	666
Educ: < College	36%	(561)	33%	(511)	17%	(259)	8%	(124)	7%	(112)	1567
Educ: Bachelors degree	25%	(103)	44%	(182)	21%	(87)	9%	(38)	1%	(6)	416
Educ: Post-grad	22%	(48)	38%	(82)	29%	(63)	9%	(19)	3%	(7)	219
Income: Under 50k	36%	(470)	31%	(406)	17%	(216)	9%	(110)	7%	(90)	1292
Income: 50k-100k	27%	(182)	40%	(270)	21%	(139)	8%	(51)	5%	(31)	673
Income: 100k+	25%	(60)	42%	(99)	23%	(54)	8%	(20)	1%	(3)	236

Continued on next page

**Table BRD3\_5: How important is brand to you when purchasing the following products?**

*Food*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	32% (711)	35% (775)	19% (409)	8% (181)	6% (124)	2201
Ethnicity: White	28% (493)	37% (653)	20% (356)	9% (150)	6% (99)	1750
Ethnicity: Hispanic	48% (158)	24% (79)	11% (36)	8% (27)	9% (29)	329
Ethnicity: Afr. Am.	51% (138)	28% (75)	10% (26)	7% (20)	4% (10)	269
Ethnicity: Other	44% (81)	26% (47)	15% (28)	6% (12)	8% (14)	182
Relig: Protestant	26% (146)	44% (250)	20% (113)	8% (46)	1% (8)	563
Relig: Roman Catholic	37% (173)	33% (156)	16% (76)	8% (38)	5% (25)	468
Relig: Ath./Agn./None	30% (183)	30% (189)	22% (135)	9% (54)	10% (60)	621
Relig: Something Else	35% (107)	33% (102)	17% (53)	9% (27)	6% (19)	309
Relig: Evangelical	40% (248)	36% (224)	15% (93)	6% (37)	3% (16)	618
Relig: Non-Evang. Catholics	26% (172)	40% (260)	20% (128)	10% (63)	4% (29)	653
Relig: All Christian	33% (420)	38% (484)	17% (221)	8% (100)	4% (45)	1270
Relig: All Non-Christian	31% (291)	31% (291)	20% (188)	9% (81)	8% (79)	930
Community: Urban	34% (201)	31% (183)	18% (105)	9% (55)	8% (45)	589
Community: Suburban	32% (304)	38% (359)	19% (180)	8% (76)	4% (34)	953
Community: Rural	31% (206)	35% (233)	19% (124)	8% (50)	7% (45)	659
Employ: Private Sector	31% (198)	35% (226)	20% (132)	9% (60)	5% (31)	646
Employ: Government	29% (44)	34% (52)	24% (36)	9% (13)	4% (5)	150
Employ: Self-Employed	36% (77)	39% (85)	14% (29)	5% (12)	7% (14)	217
Employ: Homemaker	32% (64)	33% (67)	21% (43)	10% (20)	4% (8)	202
Employ: Student	34% (32)	26% (24)	16% (15)	8% (7)	15% (14)	92
Employ: Retired	26% (122)	44% (205)	20% (94)	9% (43)	1% (5)	468
Employ: Unemployed	37% (89)	29% (68)	15% (36)	7% (17)	12% (28)	237
Employ: Other	46% (87)	26% (49)	13% (25)	5% (10)	10% (19)	189
Military HH: Yes	31% (121)	39% (153)	20% (77)	8% (31)	3% (13)	394
Military HH: No	33% (590)	34% (623)	18% (332)	8% (151)	6% (111)	1807
RD/WT: Right Direction	36% (290)	34% (272)	17% (135)	7% (57)	5% (41)	795
RD/WT: Wrong Track	30% (422)	36% (504)	20% (274)	9% (124)	6% (83)	1406

Continued on next page

**Table BRD3\_5:** How important is brand to you when purchasing the following products?

Food

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	32% (711)	35% (775)	19% (409)	8% (181)	6% (124)	2201
Strongly Approve	37% (164)	36% (159)	14% (63)	7% (33)	6% (27)	445
Somewhat Approve	30% (133)	38% (168)	23% (99)	6% (28)	3% (13)	441
Somewhat Disapprove	32% (96)	38% (114)	20% (61)	7% (20)	3% (10)	301
Strongly Disapprove	31% (267)	36% (309)	20% (171)	10% (87)	4% (32)	866
Dont Know / No Opinion	34% (50)	18% (27)	10% (14)	9% (14)	28% (42)	147
#1 Issue: Economy	29% (167)	35% (202)	21% (124)	8% (48)	6% (37)	577
#1 Issue: Security	35% (151)	36% (157)	16% (70)	7% (29)	6% (24)	432
#1 Issue: Health Care	31% (150)	33% (162)	23% (113)	9% (43)	4% (18)	487
#1 Issue: Medicare / Social Security	39% (113)	39% (112)	12% (35)	7% (21)	3% (7)	288
#1 Issue: Women's Issues	30% (31)	35% (37)	17% (18)	10% (11)	8% (9)	106
#1 Issue: Education	35% (45)	37% (48)	15% (19)	9% (12)	5% (6)	129
#1 Issue: Energy	35% (30)	35% (29)	15% (13)	7% (6)	8% (7)	84
#1 Issue: Other	25% (25)	29% (29)	17% (17)	13% (13)	17% (17)	99
2016 Vote: Democrat Hillary Clinton	31% (230)	35% (256)	21% (155)	9% (69)	3% (25)	734
2016 Vote: Republican Donald Trump	32% (233)	38% (279)	19% (137)	7% (52)	3% (24)	725
2016 Vote: Someone else	28% (57)	36% (74)	19% (39)	12% (25)	5% (10)	204
2012 Vote: Barack Obama	31% (272)	36% (312)	21% (179)	9% (76)	3% (29)	869
2012 Vote: Mitt Romney	28% (158)	42% (240)	21% (119)	7% (42)	3% (15)	574
2012 Vote: Other	30% (27)	32% (29)	13% (12)	16% (14)	8% (8)	90
2012 Vote: Didn't Vote	38% (252)	29% (192)	15% (99)	7% (48)	11% (72)	664
4-Region: Northeast	34% (139)	35% (142)	20% (82)	5% (20)	5% (19)	402
4-Region: Midwest	25% (118)	41% (192)	18% (84)	10% (47)	7% (32)	474
4-Region: South	36% (295)	34% (273)	17% (137)	9% (70)	5% (39)	815
4-Region: West	31% (160)	33% (168)	21% (106)	9% (44)	7% (33)	511

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: How important is brand to you when purchasing the following products?**  
*Electronics*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	35% (777)	44% (972)	10% (223)	5% (107)	6% (123)	2201
Gender: Male	39% (414)	39% (413)	9% (99)	6% (59)	7% (74)	1060
Gender: Female	32% (363)	49% (558)	11% (124)	4% (48)	4% (48)	1141
Age: 18-29	43% (193)	35% (156)	8% (36)	3% (12)	11% (50)	446
Age: 30-44	39% (231)	39% (228)	9% (53)	7% (39)	6% (38)	589
Age: 45-54	35% (133)	48% (185)	7% (28)	6% (24)	3% (13)	384
Age: 55-64	30% (116)	49% (189)	14% (53)	4% (17)	3% (10)	384
Age: 65+	26% (104)	54% (214)	13% (53)	4% (15)	3% (12)	398
PID: Dem (no lean)	38% (293)	43% (329)	10% (78)	4% (32)	5% (37)	769
PID: Ind (no lean)	32% (246)	44% (342)	10% (79)	6% (44)	8% (64)	775
PID: Rep (no lean)	36% (237)	46% (301)	10% (67)	5% (31)	3% (22)	658
PID/Gender: Dem Men	47% (156)	33% (108)	9% (29)	4% (13)	8% (25)	331
PID/Gender: Dem Women	31% (137)	50% (220)	11% (49)	4% (19)	3% (12)	438
PID/Gender: Ind Men	33% (130)	42% (168)	10% (42)	6% (23)	9% (34)	397
PID/Gender: Ind Women	31% (116)	46% (174)	10% (37)	6% (21)	8% (30)	378
PID/Gender: Rep Men	39% (128)	41% (137)	9% (29)	7% (23)	5% (15)	332
PID/Gender: Rep Women	34% (110)	50% (164)	12% (38)	2% (8)	2% (6)	326
Tea Party: Supporter	41% (227)	44% (245)	7% (41)	5% (30)	1% (8)	550
Tea Party: Not Supporter	33% (547)	44% (720)	11% (179)	5% (74)	7% (114)	1634
Ideo: Liberal (1-3)	38% (293)	45% (345)	9% (73)	5% (36)	3% (26)	772
Ideo: Moderate (4)	33% (161)	45% (217)	12% (59)	5% (27)	5% (22)	486
Ideo: Conservative (5-7)	35% (236)	47% (310)	10% (68)	5% (34)	3% (18)	666
Educ: < College	36% (560)	42% (657)	10% (162)	5% (77)	7% (111)	1567
Educ: Bachelors degree	35% (145)	50% (206)	10% (42)	4% (16)	1% (6)	416
Educ: Post-grad	33% (72)	50% (108)	8% (18)	6% (14)	3% (6)	219
Income: Under 50k	35% (458)	40% (521)	11% (147)	6% (72)	7% (94)	1292
Income: 50k-100k	35% (236)	49% (330)	9% (58)	4% (25)	4% (25)	673
Income: 100k+	35% (83)	51% (121)	8% (18)	4% (10)	2% (4)	236

Continued on next page

**Table BRD3\_6: How important is brand to you when purchasing the following products?**  
 Electronics

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	35% (777)	44% (972)	10% (223)	5% (107)	6% (123)	2201
Ethnicity: White	33% (576)	46% (811)	11% (184)	5% (87)	5% (93)	1750
Ethnicity: Hispanic	37% (123)	41% (134)	9% (29)	4% (14)	9% (29)	329
Ethnicity: Afr. Am.	50% (134)	31% (83)	9% (25)	5% (14)	5% (12)	269
Ethnicity: Other	37% (67)	43% (78)	8% (14)	3% (6)	10% (17)	182
Relig: Protestant	32% (181)	48% (272)	12% (69)	5% (31)	2% (10)	563
Relig: Roman Catholic	37% (173)	44% (204)	10% (49)	4% (19)	5% (23)	468
Relig: Ath./Agn./None	34% (210)	42% (259)	10% (61)	5% (30)	10% (60)	621
Relig: Something Else	36% (111)	48% (149)	5% (16)	5% (14)	6% (19)	309
Relig: Evangelical	40% (248)	41% (252)	11% (68)	5% (32)	3% (18)	618
Relig: Non-Evang. Catholics	32% (208)	48% (310)	12% (78)	5% (30)	4% (25)	653
Relig: All Christian	36% (456)	44% (562)	11% (146)	5% (62)	3% (44)	1270
Relig: All Non-Christian	35% (321)	44% (408)	8% (77)	5% (44)	9% (79)	930
Community: Urban	34% (200)	42% (249)	11% (67)	5% (27)	8% (46)	589
Community: Suburban	38% (360)	44% (421)	10% (97)	5% (43)	3% (32)	953
Community: Rural	33% (217)	46% (302)	9% (59)	6% (37)	7% (45)	659
Employ: Private Sector	38% (243)	45% (292)	7% (47)	5% (35)	4% (28)	646
Employ: Government	34% (51)	46% (69)	12% (19)	4% (6)	3% (5)	150
Employ: Self-Employed	40% (86)	40% (86)	9% (19)	6% (14)	5% (11)	217
Employ: Homemaker	31% (63)	49% (99)	12% (24)	3% (7)	5% (9)	202
Employ: Student	34% (31)	42% (38)	5% (5)	8% (7)	12% (11)	92
Employ: Retired	27% (128)	50% (234)	16% (76)	4% (20)	2% (9)	468
Employ: Unemployed	40% (95)	34% (81)	10% (23)	4% (10)	12% (28)	237
Employ: Other	42% (80)	37% (71)	5% (10)	4% (7)	11% (20)	189
Military HH: Yes	33% (129)	42% (167)	15% (61)	7% (27)	3% (11)	394
Military HH: No	36% (648)	45% (805)	9% (163)	4% (80)	6% (111)	1807
RD/WT: Right Direction	37% (296)	42% (332)	11% (84)	5% (42)	5% (41)	795
RD/WT: Wrong Track	34% (481)	46% (640)	10% (139)	5% (65)	6% (81)	1406

Continued on next page

**Table BRD3\_6:** How important is brand to you when purchasing the following products?

Electronics

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	35% (777)	44% (972)	10% (223)	5% (107)	6% (123)	2201
Strongly Approve	39% (174)	39% (174)	10% (43)	6% (27)	6% (28)	445
Somewhat Approve	31% (136)	51% (225)	12% (52)	3% (15)	3% (12)	441
Somewhat Disapprove	35% (107)	47% (140)	9% (28)	5% (14)	4% (12)	301
Strongly Disapprove	38% (326)	44% (379)	10% (91)	4% (39)	4% (31)	866
Dont Know / No Opinion	23% (34)	36% (53)	7% (10)	8% (11)	26% (39)	147
#1 Issue: Economy	35% (201)	44% (256)	10% (56)	5% (28)	6% (37)	577
#1 Issue: Security	37% (161)	43% (184)	11% (47)	4% (17)	5% (23)	432
#1 Issue: Health Care	36% (174)	46% (224)	9% (44)	6% (27)	4% (18)	487
#1 Issue: Medicare / Social Security	34% (98)	46% (132)	13% (37)	4% (12)	3% (9)	288
#1 Issue: Women's Issues	35% (37)	45% (48)	6% (6)	6% (6)	8% (9)	106
#1 Issue: Education	41% (52)	38% (49)	13% (17)	4% (5)	4% (6)	129
#1 Issue: Energy	38% (32)	46% (39)	4% (3)	4% (3)	8% (7)	84
#1 Issue: Other	23% (23)	40% (40)	13% (13)	8% (8)	15% (15)	99
2016 Vote: Democrat Hillary Clinton	37% (270)	45% (329)	10% (73)	5% (34)	4% (28)	734
2016 Vote: Republican Donald Trump	37% (267)	44% (321)	10% (74)	5% (38)	3% (25)	725
2016 Vote: Someone else	28% (57)	54% (110)	8% (17)	6% (12)	4% (8)	204
2012 Vote: Barack Obama	37% (321)	46% (400)	10% (83)	4% (35)	3% (30)	869
2012 Vote: Mitt Romney	35% (200)	46% (263)	11% (62)	5% (32)	3% (17)	574
2012 Vote: Other	18% (16)	54% (49)	10% (9)	11% (10)	7% (6)	90
2012 Vote: Didn't Vote	36% (236)	39% (259)	10% (68)	5% (30)	11% (70)	664
4-Region: Northeast	37% (150)	46% (183)	9% (34)	3% (14)	5% (20)	402
4-Region: Midwest	32% (154)	45% (213)	11% (53)	5% (26)	6% (27)	474
4-Region: South	37% (303)	43% (348)	10% (81)	5% (44)	5% (39)	815
4-Region: West	33% (169)	45% (228)	11% (54)	5% (23)	7% (36)	511

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: How important is brand to you when purchasing the following products?**  
 Household appliances

Demographic	Very important		Somewhat important		Not too important		Not at all important		Dont Know/No Opinion		Total N
Adults	30%	(664)	42%	(932)	15%	(339)	7%	(148)	5%	(118)	2201
Gender: Male	32%	(337)	38%	(398)	16%	(174)	7%	(76)	7%	(75)	1060
Gender: Female	29%	(327)	47%	(535)	14%	(165)	6%	(72)	4%	(42)	1141
Age: 18-29	27%	(119)	35%	(154)	21%	(93)	7%	(31)	11%	(49)	446
Age: 30-44	36%	(211)	34%	(202)	15%	(90)	8%	(49)	6%	(36)	589
Age: 45-54	31%	(120)	48%	(185)	12%	(45)	6%	(24)	2%	(10)	384
Age: 55-64	29%	(110)	49%	(190)	14%	(54)	6%	(21)	2%	(9)	384
Age: 65+	26%	(104)	51%	(201)	14%	(57)	6%	(22)	3%	(14)	398
PID: Dem (no lean)	32%	(244)	43%	(333)	15%	(112)	6%	(45)	5%	(35)	769
PID: Ind (no lean)	25%	(196)	40%	(308)	18%	(143)	9%	(68)	8%	(60)	775
PID: Rep (no lean)	34%	(225)	44%	(291)	13%	(83)	5%	(35)	3%	(23)	658
PID/Gender: Dem Men	38%	(125)	34%	(112)	15%	(49)	6%	(19)	8%	(26)	331
PID/Gender: Dem Women	27%	(118)	50%	(221)	14%	(63)	6%	(26)	2%	(9)	438
PID/Gender: Ind Men	26%	(102)	37%	(148)	20%	(79)	9%	(35)	8%	(33)	397
PID/Gender: Ind Women	25%	(93)	42%	(160)	17%	(64)	9%	(33)	7%	(27)	378
PID/Gender: Rep Men	33%	(110)	41%	(137)	14%	(46)	7%	(22)	5%	(17)	332
PID/Gender: Rep Women	35%	(115)	47%	(154)	11%	(37)	4%	(13)	2%	(6)	326
Tea Party: Supporter	36%	(199)	41%	(225)	16%	(86)	6%	(32)	2%	(9)	550
Tea Party: Not Supporter	28%	(459)	43%	(701)	15%	(252)	7%	(114)	7%	(108)	1634
Ideo: Liberal (1-3)	32%	(244)	40%	(312)	17%	(132)	8%	(63)	3%	(21)	772
Ideo: Moderate (4)	28%	(138)	45%	(217)	17%	(82)	5%	(26)	5%	(22)	486
Ideo: Conservative (5-7)	32%	(216)	47%	(315)	12%	(80)	6%	(37)	3%	(19)	666
Educ: < College	31%	(485)	39%	(606)	16%	(257)	7%	(112)	7%	(106)	1567
Educ: Bachelors degree	27%	(111)	53%	(219)	14%	(58)	5%	(22)	1%	(6)	416
Educ: Post-grad	31%	(68)	49%	(107)	11%	(24)	6%	(14)	3%	(6)	219
Income: Under 50k	30%	(386)	39%	(498)	16%	(213)	8%	(104)	7%	(91)	1292
Income: 50k-100k	31%	(209)	46%	(312)	14%	(95)	5%	(34)	3%	(23)	673
Income: 100k+	29%	(69)	52%	(122)	13%	(31)	4%	(10)	1%	(3)	236

Continued on next page

**Table BRD3\_7: How important is brand to you when purchasing the following products?**  
*Household appliances*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	30% (664)	42% (932)	15% (339)	7% (148)	5% (118)	2201
Ethnicity: White	27% (475)	44% (779)	16% (284)	7% (117)	5% (95)	1750
Ethnicity: Hispanic	36% (120)	36% (119)	15% (51)	5% (17)	7% (23)	329
Ethnicity: Afr. Am.	44% (118)	33% (89)	13% (35)	7% (18)	3% (9)	269
Ethnicity: Other	39% (71)	36% (65)	11% (20)	7% (12)	8% (14)	182
Relig: Protestant	30% (171)	49% (274)	14% (77)	6% (32)	2% (10)	563
Relig: Roman Catholic	36% (171)	41% (193)	12% (55)	6% (27)	5% (23)	468
Relig: Ath./Agn./None	23% (143)	40% (251)	19% (121)	8% (47)	10% (59)	621
Relig: Something Else	32% (100)	40% (122)	15% (45)	9% (28)	4% (13)	309
Relig: Evangelical	36% (221)	42% (257)	15% (91)	5% (31)	3% (18)	618
Relig: Non-Evang. Catholics	31% (200)	46% (301)	13% (82)	6% (42)	4% (27)	653
Relig: All Christian	33% (421)	44% (559)	14% (173)	6% (73)	4% (45)	1270
Relig: All Non-Christian	26% (242)	40% (374)	18% (166)	8% (75)	8% (72)	930
Community: Urban	31% (184)	39% (230)	15% (89)	8% (45)	7% (42)	589
Community: Suburban	31% (300)	44% (423)	15% (144)	6% (54)	3% (32)	953
Community: Rural	27% (180)	42% (280)	16% (106)	7% (49)	7% (44)	659
Employ: Private Sector	31% (197)	43% (278)	16% (101)	6% (40)	5% (30)	646
Employ: Government	30% (45)	43% (65)	15% (23)	8% (13)	3% (5)	150
Employ: Self-Employed	35% (76)	43% (93)	11% (24)	8% (16)	4% (8)	217
Employ: Homemaker	35% (70)	40% (81)	14% (29)	7% (14)	4% (8)	202
Employ: Student	23% (21)	32% (30)	21% (19)	12% (11)	12% (11)	92
Employ: Retired	25% (119)	53% (249)	14% (67)	6% (27)	2% (7)	468
Employ: Unemployed	32% (76)	32% (76)	20% (48)	4% (10)	12% (27)	237
Employ: Other	32% (61)	32% (61)	15% (29)	9% (17)	11% (21)	189
Military HH: Yes	30% (118)	43% (168)	17% (68)	8% (32)	2% (9)	394
Military HH: No	30% (546)	42% (764)	15% (271)	6% (116)	6% (109)	1807
RD/WT: Right Direction	35% (280)	41% (322)	13% (105)	6% (50)	5% (38)	795
RD/WT: Wrong Track	27% (384)	43% (610)	17% (234)	7% (98)	6% (80)	1406

Continued on next page



**Table BRD3\_7: How important is brand to you when purchasing the following products?**  
*Household appliances*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know/No Opinion	Total N
Adults	30% (664)	42% (932)	15% (339)	7% (148)	5% (118)	2201
Strongly Approve	40% (179)	36% (161)	11% (49)	7% (33)	5% (24)	445
Somewhat Approve	25% (109)	50% (222)	17% (76)	4% (19)	3% (15)	441
Somewhat Disapprove	27% (80)	44% (133)	22% (67)	4% (12)	3% (9)	301
Strongly Disapprove	31% (268)	43% (372)	14% (125)	8% (69)	4% (33)	866
Dont Know / No Opinion	20% (29)	30% (45)	15% (23)	10% (14)	25% (37)	147
#1 Issue: Economy	30% (172)	41% (238)	17% (99)	6% (34)	6% (35)	577
#1 Issue: Security	36% (154)	41% (176)	13% (58)	6% (24)	5% (20)	432
#1 Issue: Health Care	30% (148)	45% (218)	15% (71)	7% (33)	4% (18)	487
#1 Issue: Medicare / Social Security	28% (82)	47% (135)	14% (39)	7% (20)	4% (11)	288
#1 Issue: Women's Issues	24% (26)	38% (40)	18% (19)	11% (12)	9% (9)	106
#1 Issue: Education	27% (35)	49% (63)	12% (15)	9% (12)	4% (5)	129
#1 Issue: Energy	24% (20)	33% (28)	28% (24)	7% (6)	7% (6)	84
#1 Issue: Other	28% (28)	35% (35)	15% (15)	8% (8)	14% (14)	99
2016 Vote: Democrat Hillary Clinton	31% (229)	44% (326)	14% (101)	7% (52)	4% (26)	734
2016 Vote: Republican Donald Trump	34% (244)	44% (316)	13% (98)	6% (44)	3% (24)	725
2016 Vote: Someone else	24% (50)	48% (98)	18% (37)	7% (15)	2% (5)	204
2012 Vote: Barack Obama	31% (266)	46% (399)	14% (125)	6% (52)	3% (27)	869
2012 Vote: Mitt Romney	31% (179)	48% (275)	13% (74)	5% (28)	3% (18)	574
2012 Vote: Other	23% (21)	46% (41)	16% (14)	12% (11)	3% (3)	90
2012 Vote: Didn't Vote	29% (195)	33% (216)	19% (125)	9% (57)	11% (70)	664
4-Region: Northeast	30% (122)	41% (164)	17% (69)	6% (25)	6% (23)	402
4-Region: Midwest	26% (121)	47% (225)	15% (69)	7% (32)	6% (27)	474
4-Region: South	32% (263)	41% (335)	14% (116)	7% (61)	5% (40)	815
4-Region: West	31% (159)	41% (208)	17% (86)	6% (30)	6% (28)	511

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: How important is brand to you when purchasing the following products?**

*Jewelry*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Dont Know/No Opinion		Total N
Adults	15%	(330)	23%	(507)	29%	(630)	23%	(501)	11%	(234)	2201
Gender: Male	17%	(182)	22%	(235)	25%	(263)	21%	(228)	14%	(152)	1060
Gender: Female	13%	(149)	24%	(272)	32%	(366)	24%	(273)	7%	(82)	1141
Age: 18-29	20%	(90)	27%	(122)	20%	(91)	18%	(81)	14%	(62)	446
Age: 30-44	16%	(96)	23%	(138)	29%	(171)	21%	(126)	10%	(58)	589
Age: 45-54	17%	(66)	22%	(84)	30%	(114)	24%	(93)	7%	(27)	384
Age: 55-64	12%	(45)	20%	(77)	32%	(122)	26%	(99)	11%	(42)	384
Age: 65+	9%	(34)	21%	(85)	33%	(131)	26%	(103)	11%	(45)	398
PID: Dem (no lean)	17%	(131)	22%	(165)	30%	(229)	22%	(172)	9%	(71)	769
PID: Ind (no lean)	13%	(100)	22%	(170)	27%	(208)	24%	(185)	15%	(112)	775
PID: Rep (no lean)	15%	(100)	26%	(171)	29%	(192)	22%	(144)	8%	(50)	658
PID/Gender: Dem Men	22%	(73)	18%	(60)	26%	(87)	19%	(62)	15%	(49)	331
PID/Gender: Dem Women	13%	(57)	24%	(106)	32%	(142)	25%	(110)	5%	(22)	438
PID/Gender: Ind Men	12%	(48)	23%	(92)	23%	(89)	25%	(99)	17%	(68)	397
PID/Gender: Ind Women	14%	(52)	21%	(78)	31%	(119)	23%	(86)	12%	(44)	378
PID/Gender: Rep Men	18%	(60)	25%	(83)	26%	(87)	20%	(67)	10%	(35)	332
PID/Gender: Rep Women	12%	(40)	27%	(88)	32%	(106)	24%	(77)	5%	(15)	326
Tea Party: Supporter	24%	(129)	29%	(157)	22%	(121)	20%	(111)	6%	(31)	550
Tea Party: Not Supporter	12%	(199)	21%	(339)	31%	(508)	24%	(388)	12%	(200)	1634
Ideo: Liberal (1-3)	17%	(131)	26%	(199)	28%	(217)	22%	(172)	7%	(52)	772
Ideo: Moderate (4)	14%	(69)	21%	(104)	32%	(154)	22%	(108)	11%	(52)	486
Ideo: Conservative (5-7)	15%	(98)	25%	(164)	30%	(200)	23%	(153)	7%	(50)	666
Educ: < College	17%	(261)	22%	(338)	28%	(431)	23%	(361)	11%	(176)	1567
Educ: Bachelors degree	10%	(42)	28%	(116)	32%	(134)	20%	(85)	9%	(39)	416
Educ: Post-grad	13%	(28)	24%	(53)	29%	(64)	25%	(55)	8%	(18)	219
Income: Under 50k	16%	(201)	21%	(275)	28%	(357)	23%	(302)	12%	(156)	1292
Income: 50k-100k	14%	(95)	25%	(169)	29%	(197)	22%	(148)	10%	(64)	673
Income: 100k+	15%	(35)	26%	(62)	32%	(76)	21%	(50)	6%	(13)	236

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**Table BRD3\_8: How important is brand to you when purchasing the following products?**  
*Jewelry*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Dont Know/No Opinion		Total N
Adults	15%	(330)	23%	(507)	29%	(630)	23%	(501)	11%	(234)	2201
Ethnicity: White	13%	(223)	22%	(392)	29%	(513)	24%	(425)	11%	(197)	1750
Ethnicity: Hispanic	18%	(61)	25%	(84)	25%	(84)	20%	(66)	11%	(35)	329
Ethnicity: Afr. Am.	27%	(71)	28%	(76)	25%	(68)	14%	(38)	6%	(15)	269
Ethnicity: Other	20%	(36)	21%	(39)	27%	(49)	21%	(38)	11%	(21)	182
Relig: Protestant	11%	(64)	22%	(124)	34%	(191)	25%	(142)	8%	(43)	563
Relig: Roman Catholic	18%	(83)	27%	(126)	30%	(139)	17%	(80)	9%	(40)	468
Relig: Ath./Agn./None	13%	(78)	21%	(131)	25%	(154)	25%	(156)	16%	(102)	621
Relig: Something Else	18%	(55)	21%	(64)	28%	(87)	24%	(75)	9%	(27)	309
Relig: Evangelical	20%	(121)	25%	(153)	30%	(188)	18%	(111)	7%	(44)	618
Relig: Non-Evang. Catholics	12%	(76)	24%	(159)	31%	(200)	24%	(157)	9%	(60)	653
Relig: All Christian	15%	(197)	25%	(312)	31%	(389)	21%	(268)	8%	(105)	1270
Relig: All Non-Christian	14%	(133)	21%	(195)	26%	(241)	25%	(232)	14%	(129)	930
Community: Urban	18%	(106)	24%	(139)	26%	(153)	20%	(118)	12%	(73)	589
Community: Suburban	14%	(132)	25%	(240)	29%	(280)	23%	(215)	9%	(85)	953
Community: Rural	14%	(92)	19%	(128)	30%	(197)	25%	(167)	11%	(75)	659
Employ: Private Sector	17%	(110)	27%	(172)	28%	(179)	20%	(126)	9%	(58)	646
Employ: Government	18%	(27)	23%	(35)	33%	(50)	20%	(29)	6%	(8)	150
Employ: Self-Employed	16%	(34)	27%	(59)	24%	(53)	23%	(49)	10%	(22)	217
Employ: Homemaker	15%	(31)	23%	(47)	28%	(56)	29%	(59)	5%	(9)	202
Employ: Student	10%	(9)	24%	(22)	24%	(22)	23%	(21)	19%	(18)	92
Employ: Retired	10%	(48)	18%	(85)	36%	(169)	26%	(123)	9%	(44)	468
Employ: Unemployed	18%	(42)	23%	(55)	21%	(50)	20%	(46)	19%	(44)	237
Employ: Other	16%	(30)	17%	(31)	27%	(50)	25%	(47)	16%	(30)	189
Military HH: Yes	16%	(63)	23%	(90)	31%	(121)	21%	(85)	9%	(36)	394
Military HH: No	15%	(267)	23%	(417)	28%	(509)	23%	(416)	11%	(197)	1807
RD/WT: Right Direction	18%	(144)	25%	(195)	25%	(201)	21%	(165)	11%	(90)	795
RD/WT: Wrong Track	13%	(187)	22%	(311)	30%	(429)	24%	(335)	10%	(144)	1406

Continued on next page

**Table BRD3\_8:** How important is brand to you when purchasing the following products?

Jewelry

Demographic	Very important		Somewhat important		Not too important		Not at all important		Dont Know/No Opinion		Total N
Adults	15%	(330)	23%	(507)	29%	(630)	23%	(501)	11%	(234)	2201
Strongly Approve	19%	(84)	22%	(99)	27%	(120)	17%	(78)	15%	(65)	445
Somewhat Approve	13%	(56)	29%	(127)	30%	(130)	23%	(100)	6%	(27)	441
Somewhat Disapprove	16%	(49)	22%	(67)	33%	(99)	22%	(66)	6%	(19)	301
Strongly Disapprove	15%	(132)	21%	(181)	29%	(252)	26%	(227)	9%	(74)	866
Dont Know / No Opinion	7%	(10)	22%	(33)	19%	(28)	20%	(29)	32%	(48)	147
#1 Issue: Economy	16%	(92)	21%	(121)	28%	(162)	23%	(134)	12%	(69)	577
#1 Issue: Security	15%	(66)	26%	(113)	30%	(131)	19%	(84)	9%	(38)	432
#1 Issue: Health Care	15%	(73)	26%	(124)	28%	(136)	23%	(111)	9%	(42)	487
#1 Issue: Medicare / Social Security	12%	(35)	19%	(55)	33%	(95)	25%	(71)	11%	(32)	288
#1 Issue: Women's Issues	10%	(10)	26%	(27)	31%	(32)	25%	(26)	9%	(10)	106
#1 Issue: Education	22%	(28)	26%	(34)	21%	(27)	24%	(31)	7%	(9)	129
#1 Issue: Energy	17%	(14)	23%	(19)	26%	(22)	20%	(17)	14%	(12)	84
#1 Issue: Other	12%	(12)	13%	(13)	25%	(25)	28%	(28)	22%	(22)	99
2016 Vote: Democrat Hillary Clinton	16%	(116)	22%	(163)	29%	(215)	25%	(180)	8%	(59)	734
2016 Vote: Republican Donald Trump	15%	(111)	24%	(176)	30%	(219)	21%	(153)	9%	(65)	725
2016 Vote: Someone else	10%	(21)	22%	(45)	30%	(60)	29%	(59)	9%	(19)	204
2012 Vote: Barack Obama	16%	(139)	24%	(207)	29%	(252)	23%	(199)	8%	(72)	869
2012 Vote: Mitt Romney	14%	(78)	24%	(140)	31%	(180)	22%	(124)	9%	(52)	574
2012 Vote: Other	6%	(6)	20%	(18)	32%	(29)	31%	(28)	11%	(9)	90
2012 Vote: Didn't Vote	16%	(108)	21%	(141)	25%	(166)	22%	(149)	15%	(100)	664
4-Region: Northeast	15%	(59)	25%	(101)	28%	(113)	21%	(84)	11%	(45)	402
4-Region: Midwest	14%	(67)	22%	(102)	29%	(137)	23%	(111)	12%	(55)	474
4-Region: South	17%	(141)	23%	(186)	29%	(240)	22%	(179)	9%	(69)	815
4-Region: West	12%	(63)	23%	(118)	27%	(140)	25%	(127)	12%	(64)	511

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:** Does seeing a product being advertised on social media make you view it:

Demographic	Much more highly	Somewhat more highly	Somewhat less highly	Much less highly	Dont Know/No Opinion	Total N
Adults	11% (247)	29% (646)	13% (278)	9% (187)	38% (842)	2201
Gender: Male	14% (145)	27% (290)	13% (141)	9% (95)	37% (388)	1060
Gender: Female	9% (102)	31% (356)	12% (136)	8% (92)	40% (454)	1141
Age: 18-29	18% (81)	42% (186)	12% (53)	5% (23)	23% (104)	446
Age: 30-44	17% (100)	33% (192)	13% (74)	7% (39)	31% (184)	589
Age: 45-54	12% (45)	30% (116)	12% (44)	7% (26)	40% (153)	384
Age: 55-64	4% (16)	21% (79)	14% (55)	12% (47)	49% (188)	384
Age: 65+	2% (6)	18% (73)	13% (52)	13% (53)	54% (213)	398
PID: Dem (no lean)	13% (98)	33% (250)	11% (86)	9% (69)	34% (265)	769
PID: Ind (no lean)	9% (71)	29% (221)	13% (98)	7% (52)	43% (333)	775
PID: Rep (no lean)	12% (78)	27% (175)	14% (93)	10% (66)	37% (245)	658
PID/Gender: Dem Men	19% (64)	27% (90)	13% (42)	10% (33)	30% (101)	331
PID/Gender: Dem Women	8% (34)	36% (160)	10% (44)	8% (36)	37% (164)	438
PID/Gender: Ind Men	9% (34)	27% (106)	14% (57)	7% (30)	43% (171)	397
PID/Gender: Ind Women	10% (37)	31% (116)	11% (42)	6% (22)	43% (161)	378
PID/Gender: Rep Men	14% (47)	28% (94)	13% (43)	10% (32)	35% (116)	332
PID/Gender: Rep Women	10% (31)	25% (81)	15% (50)	11% (34)	40% (129)	326
Tea Party: Supporter	21% (113)	28% (155)	14% (76)	7% (39)	30% (167)	550
Tea Party: Not Supporter	8% (133)	30% (487)	12% (198)	9% (148)	41% (667)	1634
Ideo: Liberal (1-3)	17% (129)	32% (250)	13% (102)	7% (54)	31% (237)	772
Ideo: Moderate (4)	10% (51)	27% (133)	10% (50)	10% (49)	42% (203)	486
Ideo: Conservative (5-7)	6% (42)	29% (190)	14% (94)	9% (61)	42% (279)	666
Educ: < College	12% (194)	30% (473)	13% (205)	9% (137)	36% (558)	1567
Educ: Bachelors degree	8% (35)	29% (120)	12% (50)	8% (35)	43% (177)	416
Educ: Post-grad	9% (19)	25% (54)	11% (23)	7% (16)	49% (107)	219
Income: Under 50k	13% (164)	29% (380)	12% (159)	9% (116)	37% (473)	1292
Income: 50k-100k	9% (61)	29% (194)	14% (93)	7% (50)	41% (274)	673
Income: 100k+	9% (22)	31% (72)	11% (25)	9% (21)	40% (95)	236
Ethnicity: White	9% (154)	28% (496)	13% (221)	8% (143)	42% (736)	1750
Ethnicity: Hispanic	19% (64)	35% (115)	15% (48)	7% (23)	24% (79)	329

Continued on next page

**Table BRD4:** Does seeing a product being advertised on social media make you view it:

Demographic	Much more highly		Somewhat more highly		Somewhat less highly		Much less highly		Dont Know/No Opinion		Total N
Adults	11%	(247)	29%	(646)	13%	(278)	9%	(187)	38%	(842)	2201
Ethnicity: Afr. Am.	21%	(57)	35%	(95)	14%	(37)	10%	(28)	19%	(52)	269
Ethnicity: Other	20%	(37)	30%	(56)	11%	(20)	9%	(16)	30%	(54)	182
Relig: Protestant	7%	(39)	27%	(150)	12%	(69)	8%	(42)	47%	(263)	563
Relig: Roman Catholic	14%	(64)	29%	(134)	13%	(59)	8%	(36)	38%	(176)	468
Relig: Ath./Agn./None	8%	(50)	31%	(194)	13%	(83)	9%	(56)	39%	(239)	621
Relig: Something Else	17%	(53)	30%	(91)	10%	(32)	9%	(27)	34%	(106)	309
Relig: Evangelical	15%	(93)	30%	(187)	15%	(90)	9%	(53)	31%	(194)	618
Relig: Non-Evang. Catholics	8%	(51)	27%	(174)	11%	(73)	8%	(52)	46%	(302)	653
Relig: All Christian	11%	(144)	28%	(361)	13%	(163)	8%	(105)	39%	(497)	1270
Relig: All Non-Christian	11%	(103)	31%	(285)	12%	(114)	9%	(82)	37%	(345)	930
Community: Urban	14%	(80)	32%	(189)	13%	(79)	8%	(49)	33%	(191)	589
Community: Suburban	10%	(94)	29%	(274)	12%	(116)	9%	(84)	40%	(386)	953
Community: Rural	11%	(74)	28%	(183)	13%	(83)	8%	(54)	40%	(265)	659
Employ: Private Sector	13%	(82)	31%	(203)	13%	(84)	7%	(47)	36%	(229)	646
Employ: Government	14%	(21)	31%	(47)	11%	(16)	11%	(17)	33%	(49)	150
Employ: Self-Employed	16%	(34)	32%	(68)	11%	(25)	9%	(20)	32%	(69)	217
Employ: Homemaker	12%	(24)	36%	(73)	11%	(23)	4%	(8)	37%	(75)	202
Employ: Student	14%	(13)	48%	(45)	9%	(8)	2%	(2)	26%	(24)	92
Employ: Retired	3%	(14)	20%	(93)	13%	(63)	12%	(56)	52%	(242)	468
Employ: Unemployed	14%	(33)	26%	(62)	14%	(32)	9%	(22)	37%	(89)	237
Employ: Other	14%	(26)	30%	(56)	14%	(27)	8%	(15)	34%	(64)	189
Military HH: Yes	10%	(37)	25%	(98)	13%	(52)	10%	(40)	43%	(168)	394
Military HH: No	12%	(210)	30%	(549)	13%	(226)	8%	(148)	37%	(674)	1807
RD/WT: Right Direction	17%	(134)	27%	(213)	12%	(97)	9%	(69)	35%	(282)	795
RD/WT: Wrong Track	8%	(113)	31%	(433)	13%	(181)	8%	(119)	40%	(560)	1406
Strongly Approve	19%	(83)	20%	(91)	12%	(51)	10%	(43)	40%	(177)	445
Somewhat Approve	8%	(37)	36%	(159)	13%	(56)	7%	(33)	35%	(156)	441
Somewhat Disapprove	12%	(37)	37%	(111)	13%	(38)	7%	(22)	31%	(93)	301
Strongly Disapprove	9%	(80)	30%	(260)	13%	(112)	9%	(80)	39%	(335)	866
Dont Know / No Opinion	8%	(11)	17%	(25)	14%	(20)	7%	(10)	55%	(81)	147

Continued on next page

**Table BRD4:** Does seeing a product being advertised on social media make you view it:

Demographic	Much more highly	Somewhat more highly	Somewhat less highly	Much less highly	Dont Know/No Opinion	Total N
Adults	11% (247)	29% (646)	13% (278)	9% (187)	38% (842)	2201
#1 Issue: Economy	10% (57)	32% (187)	13% (73)	8% (45)	37% (215)	577
#1 Issue: Security	13% (57)	26% (114)	11% (49)	9% (37)	41% (175)	432
#1 Issue: Health Care	11% (55)	29% (139)	13% (66)	8% (37)	39% (190)	487
#1 Issue: Medicare / Social Security	6% (17)	27% (78)	14% (41)	10% (28)	43% (125)	288
#1 Issue: Women's Issues	14% (15)	28% (29)	13% (14)	10% (10)	35% (37)	106
#1 Issue: Education	17% (22)	42% (54)	9% (12)	10% (12)	22% (28)	129
#1 Issue: Energy	15% (12)	33% (28)	18% (15)	8% (7)	26% (22)	84
#1 Issue: Other	12% (11)	18% (18)	9% (9)	11% (11)	50% (50)	99
2016 Vote: Democrat Hillary Clinton	12% (88)	31% (230)	11% (79)	9% (65)	37% (272)	734
2016 Vote: Republican Donald Trump	12% (89)	26% (186)	12% (90)	9% (68)	40% (291)	725
2016 Vote: Someone else	7% (15)	23% (48)	13% (27)	7% (14)	50% (101)	204
2012 Vote: Barack Obama	13% (116)	30% (258)	10% (88)	9% (81)	38% (327)	869
2012 Vote: Mitt Romney	8% (48)	23% (134)	14% (78)	9% (52)	46% (263)	574
2012 Vote: Other	2% (2)	21% (19)	16% (14)	8% (7)	52% (47)	90
2012 Vote: Didn't Vote	12% (82)	35% (235)	14% (96)	7% (47)	31% (204)	664
4-Region: Northeast	12% (46)	26% (105)	12% (46)	11% (44)	40% (160)	402
4-Region: Midwest	7% (31)	31% (145)	16% (77)	6% (27)	41% (193)	474
4-Region: South	14% (116)	30% (245)	10% (80)	9% (70)	37% (303)	815
4-Region: West	10% (53)	30% (151)	15% (74)	9% (46)	36% (186)	511

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: How concerned are you about eating too much candy at Halloween?**

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not at all concerned	Don't Know/No Opinion	Total N
Adults	12% (264)	13% (279)	27% (593)	43% (940)	6% (126)	2201
Gender: Male	14% (146)	12% (123)	28% (292)	40% (427)	7% (71)	1060
Gender: Female	10% (117)	14% (156)	26% (300)	45% (513)	5% (55)	1141
Age: 18-29	14% (63)	15% (66)	28% (126)	33% (148)	10% (44)	446
Age: 30-44	16% (93)	13% (75)	28% (163)	36% (213)	8% (45)	589
Age: 45-54	11% (43)	16% (60)	22% (83)	47% (182)	4% (16)	384
Age: 55-64	8% (32)	8% (29)	31% (119)	51% (194)	3% (10)	384
Age: 65+	8% (32)	12% (49)	26% (102)	51% (204)	3% (10)	398
PID: Dem (no lean)	14% (105)	14% (106)	26% (202)	42% (326)	4% (30)	769
PID: Ind (no lean)	11% (83)	13% (100)	25% (191)	43% (331)	9% (70)	775
PID: Rep (no lean)	12% (76)	11% (73)	30% (200)	43% (284)	4% (25)	658
PID/Gender: Dem Men	18% (60)	11% (35)	27% (90)	37% (124)	7% (22)	331
PID/Gender: Dem Women	10% (44)	16% (71)	26% (112)	46% (202)	2% (8)	438
PID/Gender: Ind Men	10% (40)	13% (53)	26% (104)	42% (167)	8% (33)	397
PID/Gender: Ind Women	11% (43)	12% (46)	23% (87)	43% (163)	10% (38)	378
PID/Gender: Rep Men	14% (47)	10% (34)	30% (99)	41% (136)	5% (17)	332
PID/Gender: Rep Women	9% (30)	12% (39)	31% (101)	45% (148)	3% (9)	326
Tea Party: Supporter	20% (108)	11% (59)	28% (155)	40% (222)	1% (6)	550
Tea Party: Not Supporter	9% (154)	13% (217)	27% (436)	43% (708)	7% (119)	1634
Ideo: Liberal (1-3)	14% (106)	19% (144)	23% (180)	41% (316)	4% (28)	772
Ideo: Moderate (4)	12% (58)	8% (38)	30% (143)	46% (224)	4% (22)	486
Ideo: Conservative (5-7)	11% (73)	11% (76)	30% (196)	45% (300)	3% (19)	666
Educ: < College	13% (197)	11% (178)	28% (434)	41% (644)	7% (113)	1567
Educ: Bachelors degree	11% (45)	17% (70)	24% (101)	46% (191)	2% (9)	416
Educ: Post-grad	10% (21)	14% (30)	26% (58)	48% (106)	2% (4)	219
Income: Under 50k	13% (170)	12% (156)	25% (326)	42% (541)	8% (98)	1292
Income: 50k-100k	11% (75)	12% (82)	29% (198)	44% (295)	3% (23)	673
Income: 100k+	8% (18)	17% (41)	29% (69)	44% (104)	2% (4)	236
Ethnicity: White	10% (180)	13% (219)	28% (489)	44% (769)	5% (93)	1750
Ethnicity: Hispanic	19% (63)	15% (49)	22% (71)	37% (121)	8% (25)	329

Continued on next page



**Table BRD5:** *How concerned are you about eating too much candy at Halloween?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Dont Know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(264)	13%	(279)	27%	(593)	43%	(940)	6%	(126)	2201
Ethnicity: Afr. Am.	18%	(47)	13%	(36)	22%	(58)	39%	(106)	8%	(21)	269
Ethnicity: Other	20%	(36)	13%	(24)	25%	(45)	36%	(66)	6%	(11)	182
Relig: Protestant	9%	(53)	12%	(69)	29%	(161)	49%	(273)	1%	(6)	563
Relig: Roman Catholic	14%	(64)	16%	(74)	26%	(123)	41%	(192)	3%	(15)	468
Relig: Ath./Agn./None	10%	(63)	13%	(81)	25%	(156)	41%	(257)	10%	(64)	621
Relig: Something Else	12%	(38)	11%	(35)	27%	(85)	42%	(129)	7%	(23)	309
Relig: Evangelical	16%	(101)	11%	(69)	31%	(190)	38%	(237)	3%	(21)	618
Relig: Non-Evang. Catholics	9%	(62)	14%	(94)	25%	(161)	49%	(317)	3%	(19)	653
Relig: All Christian	13%	(163)	13%	(163)	28%	(351)	44%	(554)	3%	(39)	1270
Relig: All Non-Christian	11%	(100)	12%	(116)	26%	(241)	41%	(386)	9%	(86)	930
Community: Urban	16%	(91)	15%	(87)	24%	(142)	39%	(229)	7%	(39)	589
Community: Suburban	10%	(98)	14%	(134)	28%	(265)	44%	(417)	4%	(39)	953
Community: Rural	11%	(74)	9%	(58)	28%	(185)	45%	(294)	7%	(48)	659
Employ: Private Sector	12%	(81)	12%	(80)	26%	(171)	44%	(284)	5%	(31)	646
Employ: Government	17%	(26)	10%	(16)	28%	(43)	40%	(60)	4%	(6)	150
Employ: Self-Employed	13%	(28)	16%	(35)	25%	(53)	41%	(88)	6%	(12)	217
Employ: Homemaker	16%	(33)	19%	(39)	24%	(48)	38%	(77)	3%	(5)	202
Employ: Student	16%	(15)	12%	(11)	31%	(29)	30%	(28)	10%	(10)	92
Employ: Retired	8%	(38)	10%	(47)	29%	(136)	51%	(239)	2%	(8)	468
Employ: Unemployed	10%	(23)	12%	(29)	24%	(56)	42%	(100)	12%	(28)	237
Employ: Other	11%	(21)	11%	(22)	30%	(56)	34%	(64)	14%	(26)	189
Military HH: Yes	12%	(47)	13%	(50)	29%	(115)	42%	(167)	4%	(15)	394
Military HH: No	12%	(217)	13%	(229)	26%	(477)	43%	(773)	6%	(111)	1807
RD/WT: Right Direction	15%	(123)	12%	(97)	29%	(234)	38%	(304)	5%	(37)	795
RD/WT: Wrong Track	10%	(141)	13%	(182)	26%	(359)	45%	(636)	6%	(88)	1406
Strongly Approve	15%	(69)	9%	(40)	28%	(126)	42%	(187)	5%	(24)	445
Somewhat Approve	10%	(44)	16%	(73)	29%	(130)	41%	(180)	3%	(15)	441
Somewhat Disapprove	13%	(40)	13%	(39)	30%	(90)	42%	(125)	2%	(6)	301
Strongly Disapprove	11%	(95)	13%	(115)	25%	(213)	47%	(409)	4%	(34)	866
Dont Know / No Opinion	11%	(16)	8%	(12)	22%	(33)	27%	(39)	32%	(47)	147

Continued on next page

**Table BRD5:** *How concerned are you about eating too much candy at Halloween?*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not at all concerned		Dont Know/No Opinion		Total N
Adults	12%	(264)	13%	(279)	27%	(593)	43%	(940)	6%	(126)	2201
#1 Issue: Economy	11%	(66)	10%	(58)	28%	(162)	44%	(253)	7%	(39)	577
#1 Issue: Security	10%	(44)	13%	(58)	29%	(124)	43%	(188)	4%	(19)	432
#1 Issue: Health Care	14%	(68)	14%	(70)	27%	(132)	41%	(200)	3%	(16)	487
#1 Issue: Medicare / Social Security	9%	(26)	9%	(27)	27%	(77)	50%	(143)	5%	(15)	288
#1 Issue: Women's Issues	11%	(12)	13%	(14)	26%	(28)	41%	(44)	8%	(9)	106
#1 Issue: Education	18%	(23)	17%	(22)	24%	(31)	34%	(44)	7%	(9)	129
#1 Issue: Energy	11%	(9)	22%	(18)	24%	(20)	38%	(32)	6%	(5)	84
#1 Issue: Other	16%	(16)	13%	(13)	20%	(20)	38%	(38)	14%	(14)	99
2016 Vote: Democrat Hillary Clinton	12%	(91)	15%	(113)	25%	(185)	44%	(322)	3%	(22)	734
2016 Vote: Republican Donald Trump	12%	(84)	10%	(76)	29%	(211)	46%	(333)	3%	(21)	725
2016 Vote: Someone else	13%	(26)	13%	(27)	25%	(50)	45%	(92)	5%	(10)	204
2012 Vote: Barack Obama	12%	(108)	14%	(123)	26%	(222)	45%	(388)	3%	(28)	869
2012 Vote: Mitt Romney	10%	(59)	12%	(68)	29%	(167)	46%	(264)	3%	(16)	574
2012 Vote: Other	14%	(13)	13%	(11)	30%	(27)	36%	(33)	7%	(6)	90
2012 Vote: Didn't Vote	13%	(84)	11%	(76)	26%	(173)	39%	(256)	11%	(76)	664
4-Region: Northeast	12%	(49)	15%	(58)	23%	(94)	46%	(186)	3%	(14)	402
4-Region: Midwest	8%	(38)	11%	(54)	32%	(149)	41%	(195)	8%	(37)	474
4-Region: South	13%	(105)	12%	(101)	26%	(211)	44%	(357)	5%	(41)	815
4-Region: West	14%	(71)	13%	(65)	27%	(139)	40%	(202)	7%	(34)	511

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:** Are you planning to hand out candy to trick-or-treaters this Halloween?

Demographic	Yes		No		Not sure		Total N
Adults	45%	(983)	42%	(918)	14%	(300)	2201
Gender: Male	45%	(472)	39%	(415)	16%	(172)	1060
Gender: Female	45%	(510)	44%	(503)	11%	(128)	1141
Age: 18-29	43%	(190)	37%	(167)	20%	(89)	446
Age: 30-44	47%	(274)	37%	(220)	16%	(95)	589
Age: 45-54	47%	(180)	45%	(173)	8%	(31)	384
Age: 55-64	46%	(176)	44%	(167)	11%	(41)	384
Age: 65+	41%	(162)	48%	(191)	11%	(45)	398
PID: Dem (no lean)	47%	(364)	40%	(311)	12%	(94)	769
PID: Ind (no lean)	38%	(298)	43%	(331)	19%	(146)	775
PID: Rep (no lean)	49%	(321)	42%	(276)	9%	(61)	658
PID/Gender: Dem Men	51%	(167)	37%	(123)	12%	(40)	331
PID/Gender: Dem Women	45%	(197)	43%	(187)	12%	(54)	438
PID/Gender: Ind Men	36%	(143)	40%	(158)	24%	(97)	397
PID/Gender: Ind Women	41%	(155)	46%	(174)	13%	(49)	378
PID/Gender: Rep Men	49%	(162)	41%	(134)	11%	(35)	332
PID/Gender: Rep Women	49%	(159)	43%	(142)	8%	(26)	326
Tea Party: Supporter	53%	(294)	38%	(208)	9%	(48)	550
Tea Party: Not Supporter	42%	(684)	43%	(698)	15%	(251)	1634
Ideo: Liberal (1-3)	49%	(380)	38%	(297)	12%	(95)	772
Ideo: Moderate (4)	46%	(225)	41%	(201)	12%	(60)	486
Ideo: Conservative (5-7)	45%	(300)	45%	(301)	10%	(65)	666
Educ: < College	42%	(651)	43%	(676)	15%	(240)	1567
Educ: Bachelors degree	51%	(212)	39%	(160)	10%	(43)	416
Educ: Post-grad	55%	(120)	38%	(82)	8%	(17)	219
Income: Under 50k	38%	(490)	46%	(589)	17%	(213)	1292
Income: 50k-100k	51%	(343)	38%	(255)	11%	(75)	673
Income: 100k+	64%	(150)	32%	(74)	5%	(12)	236
Ethnicity: White	46%	(805)	42%	(732)	12%	(214)	1750
Ethnicity: Hispanic	43%	(142)	41%	(134)	16%	(53)	329
Ethnicity: Afr. Am.	35%	(95)	45%	(122)	19%	(52)	269

Continued on next page

**Table BRD6:** Are you planning to hand out candy to trick-or-treaters this Halloween?

Demographic	Yes	No	Not sure	Total N
Adults	45% (983)	42% (918)	14% (300)	2201
Ethnicity: Other	46% (84)	35% (64)	19% (34)	182
Relig: Protestant	48% (269)	44% (245)	9% (49)	563
Relig: Roman Catholic	50% (236)	36% (171)	13% (61)	468
Relig: Ath./Agn./None	42% (261)	41% (254)	17% (106)	621
Relig: Something Else	44% (134)	43% (134)	13% (40)	309
Relig: Evangelical	40% (249)	46% (282)	14% (86)	618
Relig: Non-Evang. Catholics	52% (338)	38% (247)	10% (67)	653
Relig: All Christian	46% (586)	42% (530)	12% (154)	1270
Relig: All Non-Christian	42% (395)	42% (388)	16% (146)	930
Community: Urban	41% (241)	43% (251)	16% (96)	589
Community: Suburban	50% (478)	38% (361)	12% (114)	953
Community: Rural	40% (264)	46% (306)	14% (90)	659
Employ: Private Sector	49% (315)	40% (261)	11% (70)	646
Employ: Government	51% (76)	40% (60)	9% (14)	150
Employ: Self-Employed	43% (92)	44% (95)	13% (29)	217
Employ: Homemaker	54% (109)	36% (72)	11% (21)	202
Employ: Student	38% (35)	34% (31)	29% (27)	92
Employ: Retired	43% (200)	49% (228)	9% (41)	468
Employ: Unemployed	35% (82)	44% (104)	22% (51)	237
Employ: Other	39% (74)	36% (68)	25% (47)	189
Military HH: Yes	48% (191)	41% (161)	11% (42)	394
Military HH: No	44% (792)	42% (757)	14% (258)	1807
RD/WT: Right Direction	48% (383)	39% (312)	13% (101)	795
RD/WT: Wrong Track	43% (600)	43% (606)	14% (199)	1406
Strongly Approve	47% (211)	41% (183)	11% (51)	445
Somewhat Approve	48% (211)	41% (181)	11% (49)	441
Somewhat Disapprove	42% (128)	44% (133)	13% (41)	301
Strongly Disapprove	47% (405)	40% (346)	13% (115)	866
Dont Know / No Opinion	19% (29)	50% (74)	30% (45)	147

Continued on next page

**Table BRD6:** Are you planning to hand out candy to trick-or-treaters this Halloween?

Demographic	Yes	No	Not sure	Total N
Adults	45% (983)	42% (918)	14% (300)	2201
#1 Issue: Economy	48% (279)	38% (219)	14% (79)	577
#1 Issue: Security	46% (200)	43% (187)	10% (45)	432
#1 Issue: Health Care	48% (235)	39% (191)	12% (60)	487
#1 Issue: Medicare / Social Security	34% (97)	53% (152)	13% (39)	288
#1 Issue: Women's Issues	42% (44)	37% (39)	21% (22)	106
#1 Issue: Education	52% (66)	32% (41)	16% (21)	129
#1 Issue: Energy	41% (34)	48% (40)	12% (10)	84
#1 Issue: Other	26% (26)	49% (48)	25% (25)	99
2016 Vote: Democrat Hillary Clinton	49% (360)	39% (284)	12% (90)	734
2016 Vote: Republican Donald Trump	49% (357)	42% (307)	8% (61)	725
2016 Vote: Someone else	43% (89)	41% (84)	16% (32)	204
2012 Vote: Barack Obama	49% (423)	41% (353)	11% (93)	869
2012 Vote: Mitt Romney	50% (286)	40% (230)	10% (59)	574
2012 Vote: Other	37% (34)	43% (39)	19% (17)	90
2012 Vote: Didn't Vote	36% (240)	44% (294)	20% (131)	664
4-Region: Northeast	46% (184)	40% (162)	14% (56)	402
4-Region: Midwest	44% (210)	41% (193)	15% (70)	474
4-Region: South	45% (369)	43% (353)	11% (93)	815
4-Region: West	43% (219)	41% (210)	16% (81)	511

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:** Are you planning to trick-or-treat with your children this year?

Demographic	Yes		No		Not sure		Total N
Adults	39%	(411)	53%	(556)	8%	(85)	1052
Gender: Male	39%	(166)	50%	(209)	11%	(46)	420
Gender: Female	39%	(245)	55%	(347)	6%	(40)	632
Age: 18-29	74%	(90)	14%	(17)	12%	(14)	122
Age: 30-44	63%	(219)	26%	(91)	11%	(39)	349
Age: 45-54	31%	(69)	60%	(132)	9%	(19)	220
Age: 55-64	15%	(27)	80%	(148)	5%	(10)	184
Age: 65+	3%	(6)	95%	(169)	1%	(3)	177
PID: Dem (no lean)	38%	(139)	54%	(198)	9%	(32)	369
PID: Ind (no lean)	41%	(142)	49%	(170)	10%	(36)	348
PID: Rep (no lean)	39%	(130)	56%	(189)	5%	(17)	335
PID/Gender: Dem Men	41%	(56)	49%	(66)	11%	(15)	137
PID/Gender: Dem Women	36%	(83)	57%	(132)	8%	(18)	232
PID/Gender: Ind Men	40%	(60)	46%	(69)	13%	(20)	149
PID/Gender: Ind Women	42%	(83)	50%	(100)	8%	(16)	199
PID/Gender: Rep Men	37%	(50)	54%	(73)	8%	(11)	134
PID/Gender: Rep Women	40%	(80)	57%	(115)	3%	(6)	201
Tea Party: Supporter	45%	(125)	49%	(137)	5%	(15)	277
Tea Party: Not Supporter	37%	(284)	54%	(413)	9%	(70)	767
Ideo: Liberal (1-3)	50%	(177)	42%	(149)	8%	(28)	353
Ideo: Moderate (4)	30%	(71)	62%	(146)	7%	(17)	233
Ideo: Conservative (5-7)	33%	(109)	63%	(207)	5%	(15)	331
Educ: < College	38%	(282)	53%	(392)	10%	(71)	745
Educ: Bachelors degree	44%	(85)	51%	(98)	4%	(9)	191
Educ: Post-grad	38%	(44)	57%	(66)	5%	(6)	116
Income: Under 50k	39%	(221)	50%	(281)	10%	(58)	560
Income: 50k-100k	39%	(138)	55%	(192)	6%	(21)	350
Income: 100k+	37%	(52)	59%	(84)	4%	(6)	142
Ethnicity: White	39%	(332)	53%	(455)	8%	(71)	859
Ethnicity: Hispanic	48%	(82)	42%	(72)	9%	(16)	171
Ethnicity: Afr. Am.	32%	(36)	58%	(66)	10%	(12)	114

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**Table BRD7:** Are you planning to trick-or-treat with your children this year?

Demographic	Yes		No		Not sure		Total N
Adults	39%	(411)	53%	(556)	8%	(85)	1052
Ethnicity: Other	53%	(42)	44%	(35)	3%	(2)	79
Relig: Protestant	29%	(83)	68%	(198)	3%	(9)	291
Relig: Roman Catholic	39%	(91)	53%	(122)	8%	(19)	231
Relig: Ath./Agn./None	46%	(119)	41%	(108)	13%	(33)	260
Relig: Something Else	40%	(53)	53%	(72)	7%	(10)	135
Relig: Evangelical	38%	(128)	55%	(185)	7%	(24)	338
Relig: Non-Evang. Catholics	34%	(108)	60%	(191)	6%	(18)	317
Relig: All Christian	36%	(236)	57%	(376)	7%	(43)	655
Relig: All Non-Christian	44%	(173)	45%	(180)	11%	(43)	395
Community: Urban	34%	(91)	55%	(147)	10%	(27)	266
Community: Suburban	41%	(181)	53%	(238)	6%	(27)	446
Community: Rural	41%	(139)	50%	(171)	9%	(31)	341
Employ: Private Sector	46%	(153)	45%	(152)	9%	(30)	336
Employ: Government	61%	(49)	37%	(29)	3%	(2)	81
Employ: Self-Employed	43%	(46)	48%	(52)	8%	(9)	107
Employ: Homemaker	44%	(68)	47%	(74)	9%	(15)	157
Employ: Retired	7%	(14)	90%	(169)	3%	(5)	188
Employ: Unemployed	47%	(40)	44%	(38)	9%	(7)	85
Employ: Other	41%	(33)	48%	(38)	11%	(9)	79
Military HH: Yes	27%	(51)	69%	(130)	5%	(9)	189
Military HH: No	42%	(360)	49%	(426)	9%	(77)	863
RD/WT: Right Direction	39%	(148)	52%	(199)	9%	(33)	380
RD/WT: Wrong Track	39%	(262)	53%	(357)	8%	(53)	672
Strongly Approve	39%	(84)	54%	(118)	7%	(16)	218
Somewhat Approve	38%	(85)	55%	(122)	7%	(16)	223
Somewhat Disapprove	46%	(67)	43%	(63)	11%	(17)	146
Strongly Disapprove	38%	(155)	55%	(223)	7%	(28)	406
Dont Know / No Opinion	34%	(20)	51%	(30)	15%	(9)	59

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**Table BRD7: Are you planning to trick-or-treat with your children this year?**

Demographic	Yes	No	Not sure	Total N
Adults	39% (411)	53% (556)	8% (85)	1052
#1 Issue: Economy	41% (124)	50% (152)	10% (30)	306
#1 Issue: Security	40% (89)	53% (117)	7% (15)	221
#1 Issue: Health Care	40% (95)	52% (120)	8% (19)	233
#1 Issue: Medicare / Social Security	13% (16)	84% (102)	2% (3)	121
#1 Issue: Education	53% (34)	38% (25)	9% (6)	65
2016 Vote: Democrat Hillary Clinton	38% (127)	55% (186)	7% (24)	336
2016 Vote: Republican Donald Trump	38% (147)	57% (222)	5% (21)	390
2016 Vote: Someone else	38% (39)	58% (60)	4% (4)	103
2012 Vote: Barack Obama	40% (174)	53% (231)	6% (27)	432
2012 Vote: Mitt Romney	30% (91)	64% (196)	6% (17)	305
2012 Vote: Didn't Vote	48% (131)	37% (100)	15% (39)	270
4-Region: Northeast	37% (66)	57% (103)	7% (12)	181
4-Region: Midwest	38% (92)	53% (129)	9% (21)	242
4-Region: South	43% (164)	50% (191)	7% (28)	383
4-Region: West	36% (88)	54% (133)	10% (24)	246

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:** *How much of the candy they get from trick-or-treating do you plan to allow your children to eat this year?*

Demographic	All of the candy		Some of the candy		None of the candy		Not sure		Total N
Adults	30%	(121)	66%	(269)	2%	(8)	3%	(12)	411
Gender: Male	33%	(55)	62%	(103)	3%	(4)	2%	(3)	166
Gender: Female	27%	(66)	68%	(166)	1%	(4)	4%	(9)	245
Age: 18-29	27%	(25)	69%	(62)	3%	(3)	1%	(1)	90
Age: 30-44	30%	(66)	67%	(146)	2%	(4)	1%	(3)	219
Age: 45-54	26%	(18)	63%	(43)	1%	(1)	10%	(7)	69
PID: Dem (no lean)	33%	(46)	59%	(82)	3%	(4)	5%	(7)	139
PID: Ind (no lean)	21%	(30)	74%	(106)	1%	(2)	3%	(4)	142
PID: Rep (no lean)	35%	(46)	63%	(81)	2%	(2)	—	(1)	130
PID/Gender: Dem Men	40%	(22)	52%	(29)	5%	(3)	3%	(1)	56
PID/Gender: Dem Women	28%	(23)	64%	(53)	1%	(1)	6%	(5)	83
PID/Gender: Ind Men	19%	(11)	79%	(47)	—	(0)	2%	(1)	60
PID/Gender: Ind Women	23%	(19)	71%	(59)	3%	(2)	4%	(3)	83
PID/Gender: Rep Men	43%	(22)	54%	(27)	3%	(2)	—	(0)	50
PID/Gender: Rep Women	30%	(24)	68%	(54)	1%	(1)	1%	(1)	80
Tea Party: Supporter	37%	(46)	61%	(76)	1%	(1)	1%	(2)	125
Tea Party: Not Supporter	26%	(74)	68%	(193)	2%	(7)	4%	(10)	284
Ideo: Liberal (1-3)	34%	(60)	64%	(113)	2%	(3)	1%	(1)	177
Ideo: Moderate (4)	26%	(18)	70%	(50)	3%	(2)	1%	(0)	71
Ideo: Conservative (5-7)	29%	(32)	68%	(74)	2%	(2)	1%	(1)	109
Educ: < College	29%	(81)	65%	(184)	2%	(5)	4%	(11)	282
Educ: Bachelors degree	31%	(27)	66%	(56)	2%	(1)	1%	(1)	85
Income: Under 50k	30%	(66)	64%	(142)	1%	(3)	5%	(10)	221
Income: 50k-100k	28%	(39)	68%	(94)	3%	(4)	1%	(1)	138
Income: 100k+	31%	(16)	65%	(34)	3%	(1)	1%	(1)	52
Ethnicity: White	30%	(100)	66%	(219)	2%	(7)	2%	(7)	332
Ethnicity: Hispanic	40%	(33)	55%	(46)	—	(0)	4%	(4)	82
Relig: Protestant	31%	(26)	68%	(56)	1%	(1)	—	(0)	83
Relig: Roman Catholic	43%	(39)	52%	(47)	1%	(1)	4%	(4)	91
Relig: Ath./Agn./None	23%	(27)	72%	(86)	3%	(4)	2%	(3)	119
Relig: Something Else	34%	(18)	58%	(31)	3%	(1)	5%	(3)	53

Continued on next page

**Table BRD8:** How much of the candy they get from trick-or-treating do you plan to allow your children to eat this year?

Demographic	All of the candy		Some of the candy		None of the candy		Not sure		Total N
Adults	30%	(121)	66%	(269)	2%	(8)	3%	(12)	411
Relig: Evangelical	32%	(40)	65%	(83)	1%	(2)	2%	(3)	128
Relig: Non-Evang. Catholics	33%	(36)	63%	(68)	1%	(1)	3%	(4)	108
Relig: All Christian	32%	(76)	64%	(151)	1%	(3)	3%	(6)	236
Relig: All Non-Christian	26%	(45)	68%	(117)	3%	(5)	3%	(5)	173
Community: Urban	35%	(32)	58%	(53)	1%	(1)	6%	(5)	91
Community: Suburban	29%	(52)	66%	(119)	2%	(5)	3%	(5)	181
Community: Rural	27%	(38)	70%	(97)	2%	(2)	1%	(2)	139
Employ: Private Sector	32%	(50)	63%	(96)	3%	(5)	2%	(2)	153
Employ: Homemaker	22%	(15)	75%	(51)	2%	(2)	1%	(1)	68
Military HH: Yes	34%	(17)	62%	(31)	—	(0)	4%	(2)	51
Military HH: No	29%	(104)	66%	(238)	2%	(8)	3%	(10)	360
RD/WT: Right Direction	42%	(62)	56%	(83)	2%	(3)	—	(1)	148
RD/WT: Wrong Track	23%	(60)	71%	(186)	2%	(5)	4%	(11)	262
Strongly Approve	47%	(39)	53%	(45)	1%	(1)	—	(0)	84
Somewhat Approve	30%	(25)	64%	(54)	3%	(2)	3%	(3)	85
Somewhat Disapprove	27%	(18)	73%	(49)	—	(0)	—	(0)	67
Strongly Disapprove	24%	(38)	69%	(107)	3%	(5)	3%	(5)	155
#1 Issue: Economy	30%	(38)	65%	(80)	1%	(1)	4%	(5)	124
#1 Issue: Security	23%	(20)	74%	(66)	3%	(3)	1%	(1)	89
#1 Issue: Health Care	33%	(31)	62%	(59)	3%	(2)	3%	(2)	95
2016 Vote: Democrat Hillary Clinton	30%	(39)	65%	(83)	3%	(4)	1%	(1)	127
2016 Vote: Republican Donald Trump	37%	(54)	62%	(91)	1%	(1)	1%	(1)	147
2012 Vote: Barack Obama	33%	(57)	61%	(106)	3%	(5)	3%	(6)	174
2012 Vote: Mitt Romney	33%	(30)	67%	(61)	—	(0)	—	(0)	91
2012 Vote: Didn't Vote	25%	(32)	68%	(89)	2%	(3)	5%	(6)	131
4-Region: Northeast	35%	(23)	62%	(41)	—	(0)	4%	(2)	66
4-Region: Midwest	27%	(24)	69%	(63)	2%	(1)	3%	(2)	92
4-Region: South	29%	(48)	67%	(110)	2%	(3)	2%	(3)	164
4-Region: West	29%	(26)	62%	(55)	4%	(4)	5%	(4)	88

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\_1:** What is the most you would be willing to pay for the following streaming services?

Netflix

Demographic	Less than \$5 per month	\$5 per month	\$10 per month	\$15 per month	\$20+ per month	Total N
Adults	34% (738)	18% (386)	39% (848)	8% (175)	2% (54)	2201
Gender: Male	36% (384)	18% (194)	35% (372)	7% (73)	4% (37)	1060
Gender: Female	31% (354)	17% (192)	42% (476)	9% (103)	1% (17)	1141
Age: 18-29	23% (101)	20% (87)	45% (201)	9% (40)	4% (16)	446
Age: 30-44	25% (150)	21% (124)	41% (242)	10% (59)	2% (14)	589
Age: 45-54	33% (126)	12% (45)	44% (168)	9% (34)	3% (10)	384
Age: 55-64	44% (168)	15% (59)	33% (128)	6% (22)	2% (8)	384
Age: 65+	48% (192)	18% (70)	27% (109)	5% (20)	2% (7)	398
PID: Dem (no lean)	30% (233)	19% (148)	38% (296)	9% (68)	3% (23)	769
PID: Ind (no lean)	34% (265)	18% (140)	40% (307)	6% (45)	2% (18)	775
PID: Rep (no lean)	36% (240)	15% (98)	37% (245)	9% (62)	2% (13)	658
PID/Gender: Dem Men	33% (110)	19% (62)	36% (118)	8% (27)	4% (14)	331
PID/Gender: Dem Women	28% (124)	20% (86)	41% (178)	9% (41)	2% (9)	438
PID/Gender: Ind Men	34% (137)	21% (82)	37% (147)	5% (19)	3% (12)	397
PID/Gender: Ind Women	34% (128)	15% (57)	43% (161)	7% (26)	1% (5)	378
PID/Gender: Rep Men	42% (138)	15% (49)	32% (107)	8% (27)	3% (11)	332
PID/Gender: Rep Women	31% (102)	15% (48)	42% (138)	11% (35)	1% (3)	326
Tea Party: Supporter	32% (174)	16% (90)	41% (225)	8% (46)	3% (15)	550
Tea Party: Not Supporter	34% (554)	18% (290)	38% (621)	8% (129)	2% (40)	1634
Ideo: Liberal (1-3)	27% (212)	18% (143)	41% (318)	9% (73)	3% (27)	772
Ideo: Moderate (4)	33% (161)	17% (82)	41% (201)	7% (33)	2% (9)	486
Ideo: Conservative (5-7)	38% (253)	17% (113)	36% (240)	8% (52)	1% (9)	666
Educ: < College	35% (550)	18% (284)	37% (576)	8% (120)	2% (36)	1567
Educ: Bachelors degree	30% (124)	15% (61)	45% (188)	8% (33)	2% (10)	416
Educ: Post-grad	29% (63)	19% (41)	38% (84)	10% (22)	4% (9)	219
Income: Under 50k	37% (480)	19% (249)	36% (460)	7% (86)	1% (17)	1292
Income: 50k-100k	28% (189)	16% (111)	42% (283)	9% (60)	4% (30)	673
Income: 100k+	29% (69)	11% (26)	44% (104)	13% (30)	3% (7)	236

Continued on next page

**Table BRD9\_1:** What is the most you would be willing to pay for the following streaming services?

Netflix

Demographic	Less than \$5 per month	\$5 per month	\$10 per month	\$15 per month	\$20+ per month	Total N
Adults	34% (738)	18% (386)	39% (848)	8% (175)	2% (54)	2201
Ethnicity: White	34% (595)	16% (284)	39% (684)	9% (150)	2% (38)	1750
Ethnicity: Hispanic	27% (88)	25% (82)	35% (117)	9% (30)	4% (13)	329
Ethnicity: Afr. Am.	27% (73)	23% (61)	40% (108)	4% (12)	5% (14)	269
Ethnicity: Other	39% (70)	22% (40)	30% (55)	7% (13)	1% (2)	182
Relig: Protestant	37% (211)	15% (84)	38% (213)	8% (47)	2% (8)	563
Relig: Roman Catholic	37% (174)	17% (81)	36% (171)	6% (30)	3% (13)	468
Relig: Ath./Agn./None	29% (180)	18% (112)	40% (250)	9% (58)	3% (21)	621
Relig: Something Else	30% (91)	22% (67)	38% (118)	7% (22)	3% (11)	309
Relig: Evangelical	35% (219)	16% (100)	39% (241)	8% (50)	1% (7)	618
Relig: Non-Evang. Catholics	38% (247)	16% (106)	37% (239)	7% (45)	2% (15)	653
Relig: All Christian	37% (466)	16% (207)	38% (480)	8% (95)	2% (23)	1270
Relig: All Non-Christian	29% (272)	19% (179)	40% (367)	9% (80)	3% (32)	930
Community: Urban	33% (197)	19% (114)	36% (211)	8% (48)	3% (19)	589
Community: Suburban	31% (294)	18% (167)	42% (404)	7% (70)	2% (19)	953
Community: Rural	38% (247)	16% (105)	35% (233)	9% (58)	2% (16)	659
Employ: Private Sector	26% (167)	18% (119)	45% (291)	9% (56)	2% (13)	646
Employ: Government	30% (45)	16% (23)	42% (64)	8% (12)	4% (6)	150
Employ: Self-Employed	28% (62)	21% (45)	37% (80)	9% (19)	5% (10)	217
Employ: Homemaker	27% (54)	12% (23)	45% (90)	16% (31)	1% (3)	202
Employ: Student	21% (19)	17% (16)	45% (41)	7% (7)	10% (9)	92
Employ: Retired	49% (231)	15% (72)	30% (142)	4% (18)	1% (4)	468
Employ: Unemployed	40% (94)	19% (45)	30% (72)	8% (19)	3% (7)	237
Employ: Other	35% (66)	22% (42)	36% (68)	7% (13)	— (1)	189
Military HH: Yes	39% (154)	15% (60)	33% (130)	10% (41)	2% (9)	394
Military HH: No	32% (584)	18% (325)	40% (718)	7% (134)	3% (45)	1807
RD/WT: Right Direction	39% (308)	17% (133)	33% (265)	8% (66)	3% (24)	795
RD/WT: Wrong Track	31% (430)	18% (253)	41% (583)	8% (109)	2% (30)	1406

Continued on next page

**Table BRD9\_1:** What is the most you would be willing to pay for the following streaming services?  
 Netflix

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	34%	(738)	18%	(386)	39%	(848)	8%	(175)	2%	(54)	2201
Strongly Approve	45%	(201)	15%	(65)	31%	(136)	7%	(31)	3%	(13)	445
Somewhat Approve	29%	(128)	19%	(82)	42%	(186)	9%	(39)	1%	(6)	441
Somewhat Disapprove	25%	(77)	20%	(60)	44%	(132)	9%	(28)	2%	(5)	301
Strongly Disapprove	30%	(263)	19%	(161)	41%	(354)	8%	(69)	2%	(20)	866
Dont Know / No Opinion	48%	(70)	13%	(19)	26%	(39)	6%	(8)	8%	(11)	147
#1 Issue: Economy	30%	(173)	17%	(98)	44%	(256)	5%	(31)	3%	(19)	577
#1 Issue: Security	38%	(164)	17%	(72)	34%	(146)	10%	(44)	1%	(5)	432
#1 Issue: Health Care	30%	(145)	18%	(89)	40%	(193)	10%	(50)	2%	(9)	487
#1 Issue: Medicare / Social Security	45%	(129)	19%	(56)	30%	(85)	4%	(12)	2%	(6)	288
#1 Issue: Women's Issues	23%	(24)	11%	(12)	47%	(49)	14%	(15)	5%	(6)	106
#1 Issue: Education	23%	(29)	17%	(22)	43%	(56)	12%	(15)	5%	(6)	129
#1 Issue: Energy	34%	(28)	21%	(18)	40%	(34)	4%	(3)	1%	(1)	84
#1 Issue: Other	46%	(45)	19%	(19)	29%	(28)	5%	(5)	2%	(2)	99
2016 Vote: Democrat Hillary Clinton	29%	(215)	18%	(131)	43%	(316)	8%	(57)	2%	(15)	734
2016 Vote: Republican Donald Trump	39%	(281)	16%	(118)	36%	(259)	7%	(51)	2%	(16)	725
2016 Vote: Someone else	32%	(65)	17%	(35)	39%	(80)	8%	(15)	4%	(8)	204
2012 Vote: Barack Obama	31%	(266)	18%	(152)	42%	(364)	8%	(66)	2%	(21)	869
2012 Vote: Mitt Romney	38%	(216)	16%	(90)	37%	(210)	8%	(47)	2%	(10)	574
2012 Vote: Other	36%	(33)	18%	(16)	35%	(32)	5%	(4)	6%	(6)	90
2012 Vote: Didn't Vote	34%	(223)	19%	(127)	36%	(241)	8%	(55)	3%	(18)	664
4-Region: Northeast	36%	(144)	16%	(64)	39%	(158)	6%	(26)	2%	(9)	402
4-Region: Midwest	33%	(158)	16%	(75)	40%	(192)	9%	(44)	1%	(5)	474
4-Region: South	34%	(275)	17%	(142)	37%	(301)	9%	(72)	3%	(24)	815
4-Region: West	31%	(160)	20%	(104)	39%	(197)	6%	(33)	3%	(17)	511

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\_4:** What is the most you would be willing to pay for the following streaming services?  
Hulu

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	52%	(1151)	20%	(438)	23%	(499)	4%	(77)	2%	(36)	2201
Gender: Male	52%	(546)	20%	(212)	23%	(240)	4%	(38)	2%	(23)	1060
Gender: Female	53%	(605)	20%	(226)	23%	(259)	3%	(39)	1%	(13)	1141
Age: 18-29	42%	(187)	22%	(99)	29%	(130)	4%	(17)	3%	(14)	446
Age: 30-44	41%	(243)	24%	(141)	28%	(165)	5%	(32)	1%	(8)	589
Age: 45-54	52%	(199)	18%	(69)	24%	(93)	4%	(15)	2%	(8)	384
Age: 55-64	63%	(242)	17%	(66)	17%	(65)	2%	(8)	1%	(3)	384
Age: 65+	70%	(280)	16%	(63)	11%	(46)	1%	(5)	1%	(4)	398
PID: Dem (no lean)	49%	(374)	22%	(171)	24%	(182)	4%	(29)	2%	(12)	769
PID: Ind (no lean)	52%	(406)	18%	(140)	25%	(196)	2%	(19)	2%	(14)	775
PID: Rep (no lean)	56%	(371)	19%	(127)	18%	(120)	4%	(29)	2%	(10)	658
PID/Gender: Dem Men	47%	(156)	22%	(73)	25%	(81)	4%	(12)	3%	(9)	331
PID/Gender: Dem Women	50%	(218)	22%	(98)	23%	(101)	4%	(17)	1%	(3)	438
PID/Gender: Ind Men	50%	(198)	18%	(73)	26%	(105)	3%	(12)	2%	(10)	397
PID/Gender: Ind Women	55%	(208)	18%	(67)	24%	(91)	2%	(7)	1%	(4)	378
PID/Gender: Rep Men	58%	(192)	20%	(66)	16%	(54)	4%	(15)	1%	(5)	332
PID/Gender: Rep Women	55%	(179)	19%	(61)	20%	(66)	5%	(15)	2%	(5)	326
Tea Party: Supporter	47%	(258)	22%	(119)	25%	(137)	5%	(25)	2%	(11)	550
Tea Party: Not Supporter	54%	(881)	19%	(317)	22%	(359)	3%	(52)	2%	(25)	1634
Ideo: Liberal (1-3)	44%	(343)	22%	(170)	27%	(208)	5%	(39)	2%	(13)	772
Ideo: Moderate (4)	56%	(271)	20%	(96)	21%	(101)	2%	(10)	2%	(8)	486
Ideo: Conservative (5-7)	54%	(361)	20%	(132)	22%	(146)	3%	(21)	1%	(6)	666
Educ: < College	54%	(848)	20%	(306)	21%	(332)	4%	(57)	2%	(24)	1567
Educ: Bachelors degree	49%	(203)	20%	(83)	26%	(110)	3%	(14)	1%	(6)	416
Educ: Post-grad	46%	(100)	22%	(49)	26%	(57)	3%	(6)	3%	(6)	219
Income: Under 50k	55%	(705)	18%	(237)	23%	(291)	3%	(43)	1%	(15)	1292
Income: 50k-100k	48%	(325)	23%	(154)	23%	(154)	3%	(23)	3%	(17)	673
Income: 100k+	52%	(122)	20%	(46)	23%	(54)	5%	(11)	2%	(4)	236

Continued on next page

**Table BRD9\_4:** What is the most you would be willing to pay for the following streaming services?*Hulu*

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	52%	(1151)	20%	(438)	23%	(499)	4%	(77)	2%	(36)	2201
Ethnicity: White	53%	(929)	20%	(351)	22%	(390)	3%	(58)	1%	(22)	1750
Ethnicity: Hispanic	40%	(132)	26%	(87)	23%	(77)	7%	(24)	3%	(10)	329
Ethnicity: Afr. Am.	45%	(121)	19%	(51)	29%	(77)	4%	(10)	4%	(10)	269
Ethnicity: Other	55%	(101)	20%	(36)	18%	(32)	5%	(9)	2%	(4)	182
Relig: Protestant	57%	(319)	17%	(97)	23%	(131)	2%	(14)	1%	(3)	563
Relig: Roman Catholic	53%	(249)	20%	(96)	19%	(91)	4%	(20)	3%	(13)	468
Relig: Ath./Agn./None	49%	(302)	20%	(124)	25%	(157)	4%	(26)	2%	(12)	621
Relig: Something Else	50%	(154)	22%	(69)	21%	(66)	4%	(12)	2%	(7)	309
Relig: Evangelical	53%	(330)	21%	(130)	21%	(132)	4%	(22)	1%	(4)	618
Relig: Non-Evang. Catholics	56%	(364)	18%	(115)	22%	(143)	3%	(18)	2%	(13)	653
Relig: All Christian	55%	(694)	19%	(245)	22%	(275)	3%	(39)	1%	(17)	1270
Relig: All Non-Christian	49%	(456)	21%	(193)	24%	(223)	4%	(38)	2%	(19)	930
Community: Urban	50%	(297)	22%	(127)	22%	(127)	4%	(24)	2%	(14)	589
Community: Suburban	52%	(492)	19%	(178)	25%	(240)	3%	(26)	2%	(17)	953
Community: Rural	55%	(362)	20%	(133)	20%	(132)	4%	(27)	1%	(5)	659
Employ: Private Sector	45%	(293)	20%	(128)	29%	(188)	4%	(28)	2%	(10)	646
Employ: Government	47%	(71)	22%	(34)	25%	(37)	3%	(4)	2%	(3)	150
Employ: Self-Employed	47%	(102)	22%	(48)	21%	(46)	7%	(15)	2%	(5)	217
Employ: Homemaker	48%	(98)	22%	(44)	26%	(52)	4%	(7)	1%	(2)	202
Employ: Student	35%	(32)	25%	(23)	26%	(24)	5%	(4)	9%	(8)	92
Employ: Retired	69%	(324)	16%	(73)	14%	(66)	1%	(5)	—	(1)	468
Employ: Unemployed	54%	(128)	20%	(48)	21%	(50)	3%	(7)	2%	(4)	237
Employ: Other	55%	(104)	21%	(39)	19%	(36)	3%	(6)	2%	(3)	189
Military HH: Yes	59%	(231)	17%	(67)	18%	(71)	5%	(20)	2%	(6)	394
Military HH: No	51%	(921)	21%	(371)	24%	(428)	3%	(57)	2%	(30)	1807
RD/WT: Right Direction	57%	(457)	18%	(144)	18%	(146)	4%	(34)	2%	(15)	795
RD/WT: Wrong Track	49%	(695)	21%	(294)	25%	(353)	3%	(44)	1%	(21)	1406

Continued on next page

**Table BRD9\_4:** What is the most you would be willing to pay for the following streaming services?

Hulu

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	52%	(1151)	20%	(438)	23%	(499)	4%	(77)	2%	(36)	2201
Strongly Approve	60%	(265)	17%	(77)	17%	(76)	4%	(17)	2%	(11)	445
Somewhat Approve	55%	(242)	18%	(78)	22%	(97)	4%	(20)	1%	(5)	441
Somewhat Disapprove	41%	(122)	25%	(74)	31%	(92)	4%	(11)	1%	(2)	301
Strongly Disapprove	49%	(427)	22%	(193)	24%	(209)	3%	(28)	1%	(9)	866
Dont Know / No Opinion	65%	(96)	10%	(15)	17%	(25)	1%	(2)	6%	(9)	147
#1 Issue: Economy	47%	(274)	23%	(136)	23%	(135)	4%	(21)	2%	(11)	577
#1 Issue: Security	58%	(251)	17%	(72)	20%	(86)	3%	(14)	2%	(9)	432
#1 Issue: Health Care	48%	(231)	21%	(101)	26%	(126)	4%	(22)	1%	(6)	487
#1 Issue: Medicare / Social Security	66%	(190)	15%	(44)	17%	(49)	2%	(5)	—	(0)	288
#1 Issue: Women's Issues	35%	(37)	30%	(32)	27%	(28)	3%	(3)	5%	(5)	106
#1 Issue: Education	40%	(51)	19%	(25)	32%	(41)	7%	(9)	2%	(3)	129
#1 Issue: Energy	54%	(45)	22%	(18)	20%	(17)	3%	(2)	1%	(1)	84
#1 Issue: Other	72%	(71)	10%	(10)	15%	(15)	2%	(2)	2%	(2)	99
2016 Vote: Democrat Hillary Clinton	48%	(353)	22%	(160)	26%	(191)	3%	(25)	1%	(5)	734
2016 Vote: Republican Donald Trump	59%	(424)	17%	(123)	19%	(141)	3%	(25)	2%	(12)	725
2016 Vote: Someone else	49%	(101)	23%	(48)	21%	(43)	5%	(10)	1%	(2)	204
2012 Vote: Barack Obama	49%	(426)	21%	(180)	26%	(223)	3%	(29)	1%	(12)	869
2012 Vote: Mitt Romney	58%	(334)	18%	(103)	19%	(112)	3%	(18)	1%	(8)	574
2012 Vote: Other	50%	(45)	21%	(19)	19%	(18)	9%	(8)	1%	(1)	90
2012 Vote: Didn't Vote	52%	(347)	20%	(136)	22%	(143)	3%	(22)	2%	(16)	664
4-Region: Northeast	56%	(226)	19%	(76)	21%	(85)	2%	(9)	1%	(5)	402
4-Region: Midwest	53%	(252)	18%	(86)	24%	(115)	4%	(17)	1%	(3)	474
4-Region: South	53%	(436)	18%	(145)	24%	(192)	4%	(30)	1%	(12)	815
4-Region: West	47%	(238)	25%	(130)	21%	(106)	4%	(21)	3%	(16)	511

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\_5:** What is the most you would be willing to pay for the following streaming services?  
 Amazon Prime Instant Video

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	53%	(1172)	20%	(432)	20%	(445)	4%	(92)	3%	(59)	2201
Gender: Male	52%	(552)	19%	(203)	20%	(216)	5%	(55)	3%	(33)	1060
Gender: Female	54%	(619)	20%	(229)	20%	(229)	3%	(38)	2%	(26)	1141
Age: 18-29	45%	(202)	26%	(115)	21%	(93)	4%	(19)	4%	(18)	446
Age: 30-44	45%	(264)	23%	(137)	24%	(139)	5%	(31)	3%	(18)	589
Age: 45-54	52%	(200)	18%	(68)	24%	(91)	3%	(12)	3%	(12)	384
Age: 55-64	60%	(231)	18%	(71)	17%	(65)	4%	(14)	1%	(4)	384
Age: 65+	69%	(274)	11%	(42)	14%	(57)	4%	(17)	2%	(8)	398
PID: Dem (no lean)	51%	(392)	21%	(162)	21%	(162)	4%	(28)	3%	(26)	769
PID: Ind (no lean)	53%	(414)	19%	(151)	21%	(161)	4%	(28)	3%	(20)	775
PID: Rep (no lean)	56%	(366)	18%	(120)	19%	(122)	6%	(36)	2%	(13)	658
PID/Gender: Dem Men	46%	(152)	23%	(76)	23%	(75)	4%	(13)	5%	(15)	331
PID/Gender: Dem Women	55%	(240)	19%	(85)	20%	(87)	3%	(15)	2%	(11)	438
PID/Gender: Ind Men	52%	(206)	20%	(79)	21%	(83)	5%	(18)	3%	(12)	397
PID/Gender: Ind Women	55%	(209)	19%	(72)	21%	(79)	3%	(10)	2%	(9)	378
PID/Gender: Rep Men	59%	(195)	15%	(48)	18%	(58)	7%	(23)	2%	(7)	332
PID/Gender: Rep Women	52%	(171)	22%	(72)	20%	(64)	4%	(13)	2%	(7)	326
Tea Party: Supporter	47%	(260)	20%	(109)	24%	(134)	5%	(29)	3%	(18)	550
Tea Party: Not Supporter	55%	(902)	20%	(319)	19%	(311)	4%	(60)	3%	(42)	1634
Ideo: Liberal (1-3)	46%	(354)	25%	(191)	21%	(160)	5%	(36)	4%	(32)	772
Ideo: Moderate (4)	54%	(263)	18%	(88)	22%	(106)	4%	(19)	2%	(9)	486
Ideo: Conservative (5-7)	56%	(370)	17%	(112)	21%	(143)	5%	(32)	1%	(9)	666
Educ: < College	56%	(875)	19%	(291)	19%	(294)	4%	(67)	3%	(40)	1567
Educ: Bachelors degree	47%	(197)	21%	(87)	25%	(104)	4%	(16)	3%	(12)	416
Educ: Post-grad	46%	(100)	25%	(55)	22%	(47)	5%	(10)	3%	(7)	219
Income: Under 50k	56%	(728)	19%	(248)	18%	(234)	4%	(47)	3%	(35)	1292
Income: 50k-100k	50%	(337)	20%	(132)	23%	(152)	4%	(28)	3%	(23)	673
Income: 100k+	45%	(107)	22%	(52)	25%	(59)	7%	(17)	1%	(1)	236

Continued on next page

**Table BRD9\_5:** What is the most you would be willing to pay for the following streaming services?

Amazon Prime Instant Video

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	53%	(1172)	20%	(432)	20%	(445)	4%	(92)	3%	(59)	2201
Ethnicity: White	53%	(928)	19%	(337)	21%	(360)	5%	(79)	3%	(47)	1750
Ethnicity: Hispanic	45%	(149)	27%	(90)	17%	(56)	5%	(18)	5%	(17)	329
Ethnicity: Afr. Am.	50%	(136)	20%	(53)	22%	(60)	4%	(10)	4%	(11)	269
Ethnicity: Other	60%	(108)	24%	(43)	14%	(25)	2%	(4)	1%	(1)	182
Relig: Protestant	57%	(320)	16%	(90)	21%	(121)	4%	(23)	1%	(8)	563
Relig: Roman Catholic	54%	(251)	23%	(108)	14%	(64)	6%	(29)	3%	(16)	468
Relig: Ath./Agn./None	50%	(312)	21%	(127)	22%	(140)	4%	(27)	2%	(15)	621
Relig: Something Else	50%	(156)	23%	(71)	20%	(62)	2%	(6)	5%	(14)	309
Relig: Evangelical	55%	(339)	17%	(107)	21%	(130)	4%	(25)	3%	(16)	618
Relig: Non-Evang. Catholics	56%	(364)	19%	(127)	17%	(112)	5%	(35)	2%	(15)	653
Relig: All Christian	55%	(704)	18%	(234)	19%	(243)	5%	(60)	2%	(31)	1270
Relig: All Non-Christian	50%	(468)	21%	(199)	22%	(202)	4%	(33)	3%	(29)	930
Community: Urban	52%	(309)	19%	(115)	21%	(123)	4%	(26)	3%	(17)	589
Community: Suburban	52%	(496)	20%	(189)	22%	(209)	4%	(34)	3%	(25)	953
Community: Rural	56%	(367)	20%	(129)	17%	(113)	5%	(32)	3%	(18)	659
Employ: Private Sector	48%	(309)	21%	(138)	24%	(152)	5%	(30)	3%	(18)	646
Employ: Government	46%	(70)	21%	(32)	24%	(36)	4%	(6)	4%	(6)	150
Employ: Self-Employed	44%	(96)	24%	(53)	20%	(44)	6%	(14)	4%	(10)	217
Employ: Homemaker	47%	(94)	22%	(45)	21%	(43)	7%	(13)	3%	(6)	202
Employ: Student	34%	(32)	30%	(27)	23%	(21)	9%	(8)	4%	(4)	92
Employ: Retired	67%	(315)	13%	(60)	17%	(78)	2%	(11)	1%	(4)	468
Employ: Unemployed	58%	(138)	21%	(49)	17%	(40)	2%	(4)	3%	(7)	237
Employ: Other	63%	(118)	15%	(29)	16%	(30)	3%	(6)	3%	(5)	189
Military HH: Yes	57%	(223)	15%	(60)	19%	(75)	7%	(27)	2%	(8)	394
Military HH: No	52%	(948)	21%	(372)	20%	(370)	4%	(65)	3%	(51)	1807
RD/WT: Right Direction	52%	(415)	19%	(153)	18%	(143)	7%	(55)	4%	(29)	795
RD/WT: Wrong Track	54%	(756)	20%	(280)	21%	(302)	3%	(37)	2%	(31)	1406

Continued on next page

**Table BRD9\_5:** What is the most you would be willing to pay for the following streaming services?  
Amazon Prime Instant Video

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	53%	(1172)	20%	(432)	20%	(445)	4%	(92)	3%	(59)	2201
Strongly Approve	56%	(251)	18%	(78)	19%	(83)	4%	(19)	3%	(14)	445
Somewhat Approve	55%	(244)	20%	(87)	16%	(70)	7%	(30)	2%	(9)	441
Somewhat Disapprove	41%	(125)	24%	(71)	29%	(86)	4%	(13)	2%	(6)	301
Strongly Disapprove	54%	(466)	20%	(169)	21%	(185)	3%	(24)	2%	(21)	866
Dont Know / No Opinion	58%	(86)	18%	(27)	14%	(20)	4%	(6)	6%	(8)	147
#1 Issue: Economy	49%	(281)	24%	(136)	21%	(121)	4%	(22)	3%	(17)	577
#1 Issue: Security	59%	(255)	17%	(72)	18%	(79)	4%	(17)	2%	(9)	432
#1 Issue: Health Care	53%	(256)	20%	(97)	21%	(102)	4%	(18)	2%	(12)	487
#1 Issue: Medicare / Social Security	62%	(180)	12%	(35)	18%	(53)	4%	(12)	3%	(8)	288
#1 Issue: Women's Issues	34%	(36)	26%	(27)	29%	(31)	5%	(6)	5%	(6)	106
#1 Issue: Education	43%	(56)	25%	(33)	21%	(27)	7%	(8)	4%	(5)	129
#1 Issue: Energy	48%	(40)	22%	(18)	24%	(20)	4%	(4)	2%	(1)	84
#1 Issue: Other	68%	(67)	13%	(13)	11%	(11)	6%	(6)	2%	(1)	99
2016 Vote: Democrat Hillary Clinton	51%	(373)	20%	(149)	22%	(158)	4%	(29)	3%	(25)	734
2016 Vote: Republican Donald Trump	56%	(409)	18%	(133)	18%	(131)	5%	(38)	2%	(14)	725
2016 Vote: Someone else	48%	(99)	22%	(44)	24%	(49)	3%	(6)	3%	(7)	204
2012 Vote: Barack Obama	51%	(443)	20%	(173)	22%	(192)	4%	(33)	3%	(28)	869
2012 Vote: Mitt Romney	56%	(321)	19%	(109)	18%	(105)	5%	(30)	1%	(8)	574
2012 Vote: Other	56%	(51)	13%	(12)	21%	(19)	6%	(6)	4%	(4)	90
2012 Vote: Didn't Vote	54%	(357)	21%	(140)	19%	(125)	3%	(23)	3%	(19)	664
4-Region: Northeast	56%	(226)	21%	(83)	20%	(79)	2%	(7)	2%	(7)	402
4-Region: Midwest	55%	(261)	18%	(87)	22%	(107)	3%	(15)	1%	(4)	474
4-Region: South	54%	(441)	17%	(140)	19%	(156)	6%	(52)	3%	(26)	815
4-Region: West	48%	(244)	24%	(123)	20%	(103)	4%	(18)	4%	(22)	511

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\_6:** What is the most you would be willing to pay for the following streaming services?  
HBO Go / HBO Now

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	57%	(1255)	19%	(407)	17%	(370)	6%	(123)	2%	(45)	2201
Gender: Male	54%	(577)	20%	(213)	17%	(182)	6%	(62)	2%	(25)	1060
Gender: Female	59%	(678)	17%	(194)	16%	(188)	5%	(61)	2%	(20)	1141
Age: 18-29	47%	(209)	20%	(90)	20%	(88)	9%	(39)	5%	(20)	446
Age: 30-44	47%	(274)	24%	(142)	20%	(120)	7%	(40)	2%	(13)	589
Age: 45-54	59%	(225)	17%	(67)	15%	(59)	7%	(25)	2%	(7)	384
Age: 55-64	70%	(267)	13%	(50)	15%	(58)	2%	(7)	—	(1)	384
Age: 65+	70%	(280)	15%	(58)	11%	(46)	3%	(11)	1%	(4)	398
PID: Dem (no lean)	51%	(395)	21%	(160)	19%	(148)	7%	(53)	2%	(13)	769
PID: Ind (no lean)	58%	(451)	18%	(141)	16%	(121)	5%	(41)	3%	(21)	775
PID: Rep (no lean)	62%	(409)	16%	(107)	15%	(101)	4%	(29)	2%	(11)	658
PID/Gender: Dem Men	48%	(157)	20%	(67)	22%	(74)	7%	(24)	3%	(8)	331
PID/Gender: Dem Women	54%	(238)	21%	(93)	17%	(74)	7%	(29)	1%	(4)	438
PID/Gender: Ind Men	56%	(221)	21%	(82)	15%	(61)	5%	(21)	3%	(12)	397
PID/Gender: Ind Women	61%	(231)	15%	(58)	16%	(60)	5%	(20)	2%	(8)	378
PID/Gender: Rep Men	60%	(199)	19%	(64)	14%	(47)	5%	(18)	1%	(4)	332
PID/Gender: Rep Women	64%	(210)	13%	(43)	17%	(54)	4%	(12)	2%	(7)	326
Tea Party: Supporter	51%	(283)	20%	(110)	18%	(100)	8%	(43)	3%	(14)	550
Tea Party: Not Supporter	59%	(961)	18%	(295)	16%	(267)	5%	(80)	2%	(31)	1634
Ideo: Liberal (1-3)	46%	(353)	22%	(171)	20%	(157)	9%	(70)	3%	(21)	772
Ideo: Moderate (4)	62%	(301)	15%	(75)	18%	(86)	4%	(19)	1%	(6)	486
Ideo: Conservative (5-7)	62%	(412)	19%	(126)	14%	(96)	4%	(24)	1%	(7)	666
Educ: < College	59%	(918)	18%	(285)	16%	(255)	5%	(82)	2%	(27)	1567
Educ: Bachelors degree	53%	(222)	17%	(72)	20%	(82)	7%	(29)	2%	(10)	416
Educ: Post-grad	53%	(115)	23%	(50)	16%	(34)	5%	(12)	4%	(8)	219
Income: Under 50k	60%	(772)	19%	(241)	15%	(198)	5%	(66)	1%	(15)	1292
Income: 50k-100k	53%	(358)	18%	(121)	19%	(128)	6%	(40)	4%	(26)	673
Income: 100k+	53%	(126)	19%	(45)	19%	(44)	7%	(17)	2%	(4)	236

Continued on next page

**Table BRD9\_6:** What is the most you would be willing to pay for the following streaming services?  
 HBO Go / HBO Now

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	57%	(1255)	19%	(407)	17%	(370)	6%	(123)	2%	(45)	2201
Ethnicity: White	58%	(1017)	18%	(314)	16%	(288)	5%	(96)	2%	(36)	1750
Ethnicity: Hispanic	43%	(143)	24%	(79)	20%	(66)	9%	(29)	4%	(12)	329
Ethnicity: Afr. Am.	50%	(133)	21%	(56)	20%	(54)	7%	(20)	2%	(6)	269
Ethnicity: Other	58%	(105)	21%	(38)	16%	(29)	4%	(8)	1%	(2)	182
Relig: Protestant	65%	(365)	17%	(96)	13%	(76)	3%	(18)	2%	(9)	563
Relig: Roman Catholic	56%	(261)	20%	(94)	16%	(73)	7%	(32)	2%	(8)	468
Relig: Ath./Agn./None	54%	(337)	18%	(111)	20%	(126)	5%	(32)	2%	(15)	621
Relig: Something Else	51%	(159)	21%	(64)	16%	(48)	10%	(30)	3%	(8)	309
Relig: Evangelical	58%	(359)	20%	(123)	15%	(94)	5%	(31)	2%	(11)	618
Relig: Non-Evang. Catholics	61%	(400)	17%	(110)	16%	(102)	5%	(30)	2%	(11)	653
Relig: All Christian	60%	(759)	18%	(233)	15%	(195)	5%	(61)	2%	(22)	1270
Relig: All Non-Christian	53%	(496)	19%	(174)	19%	(174)	7%	(62)	2%	(23)	930
Community: Urban	52%	(307)	23%	(133)	17%	(99)	7%	(39)	2%	(11)	589
Community: Suburban	56%	(534)	18%	(176)	18%	(172)	6%	(54)	2%	(16)	953
Community: Rural	63%	(414)	15%	(98)	15%	(99)	5%	(30)	3%	(18)	659
Employ: Private Sector	49%	(316)	21%	(136)	20%	(131)	8%	(49)	2%	(14)	646
Employ: Government	49%	(73)	21%	(32)	21%	(32)	7%	(10)	2%	(3)	150
Employ: Self-Employed	50%	(109)	18%	(40)	20%	(44)	6%	(14)	5%	(10)	217
Employ: Homemaker	57%	(116)	17%	(34)	18%	(36)	6%	(11)	2%	(4)	202
Employ: Student	41%	(38)	28%	(26)	14%	(13)	9%	(8)	7%	(7)	92
Employ: Retired	73%	(341)	14%	(65)	11%	(54)	2%	(8)	—	(0)	468
Employ: Unemployed	62%	(147)	18%	(43)	12%	(29)	6%	(14)	2%	(5)	237
Employ: Other	61%	(116)	17%	(31)	16%	(31)	5%	(9)	1%	(2)	189
Military HH: Yes	57%	(225)	18%	(72)	16%	(63)	7%	(27)	2%	(6)	394
Military HH: No	57%	(1030)	19%	(335)	17%	(307)	5%	(96)	2%	(38)	1807
RD/WT: Right Direction	58%	(463)	17%	(137)	16%	(129)	6%	(47)	2%	(20)	795
RD/WT: Wrong Track	56%	(792)	19%	(271)	17%	(242)	5%	(76)	2%	(25)	1406

Continued on next page

**Table BRD9\_6:** What is the most you would be willing to pay for the following streaming services?

HBO Go / HBO Now

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	57%	(1255)	19%	(407)	17%	(370)	6%	(123)	2%	(45)	2201
Strongly Approve	63%	(281)	15%	(66)	14%	(60)	5%	(22)	3%	(16)	445
Somewhat Approve	59%	(258)	19%	(83)	17%	(75)	5%	(21)	1%	(3)	441
Somewhat Disapprove	45%	(136)	23%	(68)	25%	(74)	7%	(20)	1%	(3)	301
Strongly Disapprove	56%	(487)	20%	(174)	16%	(142)	6%	(50)	2%	(13)	866
Dont Know / No Opinion	63%	(93)	11%	(17)	12%	(18)	7%	(10)	7%	(10)	147
#1 Issue: Economy	56%	(321)	20%	(113)	17%	(99)	5%	(27)	3%	(17)	577
#1 Issue: Security	63%	(272)	15%	(65)	15%	(66)	5%	(21)	2%	(8)	432
#1 Issue: Health Care	52%	(251)	19%	(92)	20%	(99)	7%	(36)	2%	(9)	487
#1 Issue: Medicare / Social Security	68%	(197)	15%	(44)	11%	(32)	5%	(14)	—	(0)	288
#1 Issue: Women's Issues	36%	(38)	31%	(32)	21%	(22)	7%	(7)	5%	(6)	106
#1 Issue: Education	46%	(59)	21%	(27)	25%	(32)	7%	(9)	1%	(1)	129
#1 Issue: Energy	58%	(49)	19%	(15)	16%	(13)	6%	(5)	1%	(1)	84
#1 Issue: Other	69%	(68)	18%	(18)	7%	(7)	3%	(3)	3%	(3)	99
2016 Vote: Democrat Hillary Clinton	53%	(385)	20%	(149)	19%	(143)	7%	(49)	1%	(7)	734
2016 Vote: Republican Donald Trump	62%	(452)	17%	(125)	14%	(104)	5%	(34)	1%	(10)	725
2016 Vote: Someone else	57%	(116)	15%	(30)	19%	(39)	6%	(13)	3%	(6)	204
2012 Vote: Barack Obama	52%	(448)	21%	(182)	19%	(167)	6%	(55)	2%	(17)	869
2012 Vote: Mitt Romney	63%	(362)	17%	(95)	15%	(86)	5%	(28)	1%	(3)	574
2012 Vote: Other	63%	(57)	13%	(12)	14%	(12)	6%	(5)	4%	(4)	90
2012 Vote: Didn't Vote	58%	(388)	18%	(119)	15%	(101)	5%	(36)	3%	(20)	664
4-Region: Northeast	57%	(228)	19%	(76)	17%	(70)	6%	(24)	1%	(3)	402
4-Region: Midwest	61%	(289)	18%	(83)	17%	(79)	4%	(19)	1%	(4)	474
4-Region: South	58%	(472)	17%	(142)	15%	(124)	7%	(58)	2%	(19)	815
4-Region: West	52%	(267)	21%	(106)	19%	(98)	4%	(22)	4%	(18)	511

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\_7:** What is the most you would be willing to pay for the following streaming services?  
*Sling TV*

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	66%	(1457)	14%	(298)	12%	(259)	4%	(89)	4%	(98)	2201
Gender: Male	63%	(668)	14%	(144)	13%	(135)	5%	(55)	5%	(57)	1060
Gender: Female	69%	(789)	13%	(154)	11%	(124)	3%	(34)	4%	(41)	1141
Age: 18-29	61%	(271)	18%	(79)	13%	(58)	5%	(21)	4%	(17)	446
Age: 30-44	57%	(337)	15%	(89)	15%	(86)	7%	(40)	6%	(38)	589
Age: 45-54	67%	(256)	11%	(42)	12%	(48)	4%	(15)	6%	(23)	384
Age: 55-64	71%	(274)	14%	(52)	10%	(39)	2%	(9)	3%	(11)	384
Age: 65+	81%	(320)	9%	(36)	7%	(29)	1%	(3)	2%	(8)	398
PID: Dem (no lean)	64%	(490)	15%	(113)	12%	(92)	4%	(30)	6%	(44)	769
PID: Ind (no lean)	67%	(517)	13%	(104)	11%	(88)	4%	(33)	4%	(33)	775
PID: Rep (no lean)	68%	(450)	12%	(81)	12%	(79)	4%	(27)	3%	(20)	658
PID/Gender: Dem Men	59%	(194)	15%	(51)	14%	(46)	5%	(15)	8%	(25)	331
PID/Gender: Dem Women	68%	(296)	14%	(62)	10%	(46)	3%	(14)	4%	(20)	438
PID/Gender: Ind Men	63%	(250)	15%	(60)	12%	(46)	5%	(22)	5%	(19)	397
PID/Gender: Ind Women	71%	(267)	12%	(44)	11%	(42)	3%	(11)	4%	(14)	378
PID/Gender: Rep Men	68%	(224)	10%	(33)	13%	(43)	5%	(18)	4%	(13)	332
PID/Gender: Rep Women	69%	(226)	15%	(48)	11%	(36)	3%	(9)	2%	(7)	326
Tea Party: Supporter	60%	(328)	13%	(74)	16%	(87)	6%	(35)	5%	(25)	550
Tea Party: Not Supporter	68%	(1117)	14%	(223)	10%	(171)	3%	(50)	4%	(73)	1634
Ideo: Liberal (1-3)	60%	(461)	14%	(105)	15%	(114)	6%	(49)	6%	(44)	772
Ideo: Moderate (4)	71%	(346)	14%	(67)	10%	(49)	2%	(11)	3%	(13)	486
Ideo: Conservative (5-7)	68%	(452)	13%	(87)	12%	(83)	3%	(20)	4%	(24)	666
Educ: < College	67%	(1042)	15%	(234)	11%	(166)	4%	(62)	4%	(62)	1567
Educ: Bachelors degree	65%	(270)	10%	(40)	16%	(66)	4%	(15)	6%	(24)	416
Educ: Post-grad	66%	(145)	11%	(24)	12%	(26)	5%	(12)	5%	(12)	219
Income: Under 50k	68%	(875)	14%	(175)	10%	(135)	4%	(55)	4%	(53)	1292
Income: 50k-100k	63%	(421)	14%	(94)	14%	(95)	4%	(24)	6%	(39)	673
Income: 100k+	68%	(161)	12%	(29)	13%	(30)	4%	(10)	2%	(5)	236

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**Table BRD9\_7: What is the most you would be willing to pay for the following streaming services?**  
*Sling TV*

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	66%	(1457)	14%	(298)	12%	(259)	4%	(89)	4%	(98)	2201
Ethnicity: White	68%	(1182)	13%	(224)	12%	(202)	4%	(72)	4%	(70)	1750
Ethnicity: Hispanic	56%	(186)	17%	(57)	14%	(46)	6%	(20)	6%	(20)	329
Ethnicity: Afr. Am.	54%	(146)	17%	(46)	16%	(43)	5%	(13)	8%	(21)	269
Ethnicity: Other	71%	(129)	15%	(28)	8%	(14)	2%	(4)	4%	(7)	182
Relig: Protestant	71%	(401)	9%	(50)	12%	(70)	4%	(21)	4%	(21)	563
Relig: Roman Catholic	68%	(316)	14%	(66)	12%	(55)	3%	(15)	3%	(16)	468
Relig: Ath./Agn./None	62%	(384)	17%	(107)	12%	(71)	5%	(29)	5%	(30)	621
Relig: Something Else	65%	(201)	13%	(41)	10%	(32)	4%	(11)	8%	(24)	309
Relig: Evangelical	68%	(418)	13%	(82)	11%	(70)	5%	(30)	3%	(18)	618
Relig: Non-Evang. Catholics	70%	(455)	10%	(68)	13%	(85)	3%	(18)	4%	(26)	653
Relig: All Christian	69%	(872)	12%	(150)	12%	(155)	4%	(49)	3%	(44)	1270
Relig: All Non-Christian	63%	(584)	16%	(148)	11%	(103)	4%	(40)	6%	(53)	930
Community: Urban	63%	(373)	14%	(81)	13%	(76)	4%	(25)	6%	(33)	589
Community: Suburban	65%	(619)	15%	(139)	13%	(119)	4%	(37)	4%	(39)	953
Community: Rural	71%	(465)	12%	(78)	10%	(63)	4%	(27)	4%	(26)	659
Employ: Private Sector	62%	(402)	13%	(86)	15%	(94)	6%	(38)	4%	(27)	646
Employ: Government	66%	(99)	11%	(17)	13%	(20)	4%	(6)	5%	(7)	150
Employ: Self-Employed	58%	(125)	13%	(29)	12%	(27)	7%	(16)	9%	(20)	217
Employ: Homemaker	65%	(131)	15%	(30)	14%	(29)	3%	(5)	3%	(7)	202
Employ: Student	57%	(53)	13%	(12)	12%	(11)	6%	(5)	12%	(11)	92
Employ: Retired	77%	(363)	11%	(53)	8%	(39)	1%	(5)	2%	(8)	468
Employ: Unemployed	64%	(153)	18%	(44)	11%	(26)	2%	(5)	4%	(10)	237
Employ: Other	70%	(132)	15%	(28)	7%	(14)	4%	(7)	4%	(8)	189
Military HH: Yes	70%	(275)	11%	(43)	12%	(46)	4%	(15)	4%	(15)	394
Military HH: No	65%	(1182)	14%	(255)	12%	(213)	4%	(73)	5%	(83)	1807
RD/WT: Right Direction	65%	(517)	12%	(99)	14%	(111)	5%	(38)	4%	(30)	795
RD/WT: Wrong Track	67%	(941)	14%	(199)	11%	(148)	4%	(50)	5%	(68)	1406

Continued on next page



**Table BRD9\_7: What is the most you would be willing to pay for the following streaming services?**  
*Sling TV*

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	66%	(1457)	14%	(298)	12%	(259)	4%	(89)	4%	(98)	2201
Strongly Approve	67%	(299)	11%	(50)	14%	(61)	5%	(22)	3%	(13)	445
Somewhat Approve	65%	(288)	15%	(65)	13%	(57)	4%	(16)	3%	(14)	441
Somewhat Disapprove	57%	(171)	17%	(52)	15%	(45)	7%	(20)	4%	(13)	301
Strongly Disapprove	68%	(585)	14%	(123)	10%	(90)	3%	(27)	5%	(41)	866
Dont Know / No Opinion	77%	(114)	5%	(8)	4%	(6)	2%	(3)	11%	(16)	147
#1 Issue: Economy	62%	(357)	16%	(95)	11%	(62)	5%	(29)	6%	(33)	577
#1 Issue: Security	68%	(293)	10%	(43)	15%	(63)	4%	(18)	3%	(15)	432
#1 Issue: Health Care	64%	(310)	15%	(73)	13%	(65)	3%	(16)	5%	(22)	487
#1 Issue: Medicare / Social Security	75%	(217)	11%	(30)	10%	(30)	2%	(5)	2%	(6)	288
#1 Issue: Women's Issues	59%	(63)	18%	(19)	12%	(12)	4%	(4)	7%	(8)	106
#1 Issue: Education	66%	(85)	13%	(17)	11%	(14)	7%	(10)	2%	(3)	129
#1 Issue: Energy	68%	(57)	17%	(15)	12%	(10)	1%	(1)	2%	(1)	84
#1 Issue: Other	76%	(75)	6%	(6)	3%	(3)	6%	(6)	9%	(9)	99
2016 Vote: Democrat Hillary Clinton	65%	(476)	15%	(109)	12%	(89)	3%	(24)	5%	(36)	734
2016 Vote: Republican Donald Trump	69%	(500)	12%	(89)	12%	(88)	4%	(26)	3%	(21)	725
2016 Vote: Someone else	63%	(128)	15%	(30)	11%	(23)	6%	(12)	5%	(11)	204
2012 Vote: Barack Obama	64%	(554)	15%	(126)	13%	(117)	3%	(27)	5%	(45)	869
2012 Vote: Mitt Romney	69%	(393)	13%	(73)	11%	(64)	5%	(28)	3%	(17)	574
2012 Vote: Other	71%	(64)	11%	(10)	8%	(7)	1%	(1)	9%	(8)	90
2012 Vote: Didn't Vote	67%	(446)	13%	(89)	10%	(68)	5%	(33)	4%	(28)	664
4-Region: Northeast	72%	(287)	14%	(56)	10%	(40)	3%	(11)	2%	(8)	402
4-Region: Midwest	68%	(320)	12%	(59)	12%	(57)	5%	(23)	3%	(15)	474
4-Region: South	65%	(529)	13%	(104)	13%	(105)	4%	(34)	5%	(43)	815
4-Region: West	63%	(321)	16%	(80)	11%	(57)	4%	(21)	6%	(32)	511

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\_8:** What is the most you would be willing to pay for the following streaming services?  
YouTube

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	73%	(1610)	15%	(328)	8%	(175)	2%	(42)	2%	(46)	2201
Gender: Male	69%	(733)	16%	(174)	9%	(93)	2%	(26)	3%	(34)	1060
Gender: Female	77%	(876)	14%	(154)	7%	(82)	1%	(16)	1%	(13)	1141
Age: 18-29	65%	(292)	15%	(66)	11%	(51)	5%	(22)	3%	(16)	446
Age: 30-44	68%	(401)	18%	(108)	9%	(53)	2%	(9)	3%	(17)	589
Age: 45-54	75%	(286)	15%	(56)	7%	(29)	2%	(7)	1%	(6)	384
Age: 55-64	78%	(300)	13%	(51)	7%	(27)	1%	(3)	1%	(3)	384
Age: 65+	83%	(330)	11%	(46)	4%	(15)	—	(1)	1%	(5)	398
PID: Dem (no lean)	73%	(561)	14%	(110)	9%	(72)	1%	(11)	2%	(14)	769
PID: Ind (no lean)	72%	(554)	16%	(122)	8%	(66)	2%	(12)	3%	(20)	775
PID: Rep (no lean)	75%	(494)	15%	(96)	6%	(37)	3%	(19)	2%	(12)	658
PID/Gender: Dem Men	68%	(225)	15%	(48)	11%	(37)	2%	(8)	4%	(12)	331
PID/Gender: Dem Women	77%	(336)	14%	(62)	8%	(35)	1%	(3)	—	(2)	438
PID/Gender: Ind Men	68%	(270)	18%	(72)	9%	(34)	2%	(9)	3%	(11)	397
PID/Gender: Ind Women	75%	(284)	13%	(50)	8%	(32)	1%	(3)	2%	(9)	378
PID/Gender: Rep Men	72%	(238)	16%	(53)	6%	(22)	3%	(9)	3%	(10)	332
PID/Gender: Rep Women	79%	(256)	13%	(42)	5%	(16)	3%	(10)	1%	(2)	326
Tea Party: Supporter	63%	(349)	19%	(106)	11%	(60)	4%	(20)	3%	(15)	550
Tea Party: Not Supporter	77%	(1250)	13%	(217)	7%	(116)	1%	(20)	2%	(31)	1634
Ideo: Liberal (1-3)	68%	(522)	16%	(121)	11%	(84)	3%	(23)	3%	(22)	772
Ideo: Moderate (4)	76%	(370)	15%	(71)	7%	(33)	1%	(4)	2%	(9)	486
Ideo: Conservative (5-7)	74%	(495)	17%	(113)	6%	(43)	1%	(9)	1%	(6)	666
Educ: < College	72%	(1131)	16%	(248)	8%	(123)	2%	(29)	2%	(36)	1567
Educ: Bachelors degree	76%	(317)	11%	(47)	9%	(39)	2%	(8)	1%	(6)	416
Educ: Post-grad	74%	(162)	15%	(34)	6%	(14)	2%	(5)	2%	(5)	219
Income: Under 50k	73%	(942)	16%	(203)	8%	(101)	2%	(24)	2%	(22)	1292
Income: 50k-100k	72%	(485)	14%	(96)	9%	(58)	2%	(12)	3%	(21)	673
Income: 100k+	77%	(183)	12%	(29)	7%	(15)	3%	(6)	1%	(3)	236

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**Table BRD9\_8:** What is the most you would be willing to pay for the following streaming services?  
 YouTube

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	73%	(1610)	15%	(328)	8%	(175)	2%	(42)	2%	(46)	2201
Ethnicity: White	76%	(1329)	14%	(244)	7%	(117)	2%	(31)	2%	(29)	1750
Ethnicity: Hispanic	58%	(192)	21%	(70)	11%	(35)	5%	(15)	5%	(17)	329
Ethnicity: Afr. Am.	57%	(152)	22%	(60)	13%	(34)	3%	(8)	5%	(14)	269
Ethnicity: Other	70%	(128)	13%	(24)	13%	(24)	1%	(2)	2%	(3)	182
Relig: Protestant	77%	(434)	13%	(76)	7%	(38)	2%	(10)	1%	(5)	563
Relig: Roman Catholic	73%	(344)	16%	(74)	7%	(32)	2%	(11)	2%	(8)	468
Relig: Ath./Agn./None	75%	(465)	14%	(85)	8%	(48)	1%	(3)	3%	(19)	621
Relig: Something Else	66%	(205)	16%	(50)	10%	(32)	4%	(11)	4%	(11)	309
Relig: Evangelical	71%	(441)	16%	(98)	9%	(56)	2%	(15)	1%	(7)	618
Relig: Non-Evang. Catholics	76%	(499)	14%	(94)	6%	(38)	2%	(13)	1%	(9)	653
Relig: All Christian	74%	(940)	15%	(193)	7%	(94)	2%	(28)	1%	(16)	1270
Relig: All Non-Christian	72%	(669)	15%	(135)	9%	(80)	2%	(14)	3%	(30)	930
Community: Urban	70%	(410)	18%	(105)	9%	(51)	2%	(14)	2%	(9)	589
Community: Suburban	74%	(709)	14%	(136)	8%	(78)	1%	(10)	2%	(20)	953
Community: Rural	75%	(491)	13%	(86)	7%	(47)	3%	(18)	3%	(17)	659
Employ: Private Sector	73%	(470)	13%	(85)	9%	(60)	3%	(22)	2%	(10)	646
Employ: Government	66%	(99)	15%	(22)	11%	(17)	4%	(6)	3%	(5)	150
Employ: Self-Employed	65%	(141)	19%	(41)	7%	(14)	2%	(5)	7%	(15)	217
Employ: Homemaker	73%	(148)	18%	(35)	8%	(16)	2%	(3)	—	(0)	202
Employ: Student	51%	(47)	29%	(27)	12%	(11)	3%	(3)	5%	(4)	92
Employ: Retired	83%	(389)	11%	(50)	5%	(25)	—	(1)	1%	(3)	468
Employ: Unemployed	71%	(168)	19%	(46)	6%	(15)	1%	(2)	2%	(6)	237
Employ: Other	78%	(148)	11%	(22)	9%	(16)	—	(1)	1%	(3)	189
Military HH: Yes	71%	(279)	17%	(69)	6%	(23)	4%	(15)	2%	(9)	394
Military HH: No	74%	(1331)	14%	(259)	8%	(152)	1%	(27)	2%	(37)	1807
RD/WT: Right Direction	69%	(548)	15%	(121)	9%	(71)	4%	(28)	3%	(27)	795
RD/WT: Wrong Track	75%	(1061)	15%	(207)	7%	(104)	1%	(14)	1%	(20)	1406

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**Table BRD9\_8:** What is the most you would be willing to pay for the following streaming services?

YouTube

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	73%	(1610)	15%	(328)	8%	(175)	2%	(42)	2%	(46)	2201
Strongly Approve	73%	(323)	15%	(68)	6%	(25)	3%	(16)	3%	(14)	445
Somewhat Approve	74%	(325)	14%	(62)	8%	(36)	3%	(12)	1%	(5)	441
Somewhat Disapprove	62%	(187)	21%	(64)	13%	(39)	2%	(5)	2%	(6)	301
Strongly Disapprove	77%	(667)	14%	(122)	7%	(62)	1%	(7)	1%	(9)	866
Dont Know / No Opinion	73%	(108)	8%	(12)	9%	(13)	2%	(3)	8%	(12)	147
#1 Issue: Economy	73%	(420)	15%	(84)	8%	(49)	1%	(7)	3%	(18)	577
#1 Issue: Security	74%	(320)	14%	(59)	8%	(33)	2%	(8)	3%	(12)	432
#1 Issue: Health Care	72%	(352)	17%	(80)	7%	(36)	2%	(12)	1%	(7)	487
#1 Issue: Medicare / Social Security	77%	(221)	14%	(40)	9%	(26)	—	(0)	—	(1)	288
#1 Issue: Women's Issues	71%	(75)	14%	(14)	6%	(6)	6%	(6)	4%	(4)	106
#1 Issue: Education	70%	(91)	14%	(18)	8%	(10)	5%	(6)	3%	(4)	129
#1 Issue: Energy	65%	(54)	18%	(15)	14%	(11)	2%	(2)	1%	(1)	84
#1 Issue: Other	77%	(77)	17%	(17)	4%	(4)	2%	(2)	—	(0)	99
2016 Vote: Democrat Hillary Clinton	74%	(542)	15%	(109)	8%	(60)	2%	(12)	1%	(11)	734
2016 Vote: Republican Donald Trump	75%	(544)	14%	(101)	6%	(47)	2%	(18)	2%	(16)	725
2016 Vote: Someone else	77%	(158)	11%	(22)	8%	(16)	—	(0)	4%	(7)	204
2012 Vote: Barack Obama	72%	(622)	15%	(128)	10%	(85)	2%	(17)	2%	(17)	869
2012 Vote: Mitt Romney	78%	(445)	14%	(83)	5%	(29)	2%	(10)	1%	(8)	574
2012 Vote: Other	83%	(75)	8%	(7)	4%	(4)	—	(0)	4%	(4)	90
2012 Vote: Didn't Vote	70%	(466)	17%	(110)	8%	(55)	2%	(15)	3%	(18)	664
4-Region: Northeast	75%	(301)	15%	(58)	7%	(29)	1%	(6)	2%	(7)	402
4-Region: Midwest	79%	(375)	12%	(55)	8%	(37)	1%	(5)	1%	(3)	474
4-Region: South	70%	(570)	16%	(129)	8%	(68)	4%	(30)	2%	(18)	815
4-Region: West	71%	(364)	17%	(86)	8%	(41)	—	(2)	4%	(19)	511

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\_9:** What is the most you would be willing to pay for the following streaming services?  
Google Play

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	69%	(1526)	16%	(358)	10%	(223)	2%	(44)	2%	(51)	2201
Gender: Male	66%	(695)	17%	(184)	12%	(124)	3%	(28)	3%	(29)	1060
Gender: Female	73%	(831)	15%	(174)	9%	(100)	1%	(16)	2%	(22)	1141
Age: 18-29	61%	(273)	20%	(88)	13%	(56)	3%	(15)	3%	(15)	446
Age: 30-44	63%	(374)	18%	(106)	13%	(79)	2%	(13)	3%	(16)	589
Age: 45-54	68%	(259)	17%	(63)	11%	(42)	2%	(7)	3%	(11)	384
Age: 55-64	76%	(294)	13%	(52)	8%	(31)	1%	(4)	1%	(4)	384
Age: 65+	82%	(326)	12%	(48)	4%	(15)	1%	(4)	1%	(5)	398
PID: Dem (no lean)	67%	(515)	18%	(136)	12%	(88)	1%	(10)	2%	(19)	769
PID: Ind (no lean)	69%	(534)	16%	(125)	10%	(74)	3%	(19)	3%	(22)	775
PID: Rep (no lean)	73%	(477)	15%	(97)	9%	(61)	2%	(14)	1%	(9)	658
PID/Gender: Dem Men	62%	(204)	19%	(63)	14%	(45)	2%	(6)	4%	(13)	331
PID/Gender: Dem Women	71%	(312)	16%	(72)	10%	(44)	1%	(4)	1%	(6)	438
PID/Gender: Ind Men	66%	(263)	17%	(69)	11%	(42)	3%	(10)	3%	(13)	397
PID/Gender: Ind Women	72%	(271)	15%	(56)	8%	(32)	2%	(9)	3%	(10)	378
PID/Gender: Rep Men	69%	(229)	15%	(51)	11%	(36)	3%	(11)	1%	(4)	332
PID/Gender: Rep Women	76%	(248)	14%	(46)	7%	(24)	1%	(3)	2%	(6)	326
Tea Party: Supporter	63%	(346)	16%	(90)	15%	(82)	4%	(21)	2%	(10)	550
Tea Party: Not Supporter	71%	(1167)	16%	(267)	8%	(138)	1%	(22)	2%	(41)	1634
Ideo: Liberal (1-3)	63%	(488)	18%	(136)	12%	(95)	3%	(26)	4%	(27)	772
Ideo: Moderate (4)	71%	(345)	17%	(84)	9%	(45)	1%	(4)	2%	(7)	486
Ideo: Conservative (5-7)	71%	(475)	16%	(106)	11%	(71)	2%	(11)	—	(3)	666
Educ: < College	69%	(1086)	16%	(253)	10%	(162)	2%	(26)	3%	(39)	1567
Educ: Bachelors degree	71%	(294)	16%	(66)	9%	(37)	3%	(12)	2%	(7)	416
Educ: Post-grad	66%	(145)	18%	(39)	11%	(25)	3%	(6)	2%	(4)	219
Income: Under 50k	70%	(907)	16%	(210)	10%	(126)	2%	(23)	2%	(26)	1292
Income: 50k-100k	67%	(448)	17%	(114)	11%	(73)	2%	(17)	3%	(22)	673
Income: 100k+	72%	(171)	14%	(34)	10%	(25)	2%	(4)	1%	(2)	236

Continued on next page

**Table BRD9\_9:** What is the most you would be willing to pay for the following streaming services?

Google Play

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	69%	(1526)	16%	(358)	10%	(223)	2%	(44)	2%	(51)	2201
Ethnicity: White	72%	(1260)	15%	(271)	9%	(156)	2%	(32)	2%	(31)	1750
Ethnicity: Hispanic	55%	(181)	20%	(67)	14%	(47)	5%	(16)	5%	(18)	329
Ethnicity: Afr. Am.	51%	(138)	22%	(59)	18%	(49)	2%	(7)	6%	(15)	269
Ethnicity: Other	70%	(127)	15%	(27)	10%	(18)	3%	(5)	2%	(4)	182
Relig: Protestant	75%	(422)	14%	(81)	9%	(52)	1%	(4)	1%	(4)	563
Relig: Roman Catholic	70%	(329)	15%	(71)	9%	(44)	2%	(8)	4%	(17)	468
Relig: Ath./Agn./None	67%	(416)	18%	(111)	11%	(65)	2%	(15)	2%	(13)	621
Relig: Something Else	65%	(201)	16%	(49)	11%	(33)	4%	(11)	5%	(15)	309
Relig: Evangelical	70%	(430)	17%	(106)	11%	(68)	2%	(10)	1%	(3)	618
Relig: Non-Evang. Catholics	73%	(478)	14%	(91)	9%	(56)	1%	(7)	3%	(19)	653
Relig: All Christian	72%	(908)	16%	(197)	10%	(124)	1%	(18)	2%	(23)	1270
Relig: All Non-Christian	66%	(617)	17%	(160)	11%	(98)	3%	(26)	3%	(28)	930
Community: Urban	65%	(381)	18%	(104)	11%	(66)	3%	(18)	3%	(20)	589
Community: Suburban	70%	(663)	17%	(164)	11%	(100)	1%	(10)	2%	(16)	953
Community: Rural	73%	(481)	14%	(90)	9%	(57)	2%	(16)	2%	(14)	659
Employ: Private Sector	65%	(422)	18%	(115)	11%	(69)	4%	(25)	2%	(14)	646
Employ: Government	62%	(93)	17%	(26)	17%	(26)	1%	(2)	2%	(3)	150
Employ: Self-Employed	59%	(129)	18%	(39)	13%	(29)	4%	(9)	5%	(11)	217
Employ: Homemaker	72%	(146)	15%	(29)	10%	(20)	2%	(4)	1%	(3)	202
Employ: Student	56%	(51)	19%	(18)	19%	(18)	—	(0)	6%	(6)	92
Employ: Retired	83%	(388)	11%	(53)	6%	(27)	—	(0)	—	(1)	468
Employ: Unemployed	68%	(161)	21%	(49)	8%	(20)	—	(1)	3%	(7)	237
Employ: Other	72%	(136)	16%	(30)	8%	(14)	1%	(2)	3%	(6)	189
Military HH: Yes	71%	(282)	13%	(52)	12%	(48)	2%	(7)	1%	(5)	394
Military HH: No	69%	(1244)	17%	(306)	10%	(175)	2%	(36)	3%	(46)	1807
RD/WT: Right Direction	67%	(530)	16%	(129)	12%	(94)	3%	(23)	2%	(19)	795
RD/WT: Wrong Track	71%	(995)	16%	(229)	9%	(130)	1%	(20)	2%	(32)	1406

Continued on next page

**Table BRD9\_9:** What is the most you would be willing to pay for the following streaming services?

Google Play

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	69%	(1526)	16%	(358)	10%	(223)	2%	(44)	2%	(51)	2201
Strongly Approve	71%	(317)	14%	(63)	10%	(43)	3%	(12)	2%	(9)	445
Somewhat Approve	70%	(309)	17%	(74)	10%	(46)	2%	(9)	1%	(4)	441
Somewhat Disapprove	55%	(167)	27%	(80)	14%	(42)	2%	(6)	2%	(7)	301
Strongly Disapprove	72%	(624)	15%	(128)	10%	(84)	1%	(12)	2%	(18)	866
Dont Know / No Opinion	74%	(109)	8%	(12)	6%	(9)	3%	(5)	9%	(13)	147
#1 Issue: Economy	68%	(393)	16%	(90)	12%	(72)	2%	(10)	2%	(12)	577
#1 Issue: Security	70%	(301)	15%	(67)	9%	(40)	3%	(11)	3%	(12)	432
#1 Issue: Health Care	66%	(322)	20%	(95)	10%	(46)	3%	(15)	2%	(9)	487
#1 Issue: Medicare / Social Security	76%	(220)	12%	(35)	8%	(24)	—	(1)	3%	(7)	288
#1 Issue: Women's Issues	66%	(70)	14%	(15)	15%	(16)	1%	(1)	4%	(4)	106
#1 Issue: Education	63%	(81)	21%	(28)	11%	(14)	3%	(4)	2%	(2)	129
#1 Issue: Energy	69%	(58)	22%	(18)	5%	(4)	1%	(1)	2%	(2)	84
#1 Issue: Other	81%	(81)	10%	(10)	7%	(7)	—	(0)	2%	(2)	99
2016 Vote: Democrat Hillary Clinton	67%	(493)	17%	(125)	11%	(82)	2%	(16)	2%	(18)	734
2016 Vote: Republican Donald Trump	73%	(527)	14%	(105)	10%	(70)	2%	(15)	1%	(8)	725
2016 Vote: Someone else	73%	(150)	12%	(24)	9%	(19)	2%	(5)	3%	(7)	204
2012 Vote: Barack Obama	66%	(572)	17%	(149)	12%	(105)	2%	(21)	3%	(22)	869
2012 Vote: Mitt Romney	74%	(425)	15%	(88)	8%	(48)	1%	(9)	1%	(4)	574
2012 Vote: Other	74%	(67)	16%	(15)	4%	(3)	1%	(1)	5%	(5)	90
2012 Vote: Didn't Vote	70%	(462)	16%	(106)	10%	(64)	2%	(13)	3%	(19)	664
4-Region: Northeast	71%	(284)	17%	(69)	9%	(36)	2%	(7)	2%	(6)	402
4-Region: Midwest	74%	(350)	14%	(66)	9%	(43)	2%	(8)	1%	(7)	474
4-Region: South	68%	(550)	17%	(136)	12%	(96)	2%	(19)	2%	(13)	815
4-Region: West	67%	(341)	17%	(87)	10%	(49)	2%	(10)	5%	(25)	511

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\_10: What is the most you would be willing to pay for the following streaming services?**

Vudu

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	73%	(1603)	15%	(322)	9%	(206)	2%	(39)	1%	(30)	2201
Gender: Male	69%	(731)	16%	(167)	11%	(117)	2%	(21)	2%	(23)	1060
Gender: Female	76%	(872)	14%	(155)	8%	(89)	2%	(18)	1%	(7)	1141
Age: 18-29	64%	(287)	17%	(76)	14%	(62)	3%	(12)	2%	(10)	446
Age: 30-44	67%	(394)	18%	(105)	11%	(62)	3%	(16)	2%	(12)	589
Age: 45-54	71%	(271)	15%	(58)	11%	(44)	2%	(9)	1%	(3)	384
Age: 55-64	80%	(307)	13%	(50)	6%	(23)	1%	(3)	—	(1)	384
Age: 65+	87%	(345)	8%	(34)	4%	(16)	—	(0)	1%	(4)	398
PID: Dem (no lean)	71%	(548)	17%	(133)	8%	(65)	2%	(14)	1%	(9)	769
PID: Ind (no lean)	73%	(564)	13%	(100)	11%	(83)	2%	(12)	2%	(16)	775
PID: Rep (no lean)	75%	(491)	14%	(89)	9%	(59)	2%	(13)	1%	(6)	658
PID/Gender: Dem Men	64%	(213)	20%	(67)	11%	(36)	2%	(8)	2%	(7)	331
PID/Gender: Dem Women	77%	(335)	15%	(66)	7%	(29)	1%	(6)	—	(2)	438
PID/Gender: Ind Men	69%	(274)	14%	(55)	13%	(51)	1%	(5)	3%	(12)	397
PID/Gender: Ind Women	77%	(291)	12%	(45)	8%	(31)	2%	(7)	1%	(4)	378
PID/Gender: Rep Men	74%	(245)	13%	(44)	9%	(30)	3%	(9)	1%	(4)	332
PID/Gender: Rep Women	76%	(246)	14%	(45)	9%	(29)	1%	(4)	1%	(2)	326
Tea Party: Supporter	66%	(365)	15%	(83)	13%	(71)	4%	(22)	2%	(10)	550
Tea Party: Not Supporter	75%	(1228)	15%	(237)	8%	(131)	1%	(18)	1%	(20)	1634
Ideo: Liberal (1-3)	66%	(512)	16%	(121)	12%	(94)	4%	(30)	2%	(16)	772
Ideo: Moderate (4)	78%	(378)	14%	(69)	7%	(34)	—	(2)	1%	(3)	486
Ideo: Conservative (5-7)	75%	(500)	15%	(100)	8%	(56)	1%	(7)	—	(3)	666
Educ: < College	72%	(1125)	15%	(241)	10%	(149)	2%	(29)	1%	(23)	1567
Educ: Bachelors degree	75%	(313)	14%	(60)	8%	(35)	1%	(4)	1%	(4)	416
Educ: Post-grad	76%	(165)	10%	(21)	10%	(22)	3%	(6)	2%	(3)	219
Income: Under 50k	73%	(949)	14%	(186)	9%	(122)	2%	(23)	1%	(13)	1292
Income: 50k-100k	69%	(466)	17%	(111)	10%	(68)	1%	(10)	3%	(17)	673
Income: 100k+	80%	(189)	11%	(25)	7%	(16)	3%	(6)	—	(0)	236

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**Table BRD9\_10:** What is the most you would be willing to pay for the following streaming services?

Vudu

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	73%	(1603)	15%	(322)	9%	(206)	2%	(39)	1%	(30)	2201
Ethnicity: White	76%	(1322)	13%	(235)	8%	(147)	1%	(21)	1%	(24)	1750
Ethnicity: Hispanic	59%	(195)	20%	(66)	14%	(45)	3%	(10)	4%	(13)	329
Ethnicity: Afr. Am.	58%	(156)	21%	(57)	15%	(39)	4%	(10)	2%	(6)	269
Ethnicity: Other	69%	(125)	16%	(29)	11%	(19)	4%	(8)	—	(0)	182
Relig: Protestant	77%	(435)	14%	(77)	8%	(44)	1%	(6)	—	(1)	563
Relig: Roman Catholic	73%	(342)	13%	(61)	10%	(46)	2%	(11)	2%	(8)	468
Relig: Ath./Agn./None	73%	(450)	15%	(95)	9%	(57)	1%	(5)	2%	(13)	621
Relig: Something Else	68%	(210)	16%	(50)	10%	(30)	4%	(13)	2%	(6)	309
Relig: Evangelical	72%	(443)	16%	(97)	10%	(62)	2%	(12)	1%	(4)	618
Relig: Non-Evang. Catholics	77%	(500)	12%	(80)	9%	(57)	1%	(9)	1%	(7)	653
Relig: All Christian	74%	(943)	14%	(177)	9%	(119)	2%	(21)	1%	(11)	1270
Relig: All Non-Christian	71%	(660)	16%	(145)	9%	(87)	2%	(18)	2%	(19)	930
Community: Urban	70%	(410)	16%	(93)	11%	(63)	3%	(16)	1%	(8)	589
Community: Suburban	73%	(692)	16%	(152)	9%	(84)	1%	(13)	1%	(12)	953
Community: Rural	76%	(501)	12%	(77)	9%	(60)	2%	(10)	2%	(11)	659
Employ: Private Sector	70%	(453)	15%	(97)	11%	(72)	3%	(19)	1%	(4)	646
Employ: Government	65%	(98)	15%	(22)	15%	(22)	3%	(4)	2%	(3)	150
Employ: Self-Employed	61%	(133)	22%	(48)	10%	(23)	3%	(6)	3%	(7)	217
Employ: Homemaker	76%	(153)	14%	(28)	9%	(18)	1%	(1)	—	(1)	202
Employ: Student	53%	(49)	22%	(21)	14%	(13)	2%	(2)	9%	(9)	92
Employ: Retired	87%	(407)	9%	(40)	4%	(20)	—	(1)	—	(1)	468
Employ: Unemployed	70%	(165)	16%	(37)	12%	(28)	1%	(2)	2%	(6)	237
Employ: Other	77%	(145)	15%	(29)	5%	(10)	2%	(4)	—	(1)	189
Military HH: Yes	73%	(289)	14%	(54)	9%	(34)	3%	(11)	2%	(6)	394
Military HH: No	73%	(1314)	15%	(268)	10%	(172)	2%	(29)	1%	(24)	1807
RD/WT: Right Direction	70%	(560)	13%	(106)	12%	(98)	3%	(21)	1%	(10)	795
RD/WT: Wrong Track	74%	(1043)	15%	(216)	8%	(108)	1%	(18)	1%	(20)	1406

Continued on next page

**Table BRD9\_10:** What is the most you would be willing to pay for the following streaming services?

Vudu

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	73%	(1603)	15%	(322)	9%	(206)	2%	(39)	1%	(30)	2201
Strongly Approve	74%	(328)	11%	(50)	10%	(45)	3%	(13)	2%	(9)	445
Somewhat Approve	73%	(321)	14%	(63)	11%	(49)	2%	(7)	—	(1)	441
Somewhat Disapprove	63%	(191)	23%	(69)	11%	(35)	1%	(4)	1%	(3)	301
Strongly Disapprove	75%	(646)	15%	(130)	8%	(67)	2%	(14)	1%	(9)	866
Dont Know / No Opinion	80%	(117)	7%	(11)	7%	(11)	—	(0)	6%	(9)	147
#1 Issue: Economy	71%	(409)	15%	(87)	11%	(61)	2%	(9)	2%	(12)	577
#1 Issue: Security	74%	(322)	13%	(58)	9%	(40)	2%	(10)	1%	(3)	432
#1 Issue: Health Care	70%	(340)	19%	(92)	8%	(39)	2%	(9)	1%	(6)	487
#1 Issue: Medicare / Social Security	79%	(228)	11%	(32)	9%	(25)	—	(1)	—	(1)	288
#1 Issue: Women's Issues	75%	(79)	9%	(10)	9%	(10)	2%	(3)	4%	(4)	106
#1 Issue: Education	68%	(87)	11%	(14)	16%	(21)	4%	(5)	2%	(2)	129
#1 Issue: Energy	71%	(60)	20%	(17)	7%	(6)	1%	(1)	—	(0)	84
#1 Issue: Other	79%	(78)	13%	(13)	5%	(5)	2%	(1)	2%	(2)	99
2016 Vote: Democrat Hillary Clinton	73%	(536)	16%	(116)	9%	(62)	2%	(15)	—	(3)	734
2016 Vote: Republican Donald Trump	75%	(545)	13%	(95)	9%	(68)	2%	(14)	—	(3)	725
2016 Vote: Someone else	75%	(153)	10%	(20)	10%	(20)	2%	(5)	3%	(6)	204
2012 Vote: Barack Obama	71%	(619)	15%	(133)	10%	(88)	2%	(21)	1%	(7)	869
2012 Vote: Mitt Romney	77%	(445)	13%	(77)	7%	(42)	2%	(9)	—	(2)	574
2012 Vote: Other	76%	(69)	14%	(13)	6%	(5)	—	(0)	4%	(3)	90
2012 Vote: Didn't Vote	71%	(470)	15%	(99)	10%	(68)	1%	(9)	3%	(18)	664
4-Region: Northeast	76%	(304)	13%	(52)	8%	(34)	2%	(10)	—	(2)	402
4-Region: Midwest	76%	(360)	12%	(58)	10%	(50)	1%	(5)	—	(1)	474
4-Region: South	73%	(597)	15%	(119)	9%	(74)	2%	(14)	1%	(11)	815
4-Region: West	67%	(343)	18%	(93)	9%	(48)	2%	(11)	3%	(17)	511

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\_11: What is the most you would be willing to pay for the following streaming services?**

*YouTube TV*

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	69%	(1518)	16%	(349)	11%	(232)	2%	(54)	2%	(48)	2201
Gender: Male	65%	(689)	17%	(175)	12%	(125)	4%	(37)	3%	(32)	1060
Gender: Female	73%	(829)	15%	(173)	9%	(106)	1%	(17)	1%	(16)	1141
Age: 18-29	59%	(265)	19%	(85)	15%	(68)	4%	(19)	2%	(10)	446
Age: 30-44	64%	(375)	18%	(103)	13%	(74)	3%	(16)	3%	(20)	589
Age: 45-54	69%	(265)	16%	(60)	9%	(36)	4%	(13)	3%	(10)	384
Age: 55-64	78%	(298)	12%	(46)	9%	(36)	—	(1)	1%	(3)	384
Age: 65+	79%	(316)	14%	(55)	4%	(17)	1%	(4)	1%	(5)	398
PID: Dem (no lean)	66%	(504)	17%	(134)	12%	(92)	2%	(18)	3%	(21)	769
PID: Ind (no lean)	68%	(529)	16%	(126)	11%	(87)	2%	(18)	2%	(15)	775
PID: Rep (no lean)	74%	(485)	14%	(89)	8%	(53)	3%	(18)	2%	(12)	658
PID/Gender: Dem Men	61%	(201)	16%	(54)	15%	(49)	3%	(11)	5%	(16)	331
PID/Gender: Dem Women	69%	(303)	18%	(79)	10%	(43)	2%	(8)	1%	(5)	438
PID/Gender: Ind Men	63%	(252)	18%	(71)	13%	(52)	3%	(13)	2%	(9)	397
PID/Gender: Ind Women	74%	(278)	15%	(55)	9%	(35)	1%	(4)	2%	(6)	378
PID/Gender: Rep Men	71%	(237)	15%	(50)	7%	(24)	4%	(14)	2%	(7)	332
PID/Gender: Rep Women	76%	(249)	12%	(39)	9%	(29)	1%	(5)	1%	(5)	326
Tea Party: Supporter	62%	(340)	17%	(96)	14%	(77)	4%	(24)	2%	(14)	550
Tea Party: Not Supporter	71%	(1167)	15%	(250)	9%	(151)	2%	(31)	2%	(34)	1634
Ideo: Liberal (1-3)	61%	(469)	17%	(133)	15%	(115)	4%	(30)	3%	(25)	772
Ideo: Moderate (4)	73%	(353)	17%	(81)	9%	(43)	1%	(4)	1%	(5)	486
Ideo: Conservative (5-7)	73%	(488)	15%	(97)	9%	(58)	2%	(13)	1%	(10)	666
Educ: < College	68%	(1065)	16%	(255)	11%	(176)	2%	(39)	2%	(31)	1567
Educ: Bachelors degree	72%	(298)	15%	(62)	8%	(34)	3%	(12)	2%	(10)	416
Educ: Post-grad	71%	(155)	15%	(32)	10%	(21)	2%	(4)	3%	(7)	219
Income: Under 50k	69%	(891)	17%	(222)	10%	(131)	2%	(27)	2%	(21)	1292
Income: 50k-100k	68%	(455)	14%	(96)	11%	(76)	3%	(22)	4%	(24)	673
Income: 100k+	73%	(173)	13%	(30)	10%	(24)	3%	(6)	1%	(3)	236

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**Table BRD9\_11: What is the most you would be willing to pay for the following streaming services?**

YouTube TV

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	69%	(1518)	16%	(349)	11%	(232)	2%	(54)	2%	(48)	2201
Ethnicity: White	72%	(1254)	15%	(259)	10%	(171)	2%	(30)	2%	(37)	1750
Ethnicity: Hispanic	58%	(192)	20%	(67)	11%	(37)	6%	(19)	4%	(15)	329
Ethnicity: Afr. Am.	52%	(141)	22%	(58)	17%	(45)	7%	(18)	2%	(6)	269
Ethnicity: Other	68%	(124)	17%	(31)	9%	(16)	4%	(7)	3%	(5)	182
Relig: Protestant	74%	(417)	13%	(71)	10%	(56)	2%	(12)	1%	(8)	563
Relig: Roman Catholic	72%	(338)	14%	(63)	9%	(41)	3%	(13)	3%	(13)	468
Relig: Ath./Agn./None	67%	(417)	17%	(108)	11%	(71)	2%	(10)	2%	(15)	621
Relig: Something Else	65%	(200)	16%	(49)	12%	(36)	4%	(13)	3%	(10)	309
Relig: Evangelical	68%	(417)	16%	(101)	11%	(70)	3%	(21)	1%	(9)	618
Relig: Non-Evang. Catholics	74%	(484)	14%	(91)	8%	(55)	1%	(10)	2%	(14)	653
Relig: All Christian	71%	(901)	15%	(191)	10%	(124)	2%	(31)	2%	(23)	1270
Relig: All Non-Christian	66%	(617)	17%	(157)	11%	(107)	3%	(23)	3%	(25)	930
Community: Urban	64%	(379)	18%	(107)	12%	(71)	3%	(18)	2%	(14)	589
Community: Suburban	70%	(670)	15%	(143)	10%	(99)	2%	(22)	2%	(19)	953
Community: Rural	71%	(470)	15%	(99)	9%	(61)	2%	(15)	2%	(14)	659
Employ: Private Sector	67%	(433)	16%	(101)	12%	(75)	3%	(22)	2%	(15)	646
Employ: Government	64%	(96)	13%	(20)	16%	(25)	5%	(7)	2%	(3)	150
Employ: Self-Employed	55%	(120)	22%	(48)	13%	(27)	5%	(10)	5%	(11)	217
Employ: Homemaker	72%	(145)	15%	(30)	11%	(22)	1%	(1)	2%	(4)	202
Employ: Student	54%	(50)	17%	(16)	21%	(19)	3%	(3)	4%	(4)	92
Employ: Retired	81%	(381)	12%	(56)	6%	(26)	1%	(3)	1%	(2)	468
Employ: Unemployed	65%	(155)	22%	(53)	8%	(20)	3%	(6)	2%	(4)	237
Employ: Other	74%	(140)	13%	(25)	9%	(18)	1%	(2)	2%	(4)	189
Military HH: Yes	67%	(265)	17%	(69)	10%	(41)	3%	(11)	2%	(8)	394
Military HH: No	69%	(1253)	15%	(280)	11%	(190)	2%	(43)	2%	(40)	1807
RD/WT: Right Direction	68%	(538)	15%	(116)	12%	(94)	3%	(23)	3%	(24)	795
RD/WT: Wrong Track	70%	(981)	17%	(233)	10%	(137)	2%	(31)	2%	(24)	1406

Continued on next page

**Table BRD9\_11:** What is the most you would be willing to pay for the following streaming services?  
 YouTube TV

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	69%	(1518)	16%	(349)	11%	(232)	2%	(54)	2%	(48)	2201
Strongly Approve	70%	(313)	14%	(63)	9%	(41)	3%	(14)	3%	(13)	445
Somewhat Approve	72%	(316)	15%	(67)	10%	(46)	2%	(9)	1%	(3)	441
Somewhat Disapprove	55%	(167)	21%	(63)	19%	(59)	3%	(8)	2%	(5)	301
Strongly Disapprove	72%	(620)	16%	(136)	9%	(74)	2%	(17)	2%	(19)	866
Dont Know / No Opinion	69%	(102)	13%	(20)	8%	(12)	5%	(7)	5%	(7)	147
#1 Issue: Economy	68%	(391)	15%	(89)	12%	(68)	2%	(14)	3%	(16)	577
#1 Issue: Security	73%	(314)	13%	(58)	10%	(41)	2%	(9)	2%	(10)	432
#1 Issue: Health Care	65%	(318)	19%	(93)	11%	(53)	3%	(13)	2%	(9)	487
#1 Issue: Medicare / Social Security	75%	(215)	14%	(40)	9%	(25)	2%	(5)	1%	(3)	288
#1 Issue: Women's Issues	68%	(72)	15%	(16)	10%	(10)	3%	(3)	4%	(4)	106
#1 Issue: Education	62%	(79)	16%	(20)	15%	(20)	5%	(6)	2%	(3)	129
#1 Issue: Energy	66%	(56)	19%	(16)	13%	(11)	1%	(1)	1%	(1)	84
#1 Issue: Other	75%	(74)	18%	(18)	2%	(2)	4%	(4)	2%	(1)	99
2016 Vote: Democrat Hillary Clinton	69%	(503)	17%	(122)	10%	(73)	2%	(17)	2%	(18)	734
2016 Vote: Republican Donald Trump	73%	(530)	14%	(105)	9%	(64)	2%	(17)	1%	(9)	725
2016 Vote: Someone else	69%	(142)	13%	(28)	11%	(23)	2%	(3)	4%	(9)	204
2012 Vote: Barack Obama	67%	(582)	16%	(138)	12%	(104)	2%	(21)	3%	(24)	869
2012 Vote: Mitt Romney	75%	(433)	14%	(82)	7%	(40)	2%	(12)	1%	(6)	574
2012 Vote: Other	73%	(66)	15%	(14)	6%	(6)	1%	(1)	4%	(3)	90
2012 Vote: Didn't Vote	66%	(436)	17%	(114)	12%	(79)	3%	(20)	2%	(14)	664
4-Region: Northeast	73%	(293)	15%	(60)	8%	(33)	2%	(9)	2%	(7)	402
4-Region: Midwest	73%	(348)	13%	(61)	11%	(52)	2%	(10)	1%	(2)	474
4-Region: South	68%	(556)	16%	(134)	10%	(85)	3%	(24)	2%	(15)	815
4-Region: West	63%	(322)	18%	(93)	12%	(61)	2%	(11)	5%	(23)	511

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\_12: What is the most you would be willing to pay for the following streaming services?**  
Hulu with Live TV

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	56%	(1243)	16%	(350)	17%	(383)	6%	(137)	4%	(87)	2201
Gender: Male	54%	(575)	17%	(185)	17%	(185)	6%	(62)	5%	(53)	1060
Gender: Female	59%	(668)	14%	(165)	17%	(198)	7%	(76)	3%	(34)	1141
Age: 18-29	45%	(200)	18%	(82)	24%	(106)	7%	(33)	5%	(25)	446
Age: 30-44	48%	(284)	18%	(106)	20%	(115)	9%	(51)	6%	(33)	589
Age: 45-54	55%	(210)	16%	(61)	17%	(65)	8%	(31)	4%	(16)	384
Age: 55-64	66%	(253)	13%	(51)	16%	(60)	3%	(12)	2%	(8)	384
Age: 65+	74%	(295)	13%	(50)	9%	(37)	2%	(10)	1%	(5)	398
PID: Dem (no lean)	53%	(408)	17%	(130)	19%	(149)	6%	(46)	5%	(35)	769
PID: Ind (no lean)	57%	(443)	15%	(117)	17%	(132)	7%	(57)	3%	(27)	775
PID: Rep (no lean)	60%	(392)	16%	(104)	16%	(102)	5%	(34)	4%	(26)	658
PID/Gender: Dem Men	51%	(170)	16%	(53)	21%	(70)	5%	(17)	6%	(20)	331
PID/Gender: Dem Women	54%	(238)	17%	(76)	18%	(79)	7%	(30)	3%	(14)	438
PID/Gender: Ind Men	54%	(213)	17%	(68)	17%	(68)	7%	(29)	4%	(18)	397
PID/Gender: Ind Women	61%	(229)	13%	(48)	17%	(64)	7%	(27)	2%	(9)	378
PID/Gender: Rep Men	58%	(192)	19%	(63)	14%	(47)	5%	(15)	4%	(14)	332
PID/Gender: Rep Women	61%	(200)	12%	(40)	17%	(56)	6%	(18)	3%	(11)	326
Tea Party: Supporter	48%	(265)	17%	(96)	22%	(123)	7%	(38)	5%	(28)	550
Tea Party: Not Supporter	59%	(967)	15%	(253)	16%	(257)	6%	(99)	4%	(58)	1634
Ideo: Liberal (1-3)	48%	(373)	18%	(142)	18%	(143)	10%	(76)	5%	(39)	772
Ideo: Moderate (4)	60%	(291)	16%	(77)	18%	(88)	4%	(21)	2%	(10)	486
Ideo: Conservative (5-7)	60%	(400)	15%	(99)	16%	(109)	5%	(30)	4%	(27)	666
Educ: < College	58%	(907)	16%	(252)	17%	(267)	6%	(87)	3%	(53)	1567
Educ: Bachelors degree	52%	(216)	14%	(59)	20%	(84)	8%	(33)	6%	(23)	416
Educ: Post-grad	55%	(120)	18%	(39)	14%	(31)	8%	(17)	5%	(11)	219
Income: Under 50k	59%	(760)	16%	(206)	17%	(220)	5%	(68)	3%	(38)	1292
Income: 50k-100k	52%	(349)	16%	(111)	19%	(127)	7%	(44)	6%	(42)	673
Income: 100k+	57%	(135)	14%	(34)	15%	(36)	10%	(25)	3%	(7)	236

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**Table BRD9\_12:** *What is the most you would be willing to pay for the following streaming services?*  
*Hulu with Live TV*

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	56%	(1243)	16%	(350)	17%	(383)	6%	(137)	4%	(87)	2201
Ethnicity: White	58%	(1008)	15%	(267)	17%	(295)	6%	(109)	4%	(72)	1750
Ethnicity: Hispanic	46%	(152)	19%	(62)	20%	(65)	10%	(33)	5%	(17)	329
Ethnicity: Afr. Am.	48%	(130)	19%	(52)	22%	(59)	5%	(14)	5%	(13)	269
Ethnicity: Other	58%	(105)	17%	(31)	16%	(29)	8%	(14)	1%	(3)	182
Relig: Protestant	60%	(339)	13%	(73)	17%	(93)	6%	(35)	4%	(23)	563
Relig: Roman Catholic	59%	(276)	17%	(79)	15%	(69)	6%	(30)	3%	(15)	468
Relig: Ath./Agn./None	54%	(334)	18%	(111)	19%	(115)	5%	(33)	5%	(29)	621
Relig: Something Else	52%	(160)	17%	(51)	19%	(57)	8%	(25)	5%	(15)	309
Relig: Evangelical	58%	(358)	15%	(94)	18%	(110)	5%	(33)	4%	(23)	618
Relig: Non-Evang. Catholics	60%	(392)	14%	(94)	15%	(100)	7%	(47)	3%	(20)	653
Relig: All Christian	59%	(749)	15%	(188)	17%	(210)	6%	(79)	3%	(43)	1270
Relig: All Non-Christian	53%	(493)	17%	(162)	19%	(173)	6%	(58)	5%	(44)	930
Community: Urban	53%	(313)	18%	(106)	19%	(111)	6%	(33)	4%	(25)	589
Community: Suburban	57%	(540)	15%	(145)	18%	(168)	7%	(63)	4%	(37)	953
Community: Rural	59%	(390)	15%	(99)	16%	(105)	6%	(41)	4%	(25)	659
Employ: Private Sector	49%	(319)	16%	(103)	19%	(123)	10%	(67)	5%	(35)	646
Employ: Government	50%	(75)	15%	(22)	20%	(30)	11%	(17)	4%	(6)	150
Employ: Self-Employed	47%	(102)	15%	(32)	23%	(49)	7%	(15)	8%	(18)	217
Employ: Homemaker	54%	(108)	20%	(39)	16%	(33)	7%	(15)	3%	(6)	202
Employ: Student	43%	(39)	23%	(21)	25%	(23)	2%	(2)	7%	(7)	92
Employ: Retired	73%	(343)	13%	(61)	11%	(52)	2%	(7)	1%	(5)	468
Employ: Unemployed	56%	(133)	19%	(46)	17%	(42)	4%	(9)	4%	(8)	237
Employ: Other	66%	(124)	14%	(26)	17%	(32)	3%	(6)	1%	(2)	189
Military HH: Yes	60%	(238)	13%	(50)	17%	(66)	7%	(28)	3%	(12)	394
Military HH: No	56%	(1005)	17%	(300)	18%	(317)	6%	(109)	4%	(75)	1807
RD/WT: Right Direction	59%	(470)	14%	(114)	16%	(131)	6%	(49)	4%	(31)	795
RD/WT: Wrong Track	55%	(773)	17%	(236)	18%	(252)	6%	(88)	4%	(56)	1406

Continued on next page

**Table BRD9\_12:** What is the most you would be willing to pay for the following streaming services?

Hulu with Live TV

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	56%	(1243)	16%	(350)	17%	(383)	6%	(137)	4%	(87)	2201
Strongly Approve	62%	(276)	16%	(69)	13%	(57)	5%	(24)	4%	(20)	445
Somewhat Approve	56%	(247)	16%	(71)	17%	(75)	6%	(26)	5%	(21)	441
Somewhat Disapprove	48%	(146)	18%	(55)	23%	(70)	8%	(23)	3%	(8)	301
Strongly Disapprove	55%	(474)	17%	(146)	19%	(161)	6%	(56)	3%	(29)	866
Dont Know / No Opinion	69%	(101)	6%	(9)	14%	(20)	6%	(8)	6%	(9)	147
#1 Issue: Economy	51%	(294)	18%	(104)	19%	(109)	7%	(43)	5%	(28)	577
#1 Issue: Security	59%	(255)	14%	(61)	16%	(71)	5%	(21)	5%	(23)	432
#1 Issue: Health Care	51%	(250)	17%	(81)	20%	(96)	8%	(40)	4%	(19)	487
#1 Issue: Medicare / Social Security	72%	(208)	13%	(37)	13%	(36)	2%	(6)	—	(1)	288
#1 Issue: Women's Issues	47%	(49)	17%	(18)	18%	(19)	8%	(8)	10%	(10)	106
#1 Issue: Education	52%	(67)	14%	(18)	24%	(31)	7%	(9)	2%	(3)	129
#1 Issue: Energy	58%	(49)	20%	(17)	15%	(12)	5%	(4)	2%	(2)	84
#1 Issue: Other	71%	(71)	15%	(14)	7%	(7)	5%	(5)	2%	(2)	99
2016 Vote: Democrat Hillary Clinton	54%	(398)	16%	(115)	19%	(140)	7%	(54)	4%	(27)	734
2016 Vote: Republican Donald Trump	61%	(443)	15%	(111)	14%	(101)	6%	(41)	4%	(28)	725
2016 Vote: Someone else	52%	(106)	17%	(36)	18%	(37)	9%	(17)	4%	(8)	204
2012 Vote: Barack Obama	53%	(459)	15%	(130)	20%	(178)	8%	(67)	4%	(36)	869
2012 Vote: Mitt Romney	62%	(358)	16%	(90)	12%	(71)	6%	(34)	4%	(21)	574
2012 Vote: Other	56%	(50)	16%	(14)	19%	(17)	5%	(5)	4%	(4)	90
2012 Vote: Didn't Vote	57%	(376)	18%	(116)	17%	(114)	5%	(31)	4%	(26)	664
4-Region: Northeast	61%	(244)	15%	(62)	14%	(56)	6%	(25)	4%	(15)	402
4-Region: Midwest	60%	(286)	13%	(63)	18%	(86)	6%	(27)	3%	(12)	474
4-Region: South	55%	(448)	15%	(125)	18%	(150)	7%	(59)	4%	(32)	815
4-Region: West	52%	(265)	20%	(100)	18%	(92)	5%	(26)	6%	(28)	511

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\_13:** What is the most you would be willing to pay for the following streaming services?

Playstation Vue

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	72%	(1579)	12%	(264)	10%	(221)	3%	(65)	3%	(72)	2201
Gender: Male	67%	(707)	14%	(144)	12%	(129)	3%	(35)	4%	(45)	1060
Gender: Female	76%	(872)	11%	(120)	8%	(92)	3%	(30)	2%	(27)	1141
Age: 18-29	59%	(265)	17%	(76)	16%	(69)	3%	(15)	5%	(21)	446
Age: 30-44	62%	(366)	16%	(93)	13%	(76)	4%	(22)	5%	(32)	589
Age: 45-54	72%	(277)	11%	(43)	10%	(37)	4%	(14)	4%	(14)	384
Age: 55-64	84%	(322)	7%	(27)	6%	(24)	3%	(10)	—	(1)	384
Age: 65+	88%	(350)	6%	(25)	4%	(14)	1%	(3)	1%	(5)	398
PID: Dem (no lean)	69%	(533)	14%	(108)	10%	(75)	3%	(23)	4%	(29)	769
PID: Ind (no lean)	71%	(550)	11%	(83)	12%	(95)	3%	(22)	3%	(25)	775
PID: Rep (no lean)	75%	(496)	11%	(73)	8%	(51)	3%	(20)	3%	(18)	658
PID/Gender: Dem Men	61%	(201)	18%	(61)	13%	(43)	3%	(11)	5%	(15)	331
PID/Gender: Dem Women	76%	(332)	11%	(48)	7%	(32)	3%	(12)	3%	(14)	438
PID/Gender: Ind Men	68%	(268)	11%	(44)	14%	(57)	2%	(10)	4%	(18)	397
PID/Gender: Ind Women	75%	(282)	10%	(39)	10%	(38)	3%	(12)	2%	(7)	378
PID/Gender: Rep Men	72%	(238)	12%	(39)	9%	(29)	4%	(14)	4%	(12)	332
PID/Gender: Rep Women	79%	(258)	10%	(33)	7%	(22)	2%	(6)	2%	(7)	326
Tea Party: Supporter	65%	(360)	15%	(81)	11%	(62)	6%	(30)	3%	(17)	550
Tea Party: Not Supporter	74%	(1208)	11%	(182)	10%	(158)	2%	(34)	3%	(52)	1634
Ideo: Liberal (1-3)	64%	(495)	14%	(109)	13%	(102)	4%	(33)	4%	(33)	772
Ideo: Moderate (4)	75%	(365)	11%	(55)	10%	(48)	2%	(8)	2%	(10)	486
Ideo: Conservative (5-7)	76%	(504)	11%	(72)	8%	(55)	3%	(19)	2%	(16)	666
Educ: < College	71%	(1108)	13%	(201)	10%	(160)	3%	(49)	3%	(48)	1567
Educ: Bachelors degree	75%	(311)	10%	(43)	9%	(37)	2%	(9)	4%	(17)	416
Educ: Post-grad	73%	(160)	10%	(21)	11%	(23)	3%	(7)	3%	(8)	219
Income: Under 50k	72%	(934)	13%	(162)	9%	(122)	3%	(40)	3%	(35)	1292
Income: 50k-100k	69%	(462)	12%	(81)	12%	(80)	3%	(18)	5%	(32)	673
Income: 100k+	78%	(183)	9%	(22)	8%	(19)	3%	(8)	2%	(5)	236

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**Table BRD9\_13:** What is the most you would be willing to pay for the following streaming services?

Playstation Vue

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	72%	(1579)	12%	(264)	10%	(221)	3%	(65)	3%	(72)	2201
Ethnicity: White	75%	(1310)	11%	(197)	8%	(144)	3%	(45)	3%	(54)	1750
Ethnicity: Hispanic	56%	(185)	17%	(57)	14%	(47)	4%	(14)	8%	(26)	329
Ethnicity: Afr. Am.	55%	(148)	16%	(43)	19%	(50)	5%	(12)	5%	(14)	269
Ethnicity: Other	67%	(121)	13%	(24)	14%	(26)	4%	(7)	2%	(3)	182
Relig: Protestant	80%	(451)	7%	(38)	10%	(54)	1%	(8)	2%	(13)	563
Relig: Roman Catholic	72%	(338)	12%	(54)	8%	(36)	5%	(23)	4%	(17)	468
Relig: Ath./Agn./None	69%	(428)	14%	(87)	10%	(63)	3%	(16)	4%	(26)	621
Relig: Something Else	63%	(195)	16%	(50)	13%	(40)	4%	(13)	4%	(11)	309
Relig: Evangelical	73%	(453)	12%	(73)	10%	(61)	2%	(15)	3%	(16)	618
Relig: Non-Evang. Catholics	77%	(503)	8%	(54)	9%	(56)	3%	(21)	3%	(19)	653
Relig: All Christian	75%	(956)	10%	(126)	9%	(117)	3%	(36)	3%	(35)	1270
Relig: All Non-Christian	67%	(623)	15%	(138)	11%	(103)	3%	(29)	4%	(37)	930
Community: Urban	66%	(390)	13%	(77)	11%	(68)	4%	(21)	6%	(33)	589
Community: Suburban	73%	(698)	13%	(120)	10%	(93)	2%	(21)	2%	(22)	953
Community: Rural	75%	(491)	10%	(68)	9%	(60)	4%	(23)	3%	(17)	659
Employ: Private Sector	67%	(432)	13%	(82)	13%	(81)	5%	(33)	3%	(18)	646
Employ: Government	66%	(98)	15%	(23)	11%	(16)	2%	(3)	6%	(9)	150
Employ: Self-Employed	61%	(132)	17%	(37)	12%	(25)	3%	(6)	8%	(17)	217
Employ: Homemaker	73%	(147)	10%	(20)	11%	(22)	2%	(4)	4%	(9)	202
Employ: Student	54%	(50)	13%	(12)	24%	(22)	1%	(1)	8%	(7)	92
Employ: Retired	88%	(412)	6%	(30)	4%	(17)	1%	(7)	1%	(3)	468
Employ: Unemployed	70%	(166)	13%	(31)	11%	(27)	3%	(6)	3%	(8)	237
Employ: Other	75%	(142)	16%	(30)	6%	(11)	3%	(5)	1%	(1)	189
Military HH: Yes	71%	(281)	12%	(49)	10%	(40)	3%	(12)	3%	(12)	394
Military HH: No	72%	(1299)	12%	(215)	10%	(180)	3%	(53)	3%	(60)	1807
RD/WT: Right Direction	68%	(542)	13%	(105)	10%	(81)	4%	(34)	4%	(33)	795
RD/WT: Wrong Track	74%	(1037)	11%	(159)	10%	(140)	2%	(31)	3%	(39)	1406

Continued on next page

**Table BRD9\_13:** What is the most you would be willing to pay for the following streaming services?  
 Playstation Vue

Demographic	Less than \$5 per month		\$5 per month		\$10 per month		\$15 per month		\$20+ per month		Total N
Adults	72%	(1579)	12%	(264)	10%	(221)	3%	(65)	3%	(72)	2201
Strongly Approve	72%	(320)	12%	(52)	9%	(41)	4%	(18)	3%	(15)	445
Somewhat Approve	76%	(335)	11%	(49)	7%	(33)	3%	(13)	3%	(11)	441
Somewhat Disapprove	60%	(182)	18%	(53)	14%	(43)	5%	(14)	3%	(9)	301
Strongly Disapprove	73%	(635)	12%	(102)	11%	(91)	2%	(16)	3%	(23)	866
Dont Know / No Opinion	73%	(108)	6%	(9)	9%	(13)	3%	(5)	9%	(14)	147
#1 Issue: Economy	70%	(402)	14%	(79)	10%	(58)	2%	(13)	4%	(26)	577
#1 Issue: Security	73%	(316)	9%	(38)	11%	(46)	5%	(21)	3%	(12)	432
#1 Issue: Health Care	69%	(333)	15%	(73)	10%	(48)	3%	(15)	3%	(17)	487
#1 Issue: Medicare / Social Security	85%	(244)	6%	(17)	6%	(17)	2%	(7)	1%	(3)	288
#1 Issue: Women's Issues	68%	(72)	13%	(14)	10%	(10)	4%	(4)	5%	(5)	106
#1 Issue: Education	62%	(79)	14%	(18)	18%	(23)	4%	(5)	3%	(4)	129
#1 Issue: Energy	67%	(56)	22%	(18)	8%	(6)	1%	(1)	2%	(2)	84
#1 Issue: Other	77%	(77)	6%	(6)	12%	(12)	—	(0)	4%	(4)	99
2016 Vote: Democrat Hillary Clinton	70%	(510)	13%	(93)	11%	(81)	3%	(25)	3%	(24)	734
2016 Vote: Republican Donald Trump	77%	(559)	9%	(68)	8%	(56)	3%	(24)	2%	(17)	725
2016 Vote: Someone else	70%	(143)	12%	(25)	13%	(28)	1%	(2)	4%	(7)	204
2012 Vote: Barack Obama	69%	(599)	12%	(107)	11%	(98)	4%	(32)	4%	(33)	869
2012 Vote: Mitt Romney	80%	(460)	9%	(50)	7%	(41)	3%	(16)	1%	(8)	574
2012 Vote: Other	75%	(68)	13%	(12)	5%	(5)	1%	(1)	6%	(5)	90
2012 Vote: Didn't Vote	68%	(452)	14%	(95)	11%	(75)	3%	(17)	4%	(26)	664
4-Region: Northeast	76%	(304)	11%	(46)	8%	(34)	3%	(11)	2%	(7)	402
4-Region: Midwest	75%	(353)	11%	(53)	10%	(45)	2%	(11)	2%	(10)	474
4-Region: South	70%	(568)	12%	(99)	11%	(93)	3%	(26)	3%	(28)	815
4-Region: West	69%	(354)	13%	(66)	9%	(48)	3%	(16)	5%	(26)	511

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:** How much have you seen, read, or heard about Netflix raising the price of its streaming subscription services?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(340)	35%	(761)	19%	(424)	31%	(676)	2201
Gender: Male	16%	(173)	32%	(342)	19%	(207)	32%	(338)	1060
Gender: Female	15%	(167)	37%	(419)	19%	(217)	30%	(338)	1141
Age: 18-29	24%	(106)	38%	(168)	16%	(72)	23%	(101)	446
Age: 30-44	24%	(139)	33%	(193)	20%	(119)	23%	(137)	589
Age: 45-54	12%	(46)	34%	(132)	23%	(90)	30%	(116)	384
Age: 55-64	8%	(30)	37%	(141)	18%	(68)	38%	(146)	384
Age: 65+	5%	(19)	32%	(127)	19%	(75)	44%	(177)	398
PID: Dem (no lean)	16%	(121)	37%	(287)	18%	(135)	29%	(226)	769
PID: Ind (no lean)	15%	(120)	33%	(255)	21%	(161)	31%	(239)	775
PID: Rep (no lean)	15%	(99)	33%	(218)	20%	(128)	32%	(212)	658
PID/Gender: Dem Men	16%	(53)	36%	(121)	16%	(54)	31%	(103)	331
PID/Gender: Dem Women	15%	(68)	38%	(167)	18%	(80)	28%	(123)	438
PID/Gender: Ind Men	15%	(59)	31%	(122)	24%	(95)	31%	(121)	397
PID/Gender: Ind Women	16%	(61)	35%	(134)	17%	(66)	31%	(117)	378
PID/Gender: Rep Men	18%	(60)	30%	(100)	17%	(57)	34%	(114)	332
PID/Gender: Rep Women	12%	(38)	36%	(119)	22%	(71)	30%	(98)	326
Tea Party: Supporter	21%	(117)	33%	(183)	23%	(125)	23%	(125)	550
Tea Party: Not Supporter	14%	(221)	35%	(574)	18%	(295)	33%	(544)	1634
Ideo: Liberal (1-3)	21%	(165)	39%	(301)	19%	(149)	20%	(157)	772
Ideo: Moderate (4)	12%	(58)	37%	(179)	18%	(88)	33%	(162)	486
Ideo: Conservative (5-7)	11%	(73)	32%	(216)	21%	(139)	36%	(237)	666
Educ: < College	15%	(241)	32%	(504)	21%	(325)	32%	(496)	1567
Educ: Bachelors degree	16%	(67)	41%	(172)	15%	(63)	27%	(113)	416
Educ: Post-grad	14%	(32)	39%	(84)	16%	(36)	30%	(67)	219
Income: Under 50k	15%	(199)	32%	(417)	19%	(251)	33%	(425)	1292
Income: 50k-100k	15%	(103)	38%	(259)	20%	(133)	26%	(178)	673
Income: 100k+	16%	(38)	36%	(85)	17%	(39)	31%	(74)	236
Ethnicity: White	14%	(239)	36%	(624)	19%	(328)	32%	(560)	1750
Ethnicity: Hispanic	26%	(85)	39%	(129)	16%	(54)	18%	(61)	329
Ethnicity: Afr. Am.	19%	(51)	35%	(93)	20%	(53)	27%	(71)	269

Continued on next page

**Table BRD10:** How much have you seen, read, or heard about Netflix raising the price of its streaming subscription services?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(340)	35%	(761)	19%	(424)	31%	(676)	2201
Ethnicity: Other	27%	(50)	24%	(44)	23%	(43)	25%	(45)	182
Relig: Protestant	11%	(60)	35%	(195)	20%	(111)	35%	(197)	563
Relig: Roman Catholic	17%	(79)	37%	(175)	19%	(88)	27%	(127)	468
Relig: Ath./Agn./None	16%	(100)	34%	(211)	19%	(119)	31%	(191)	621
Relig: Something Else	22%	(68)	35%	(109)	18%	(56)	24%	(75)	309
Relig: Evangelical	15%	(90)	30%	(183)	22%	(137)	34%	(208)	618
Relig: Non-Evang. Catholics	13%	(82)	39%	(257)	17%	(111)	31%	(202)	653
Relig: All Christian	13%	(171)	35%	(441)	20%	(248)	32%	(410)	1270
Relig: All Non-Christian	18%	(168)	34%	(320)	19%	(176)	29%	(266)	930
Community: Urban	19%	(110)	34%	(203)	19%	(112)	28%	(164)	589
Community: Suburban	15%	(139)	38%	(361)	18%	(171)	30%	(281)	953
Community: Rural	14%	(91)	30%	(197)	21%	(140)	35%	(231)	659
Employ: Private Sector	17%	(111)	39%	(253)	18%	(116)	26%	(166)	646
Employ: Government	17%	(25)	37%	(55)	24%	(36)	22%	(33)	150
Employ: Self-Employed	21%	(46)	36%	(77)	24%	(52)	19%	(42)	217
Employ: Homemaker	18%	(37)	34%	(69)	23%	(46)	25%	(50)	202
Employ: Student	26%	(24)	33%	(30)	21%	(19)	20%	(19)	92
Employ: Retired	5%	(25)	33%	(154)	18%	(83)	44%	(206)	468
Employ: Unemployed	16%	(39)	24%	(57)	18%	(43)	41%	(98)	237
Employ: Other	18%	(33)	34%	(64)	16%	(29)	33%	(62)	189
Military HH: Yes	13%	(50)	33%	(131)	17%	(69)	37%	(145)	394
Military HH: No	16%	(290)	35%	(630)	20%	(355)	29%	(532)	1807
RD/WT: Right Direction	18%	(145)	30%	(240)	21%	(164)	31%	(247)	795
RD/WT: Wrong Track	14%	(195)	37%	(521)	19%	(260)	31%	(429)	1406
Strongly Approve	17%	(77)	29%	(131)	18%	(79)	35%	(158)	445
Somewhat Approve	16%	(68)	33%	(145)	25%	(109)	27%	(119)	441
Somewhat Disapprove	12%	(37)	41%	(125)	20%	(61)	26%	(78)	301
Strongly Disapprove	16%	(138)	37%	(320)	17%	(149)	30%	(258)	866
Dont Know / No Opinion	12%	(18)	27%	(40)	18%	(26)	43%	(63)	147

Continued on next page

**Table BRD10:** How much have you seen, read, or heard about Netflix raising the price of its streaming subscription services?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	15%	(340)	35%	(761)	19%	(424)	31%	(676)	2201
#1 Issue: Economy	17%	(100)	31%	(178)	22%	(129)	30%	(171)	577
#1 Issue: Security	13%	(55)	34%	(145)	22%	(93)	32%	(139)	432
#1 Issue: Health Care	16%	(78)	42%	(204)	14%	(68)	28%	(137)	487
#1 Issue: Medicare / Social Security	9%	(27)	32%	(91)	21%	(59)	39%	(111)	288
#1 Issue: Women's Issues	20%	(21)	37%	(39)	17%	(18)	26%	(28)	106
#1 Issue: Education	24%	(31)	36%	(47)	17%	(22)	22%	(28)	129
#1 Issue: Energy	21%	(17)	38%	(32)	16%	(14)	24%	(20)	84
#1 Issue: Other	11%	(10)	26%	(25)	20%	(20)	44%	(43)	99
2016 Vote: Democrat Hillary Clinton	15%	(111)	39%	(288)	19%	(139)	27%	(195)	734
2016 Vote: Republican Donald Trump	14%	(103)	34%	(246)	20%	(145)	32%	(231)	725
2016 Vote: Someone else	14%	(30)	37%	(76)	20%	(41)	28%	(58)	204
2012 Vote: Barack Obama	15%	(134)	38%	(331)	17%	(149)	29%	(255)	869
2012 Vote: Mitt Romney	10%	(58)	35%	(200)	21%	(120)	34%	(197)	574
2012 Vote: Other	20%	(18)	31%	(28)	19%	(17)	30%	(27)	90
2012 Vote: Didn't Vote	19%	(129)	30%	(200)	21%	(137)	30%	(198)	664
4-Region: Northeast	19%	(76)	32%	(129)	18%	(72)	31%	(125)	402
4-Region: Midwest	13%	(60)	35%	(167)	18%	(85)	34%	(161)	474
4-Region: South	15%	(123)	35%	(288)	21%	(174)	28%	(230)	815
4-Region: West	16%	(81)	35%	(177)	18%	(93)	31%	(161)	511

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:** As you may know, Netflix has announced that they are raising prices on standard and premium streaming subscription services. The standard service is now priced at \$10.99 monthly, up from \$9.99. The premium service is now priced at \$13.99 monthly, up from \$11.99. Knowing this, are you more or less likely to subscribe to Netflix?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (172)	9% (193)	36% (785)	14% (305)	22% (493)	11% (253)	2201
Gender: Male	10% (104)	10% (105)	31% (332)	13% (139)	23% (239)	13% (140)	1060
Gender: Female	6% (68)	8% (88)	40% (453)	15% (166)	22% (254)	10% (113)	1141
Age: 18-29	13% (56)	16% (70)	30% (136)	14% (64)	13% (60)	14% (60)	446
Age: 30-44	13% (74)	9% (54)	35% (206)	17% (100)	16% (92)	11% (62)	589
Age: 45-54	6% (23)	10% (39)	40% (153)	16% (61)	20% (78)	8% (30)	384
Age: 55-64	4% (15)	5% (19)	38% (146)	9% (34)	34% (129)	11% (42)	384
Age: 65+	1% (4)	3% (11)	36% (145)	11% (46)	34% (134)	15% (58)	398
PID: Dem (no lean)	10% (77)	8% (63)	38% (292)	12% (95)	21% (164)	10% (77)	769
PID: Ind (no lean)	7% (57)	8% (60)	36% (278)	15% (113)	21% (165)	13% (102)	775
PID: Rep (no lean)	6% (39)	11% (70)	33% (215)	15% (96)	25% (164)	11% (74)	658
PID/Gender: Dem Men	15% (51)	11% (36)	29% (95)	12% (39)	20% (67)	13% (43)	331
PID/Gender: Dem Women	6% (26)	6% (27)	45% (197)	13% (57)	22% (97)	8% (34)	438
PID/Gender: Ind Men	8% (33)	8% (32)	36% (145)	14% (54)	19% (77)	14% (56)	397
PID/Gender: Ind Women	6% (24)	7% (28)	35% (133)	16% (59)	23% (87)	12% (46)	378
PID/Gender: Rep Men	6% (21)	11% (38)	28% (93)	14% (46)	28% (94)	12% (40)	332
PID/Gender: Rep Women	5% (18)	10% (33)	37% (122)	16% (51)	21% (69)	10% (33)	326
Tea Party: Supporter	15% (80)	12% (64)	34% (188)	13% (72)	20% (110)	7% (36)	550
Tea Party: Not Supporter	5% (89)	8% (128)	37% (597)	14% (232)	23% (376)	13% (212)	1634
Ideo: Liberal (1-3)	13% (101)	12% (90)	40% (307)	12% (90)	17% (130)	7% (55)	772
Ideo: Moderate (4)	6% (30)	7% (36)	37% (179)	15% (72)	25% (123)	10% (47)	486
Ideo: Conservative (5-7)	5% (31)	6% (43)	36% (238)	16% (109)	26% (176)	10% (69)	666
Educ: < College	9% (137)	9% (149)	32% (496)	13% (204)	24% (373)	13% (207)	1567
Educ: Bachelors degree	5% (20)	8% (33)	44% (183)	17% (72)	19% (78)	7% (30)	416
Educ: Post-grad	7% (15)	5% (11)	48% (106)	13% (29)	19% (42)	7% (16)	219

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**Table BRD11:** As you may know, Netflix has announced that they are raising prices on standard and premium streaming subscription services. The standard service is now priced at \$10.99 monthly, up from \$9.99. The premium service is now priced at \$13.99 monthly, up from \$11.99. Knowing this, are you more or less likely to subscribe to Netflix?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (172)	9% (193)	36% (785)	14% (305)	22% (493)	11% (253)	2201
Income: Under 50k	9% (115)	10% (129)	32% (410)	12% (159)	24% (311)	13% (168)	1292
Income: 50k-100k	6% (39)	7% (50)	39% (265)	17% (113)	21% (141)	10% (65)	673
Income: 100k+	8% (18)	6% (13)	46% (110)	14% (34)	17% (41)	9% (20)	236
Ethnicity: White	7% (117)	7% (127)	37% (643)	15% (263)	22% (392)	12% (207)	1750
Ethnicity: Hispanic	17% (57)	15% (48)	31% (101)	12% (41)	13% (44)	12% (38)	329
Ethnicity: Afr. Am.	13% (35)	16% (44)	30% (80)	8% (22)	24% (64)	9% (23)	269
Ethnicity: Other	11% (20)	12% (22)	34% (62)	11% (20)	20% (36)	12% (23)	182
Relig: Protestant	6% (32)	6% (34)	38% (212)	15% (84)	27% (153)	9% (49)	563
Relig: Roman Catholic	11% (52)	10% (46)	37% (171)	12% (57)	21% (99)	9% (43)	468
Relig: Ath./Agn./None	7% (42)	6% (40)	36% (224)	14% (84)	20% (122)	18% (109)	621
Relig: Something Else	10% (30)	12% (38)	33% (102)	16% (50)	19% (59)	10% (30)	309
Relig: Evangelical	10% (59)	12% (75)	31% (194)	14% (85)	25% (152)	8% (52)	618
Relig: Non-Evang. Catholics	6% (41)	6% (40)	41% (265)	13% (85)	24% (159)	10% (63)	653
Relig: All Christian	8% (100)	9% (115)	36% (459)	13% (171)	25% (311)	9% (114)	1270
Relig: All Non-Christian	8% (71)	8% (78)	35% (326)	14% (135)	19% (181)	15% (139)	930
Community: Urban	11% (62)	11% (66)	33% (194)	11% (63)	23% (136)	12% (68)	589
Community: Suburban	6% (58)	7% (68)	40% (378)	17% (158)	20% (194)	10% (96)	953
Community: Rural	8% (52)	9% (59)	32% (212)	13% (85)	25% (163)	13% (88)	659
Employ: Private Sector	7% (45)	9% (59)	42% (269)	15% (97)	20% (126)	8% (49)	646
Employ: Government	14% (21)	9% (14)	39% (58)	13% (19)	20% (30)	6% (9)	150
Employ: Self-Employed	9% (19)	13% (28)	30% (65)	18% (39)	21% (45)	9% (21)	217
Employ: Homemaker	9% (17)	10% (20)	45% (91)	13% (26)	16% (32)	8% (17)	202
Employ: Student	13% (12)	9% (9)	32% (30)	16% (15)	11% (10)	19% (18)	92
Employ: Retired	3% (15)	5% (23)	35% (164)	11% (49)	33% (156)	13% (60)	468
Employ: Unemployed	10% (24)	10% (25)	24% (57)	14% (33)	22% (53)	19% (45)	237
Employ: Other	10% (18)	8% (15)	28% (52)	15% (27)	22% (41)	18% (35)	189
Military HH: Yes	8% (30)	11% (45)	36% (140)	10% (39)	26% (101)	10% (39)	394
Military HH: No	8% (142)	8% (148)	36% (645)	15% (266)	22% (392)	12% (213)	1807

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**Table BRD11:** As you may know, Netflix has announced that they are raising prices on standard and premium streaming subscription services. The standard service is now priced at \$10.99 monthly, up from \$9.99. The premium service is now priced at \$13.99 monthly, up from \$11.99. Knowing this, are you more or less likely to subscribe to Netflix?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	8% (172)	9% (193)	36% (785)	14% (305)	22% (493)	11% (253)	2201
RD/WT: Right Direction	12% (96)	12% (95)	28% (224)	13% (101)	23% (180)	12% (99)	795
RD/WT: Wrong Track	5% (76)	7% (98)	40% (561)	15% (204)	22% (313)	11% (154)	1406
Strongly Approve	13% (58)	12% (52)	24% (107)	12% (55)	26% (114)	13% (59)	445
Somewhat Approve	5% (23)	13% (56)	39% (172)	16% (70)	19% (86)	8% (35)	441
Somewhat Disapprove	9% (27)	10% (30)	40% (120)	16% (47)	20% (60)	6% (18)	301
Strongly Disapprove	6% (53)	4% (38)	41% (358)	14% (121)	24% (205)	11% (92)	866
Dont Know / No Opinion	8% (12)	12% (17)	19% (29)	8% (12)	19% (29)	33% (49)	147
#1 Issue: Economy	8% (49)	6% (34)	37% (215)	16% (95)	22% (125)	10% (60)	577
#1 Issue: Security	7% (32)	9% (38)	32% (138)	18% (78)	21% (92)	12% (54)	432
#1 Issue: Health Care	6% (27)	11% (55)	38% (185)	12% (58)	24% (115)	10% (48)	487
#1 Issue: Medicare / Social Security	7% (19)	8% (23)	35% (101)	7% (20)	30% (86)	13% (39)	288
#1 Issue: Women's Issues	9% (10)	7% (7)	45% (47)	9% (10)	19% (20)	11% (12)	106
#1 Issue: Education	20% (26)	12% (15)	31% (40)	13% (17)	16% (21)	7% (9)	129
#1 Issue: Energy	6% (5)	16% (13)	35% (29)	21% (18)	10% (8)	12% (10)	84
#1 Issue: Other	5% (4)	8% (8)	30% (30)	9% (9)	26% (26)	22% (22)	99
2016 Vote: Democrat Hillary Clinton	9% (66)	7% (48)	42% (312)	12% (88)	21% (153)	9% (66)	734
2016 Vote: Republican Donald Trump	7% (51)	11% (77)	33% (240)	13% (93)	26% (191)	10% (73)	725
2016 Vote: Someone else	6% (13)	6% (12)	42% (86)	15% (32)	22% (45)	8% (16)	204
2012 Vote: Barack Obama	10% (84)	8% (66)	39% (338)	13% (110)	22% (192)	9% (80)	869
2012 Vote: Mitt Romney	5% (29)	8% (44)	38% (218)	14% (80)	25% (145)	10% (59)	574
2012 Vote: Other	1% (1)	8% (7)	37% (33)	19% (17)	22% (19)	13% (12)	90
2012 Vote: Didn't Vote	9% (59)	11% (75)	29% (193)	15% (98)	21% (137)	15% (102)	664
4-Region: Northeast	9% (34)	6% (25)	38% (153)	14% (57)	24% (98)	9% (35)	402
4-Region: Midwest	5% (24)	7% (33)	39% (183)	16% (76)	22% (106)	11% (52)	474
4-Region: South	9% (71)	11% (90)	32% (260)	14% (115)	22% (179)	12% (100)	815
4-Region: West	8% (43)	9% (45)	37% (190)	11% (58)	21% (109)	13% (65)	511

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:** Does knowing a TV show is popular make you more or less likely to watch it?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	14% (317)	28% (610)	41% (908)	4% (87)	4% (93)	9% (188)	2201
Gender: Male	16% (175)	25% (260)	39% (418)	4% (45)	5% (52)	10% (109)	1060
Gender: Female	12% (142)	31% (349)	43% (490)	4% (41)	4% (40)	7% (79)	1141
Age: 18-29	21% (95)	27% (121)	29% (128)	6% (28)	4% (19)	12% (55)	446
Age: 30-44	19% (109)	31% (185)	31% (181)	5% (29)	5% (28)	10% (56)	589
Age: 45-54	10% (40)	29% (110)	45% (172)	4% (16)	6% (21)	7% (25)	384
Age: 55-64	10% (38)	25% (95)	51% (195)	3% (13)	5% (19)	6% (24)	384
Age: 65+	8% (34)	25% (99)	58% (231)	— (1)	1% (6)	7% (27)	398
PID: Dem (no lean)	19% (149)	30% (233)	37% (286)	4% (29)	3% (25)	6% (45)	769
PID: Ind (no lean)	11% (84)	24% (183)	45% (349)	4% (34)	4% (30)	12% (94)	775
PID: Rep (no lean)	13% (83)	29% (193)	42% (273)	3% (23)	6% (37)	7% (49)	658
PID/Gender: Dem Men	26% (87)	24% (79)	32% (107)	4% (14)	3% (10)	10% (35)	331
PID/Gender: Dem Women	14% (63)	35% (154)	41% (180)	4% (16)	4% (16)	2% (10)	438
PID/Gender: Ind Men	11% (44)	21% (85)	46% (182)	5% (20)	5% (19)	12% (47)	397
PID/Gender: Ind Women	11% (40)	26% (99)	44% (167)	4% (14)	3% (11)	13% (47)	378
PID/Gender: Rep Men	13% (44)	29% (96)	39% (130)	3% (11)	7% (23)	8% (27)	332
PID/Gender: Rep Women	12% (40)	30% (96)	44% (143)	4% (12)	4% (14)	7% (21)	326
Tea Party: Supporter	19% (106)	28% (154)	39% (217)	5% (25)	4% (21)	5% (27)	550
Tea Party: Not Supporter	13% (208)	28% (453)	42% (683)	4% (62)	4% (69)	10% (159)	1634
Ideo: Liberal (1-3)	18% (136)	32% (247)	35% (273)	6% (47)	5% (37)	4% (32)	772
Ideo: Moderate (4)	16% (76)	28% (138)	43% (210)	3% (14)	4% (18)	6% (30)	486
Ideo: Conservative (5-7)	11% (74)	27% (181)	48% (317)	2% (16)	4% (27)	8% (52)	666
Educ: < College	16% (244)	25% (395)	40% (632)	4% (64)	5% (77)	10% (154)	1567
Educ: Bachelors degree	12% (51)	34% (142)	42% (174)	3% (13)	3% (14)	5% (22)	416
Educ: Post-grad	10% (22)	33% (73)	47% (102)	4% (10)	1% (2)	5% (11)	219
Income: Under 50k	16% (200)	24% (304)	42% (544)	4% (50)	5% (68)	10% (126)	1292
Income: 50k-100k	12% (82)	33% (220)	40% (271)	4% (28)	3% (20)	8% (51)	673
Income: 100k+	14% (34)	36% (85)	39% (93)	4% (8)	2% (5)	5% (11)	236
Ethnicity: White	12% (212)	29% (501)	43% (752)	4% (64)	4% (72)	9% (149)	1750
Ethnicity: Hispanic	23% (75)	23% (77)	34% (110)	4% (15)	6% (19)	10% (33)	329

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**Table BRD12: Does knowing a TV show is popular make you more or less likely to watch it?**

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	14% (317)	28% (610)	41% (908)	4% (87)	4% (93)	9% (188)	2201
Ethnicity: Afr. Am.	24% (64)	25% (67)	35% (95)	6% (16)	3% (9)	6% (17)	269
Ethnicity: Other	22% (40)	23% (41)	33% (61)	4% (7)	6% (12)	11% (21)	182
Relig: Protestant	10% (58)	30% (166)	48% (272)	3% (16)	4% (22)	5% (30)	563
Relig: Roman Catholic	19% (90)	29% (134)	40% (189)	3% (15)	2% (12)	6% (29)	468
Relig: Ath./Agn./None	12% (73)	27% (171)	38% (236)	5% (31)	4% (26)	14% (84)	621
Relig: Something Else	16% (48)	27% (85)	38% (117)	5% (16)	5% (16)	9% (27)	309
Relig: Evangelical	19% (120)	25% (151)	41% (254)	4% (25)	5% (29)	6% (38)	618
Relig: Non-Evang. Catholics	11% (74)	31% (203)	46% (302)	2% (15)	3% (21)	6% (38)	653
Relig: All Christian	15% (194)	28% (354)	44% (555)	3% (40)	4% (50)	6% (76)	1270
Relig: All Non-Christian	13% (121)	27% (256)	38% (353)	5% (46)	5% (43)	12% (111)	930
Community: Urban	17% (99)	26% (156)	40% (235)	5% (32)	4% (23)	8% (46)	589
Community: Suburban	14% (132)	29% (281)	41% (391)	3% (29)	5% (45)	8% (75)	953
Community: Rural	13% (86)	26% (173)	43% (282)	4% (26)	4% (25)	10% (67)	659
Employ: Private Sector	15% (95)	30% (195)	40% (256)	5% (31)	5% (31)	6% (38)	646
Employ: Government	17% (25)	33% (49)	39% (58)	5% (7)	2% (3)	4% (6)	150
Employ: Self-Employed	10% (22)	30% (66)	41% (88)	5% (11)	7% (15)	7% (15)	217
Employ: Homemaker	15% (29)	30% (60)	41% (82)	4% (8)	4% (8)	7% (14)	202
Employ: Student	22% (20)	28% (26)	25% (23)	6% (5)	3% (3)	17% (15)	92
Employ: Retired	9% (42)	25% (116)	56% (265)	1% (5)	2% (11)	6% (29)	468
Employ: Unemployed	20% (47)	23% (56)	33% (77)	4% (9)	5% (13)	15% (36)	237
Employ: Other	19% (36)	23% (43)	31% (59)	5% (10)	5% (9)	17% (33)	189
Military HH: Yes	14% (57)	20% (78)	50% (195)	4% (16)	5% (18)	8% (30)	394
Military HH: No	14% (260)	29% (531)	39% (713)	4% (71)	4% (75)	9% (158)	1807
RD/WT: Right Direction	17% (135)	25% (203)	40% (318)	3% (23)	5% (40)	10% (77)	795
RD/WT: Wrong Track	13% (182)	29% (407)	42% (590)	5% (63)	4% (53)	8% (111)	1406
Strongly Approve	17% (76)	21% (95)	43% (193)	3% (14)	6% (25)	10% (42)	445
Somewhat Approve	11% (49)	32% (139)	43% (192)	4% (17)	4% (18)	6% (26)	441
Somewhat Disapprove	16% (49)	32% (98)	39% (118)	5% (15)	3% (9)	4% (12)	301
Strongly Disapprove	15% (129)	29% (250)	42% (360)	4% (37)	3% (29)	7% (59)	866
Dont Know / No Opinion	9% (13)	18% (27)	31% (46)	3% (4)	8% (11)	32% (47)	147

Continued on next page

**Table BRD12:** Does knowing a TV show is popular make you more or less likely to watch it?

Demographic	Much more likely	Somewhat more likely	Neither more nor less likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	14% (317)	28% (610)	41% (908)	4% (87)	4% (93)	9% (188)	2201
#1 Issue: Economy	15% (89)	30% (171)	39% (226)	3% (17)	4% (21)	9% (53)	577
#1 Issue: Security	14% (60)	26% (113)	43% (186)	4% (19)	4% (15)	9% (39)	432
#1 Issue: Health Care	15% (75)	29% (141)	43% (208)	2% (11)	5% (22)	6% (30)	487
#1 Issue: Medicare / Social Security	9% (26)	24% (71)	49% (142)	4% (11)	5% (14)	8% (24)	288
#1 Issue: Women's Issues	13% (13)	31% (33)	34% (35)	11% (12)	4% (4)	8% (9)	106
#1 Issue: Education	21% (27)	32% (41)	26% (34)	10% (13)	5% (6)	6% (8)	129
#1 Issue: Energy	16% (14)	31% (26)	35% (29)	6% (5)	6% (5)	6% (5)	84
#1 Issue: Other	12% (12)	15% (15)	47% (47)	— (0)	6% (6)	20% (20)	99
2016 Vote: Democrat Hillary Clinton	17% (128)	31% (228)	39% (285)	4% (31)	3% (21)	6% (41)	734
2016 Vote: Republican Donald Trump	13% (96)	26% (192)	46% (333)	3% (19)	5% (34)	7% (51)	725
2016 Vote: Someone else	11% (22)	26% (52)	47% (96)	5% (11)	6% (12)	6% (11)	204
2012 Vote: Barack Obama	17% (147)	29% (249)	42% (361)	4% (34)	3% (29)	6% (49)	869
2012 Vote: Mitt Romney	11% (65)	28% (159)	50% (285)	2% (10)	3% (18)	7% (38)	574
2012 Vote: Other	5% (5)	26% (23)	43% (39)	6% (6)	8% (7)	12% (11)	90
2012 Vote: Didn't Vote	15% (100)	27% (179)	33% (220)	5% (36)	6% (39)	14% (90)	664
4-Region: Northeast	17% (66)	32% (128)	38% (153)	4% (17)	2% (9)	7% (28)	402
4-Region: Midwest	11% (50)	30% (143)	43% (202)	3% (15)	4% (21)	9% (43)	474
4-Region: South	15% (123)	28% (224)	41% (332)	4% (36)	4% (34)	8% (65)	815
4-Region: West	15% (77)	22% (114)	43% (222)	4% (18)	6% (29)	10% (52)	511

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:** When deciding to watch a TV show, how important are the following things to you?

Demographic	The popularity of the show		Whether the show has received favorable reviews		If it was recommended to you by a friend or family member		Total N
Adults	20%	(438)	26%	(570)	54%	(1193)	2201
Gender: Male	24%	(253)	25%	(267)	51%	(539)	1060
Gender: Female	16%	(185)	26%	(302)	57%	(654)	1141
Age: 18-29	24%	(106)	31%	(136)	46%	(204)	446
Age: 30-44	20%	(117)	27%	(158)	53%	(313)	589
Age: 45-54	20%	(78)	23%	(90)	56%	(215)	384
Age: 55-64	20%	(77)	23%	(89)	57%	(219)	384
Age: 65+	15%	(60)	24%	(96)	61%	(241)	398
PID: Dem (no lean)	21%	(164)	27%	(207)	52%	(398)	769
PID: Ind (no lean)	17%	(134)	26%	(201)	57%	(439)	775
PID: Rep (no lean)	21%	(141)	24%	(161)	54%	(356)	658
PID/Gender: Dem Men	28%	(93)	25%	(84)	46%	(154)	331
PID/Gender: Dem Women	16%	(70)	28%	(124)	56%	(244)	438
PID/Gender: Ind Men	20%	(79)	25%	(101)	55%	(217)	397
PID/Gender: Ind Women	15%	(55)	27%	(100)	59%	(222)	378
PID/Gender: Rep Men	24%	(81)	25%	(82)	51%	(168)	332
PID/Gender: Rep Women	18%	(60)	24%	(78)	58%	(188)	326
Tea Party: Supporter	17%	(96)	26%	(142)	57%	(312)	550
Tea Party: Not Supporter	21%	(336)	26%	(427)	53%	(871)	1634
Ideo: Liberal (1-3)	18%	(142)	29%	(225)	53%	(406)	772
Ideo: Moderate (4)	20%	(96)	28%	(136)	52%	(254)	486
Ideo: Conservative (5-7)	19%	(124)	20%	(135)	61%	(407)	666
Educ: < College	23%	(358)	25%	(387)	52%	(822)	1567
Educ: Bachelors degree	14%	(59)	28%	(118)	58%	(239)	416
Educ: Post-grad	10%	(21)	30%	(65)	60%	(132)	219
Income: Under 50k	23%	(294)	25%	(320)	52%	(678)	1292
Income: 50k-100k	19%	(125)	24%	(163)	57%	(385)	673
Income: 100k+	8%	(20)	37%	(86)	55%	(130)	236
Ethnicity: White	18%	(308)	25%	(439)	57%	(1003)	1750

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**Table BRD13:** When deciding to watch a TV show, how important are the following things to you?

Demographic	The popularity of the show		Whether the show has received favorable reviews		If it was recommended to you by a friend or family member		Total N
Adults	20%	(438)	26%	(570)	54%	(1193)	2201
Ethnicity: Hispanic	23%	(77)	33%	(108)	44%	(144)	329
Ethnicity: Afr. Am.	30%	(81)	27%	(73)	43%	(114)	269
Ethnicity: Other	27%	(50)	31%	(57)	42%	(76)	182
Relig: Protestant	15%	(85)	24%	(137)	60%	(340)	563
Relig: Roman Catholic	25%	(115)	23%	(106)	53%	(247)	468
Relig: Ath./Agn./None	21%	(130)	28%	(175)	51%	(315)	621
Relig: Something Else	17%	(53)	29%	(90)	54%	(166)	309
Relig: Evangelical	23%	(141)	23%	(144)	54%	(333)	618
Relig: Non-Evang. Catholics	17%	(114)	25%	(161)	58%	(378)	653
Relig: All Christian	20%	(255)	24%	(305)	56%	(711)	1270
Relig: All Non-Christian	20%	(183)	29%	(265)	52%	(481)	930
Community: Urban	23%	(133)	27%	(161)	50%	(296)	589
Community: Suburban	19%	(183)	26%	(244)	55%	(526)	953
Community: Rural	19%	(122)	25%	(165)	56%	(372)	659
Employ: Private Sector	19%	(125)	24%	(153)	57%	(368)	646
Employ: Government	12%	(18)	33%	(49)	55%	(82)	150
Employ: Self-Employed	24%	(51)	30%	(64)	47%	(101)	217
Employ: Homemaker	18%	(37)	28%	(57)	53%	(108)	202
Employ: Student	16%	(15)	26%	(24)	58%	(54)	92
Employ: Retired	18%	(82)	24%	(111)	59%	(275)	468
Employ: Unemployed	25%	(60)	22%	(53)	52%	(124)	237
Employ: Other	27%	(51)	30%	(56)	43%	(81)	189
Military HH: Yes	19%	(75)	28%	(110)	53%	(209)	394
Military HH: No	20%	(363)	25%	(459)	54%	(984)	1807
RD/WT: Right Direction	21%	(170)	26%	(205)	53%	(421)	795
RD/WT: Wrong Track	19%	(269)	26%	(365)	55%	(772)	1406

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**Table BRD13:** When deciding to watch a TV show, how important are the following things to you?

Demographic	The popularity of the show		Whether the show has received favorable reviews		If it was recommended to you by a friend or family member		Total N
Adults	20%	(438)	26%	(570)	54%	(1193)	2201
Strongly Approve	24%	(105)	24%	(108)	52%	(232)	445
Somewhat Approve	15%	(64)	27%	(118)	59%	(259)	441
Somewhat Disapprove	22%	(67)	26%	(79)	52%	(155)	301
Strongly Disapprove	19%	(161)	26%	(227)	55%	(478)	866
Dont Know / No Opinion	28%	(41)	26%	(38)	46%	(68)	147
#1 Issue: Economy	20%	(114)	27%	(154)	54%	(309)	577
#1 Issue: Security	16%	(71)	25%	(108)	59%	(253)	432
#1 Issue: Health Care	19%	(91)	29%	(140)	52%	(255)	487
#1 Issue: Medicare / Social Security	24%	(70)	21%	(59)	55%	(158)	288
#1 Issue: Women's Issues	17%	(18)	29%	(31)	54%	(57)	106
#1 Issue: Education	26%	(33)	27%	(34)	48%	(62)	129
#1 Issue: Energy	18%	(15)	33%	(27)	49%	(41)	84
#1 Issue: Other	26%	(26)	15%	(15)	58%	(58)	99
2016 Vote: Democrat Hillary Clinton	17%	(125)	28%	(204)	55%	(405)	734
2016 Vote: Republican Donald Trump	18%	(128)	24%	(175)	58%	(422)	725
2016 Vote: Someone else	14%	(29)	28%	(58)	57%	(117)	204
2012 Vote: Barack Obama	18%	(160)	27%	(232)	55%	(477)	869
2012 Vote: Mitt Romney	18%	(101)	25%	(141)	58%	(332)	574
2012 Vote: Other	15%	(14)	21%	(19)	64%	(58)	90
2012 Vote: Didn't Vote	25%	(163)	27%	(178)	49%	(323)	664
4-Region: Northeast	21%	(83)	24%	(97)	55%	(221)	402
4-Region: Midwest	18%	(86)	22%	(106)	59%	(282)	474
4-Region: South	20%	(163)	28%	(229)	52%	(423)	815
4-Region: West	21%	(107)	27%	(137)	52%	(267)	511

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:** Compared to two years ago, would you say you watch more, less, or about the same amount of television?

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Don't Know / No Opinion	Total N
Adults	13% (276)	21% (455)	16% (358)	12% (261)	34% (744)	5% (107)	2201
Gender: Male	14% (149)	17% (181)	16% (173)	14% (146)	32% (337)	7% (73)	1060
Gender: Female	11% (127)	24% (274)	16% (185)	10% (115)	36% (407)	3% (33)	1141
Age: 18-29	18% (80)	22% (96)	19% (87)	15% (66)	16% (73)	10% (45)	446
Age: 30-44	14% (83)	21% (126)	18% (105)	13% (78)	27% (159)	6% (38)	589
Age: 45-54	14% (52)	21% (82)	15% (59)	11% (43)	37% (142)	2% (6)	384
Age: 55-64	8% (30)	18% (70)	16% (60)	7% (28)	50% (191)	1% (5)	384
Age: 65+	8% (31)	20% (81)	12% (48)	12% (47)	45% (179)	3% (12)	398
PID: Dem (no lean)	17% (129)	22% (168)	15% (119)	9% (72)	33% (252)	4% (28)	769
PID: Ind (no lean)	9% (71)	19% (150)	18% (137)	14% (110)	32% (247)	8% (60)	775
PID: Rep (no lean)	12% (76)	21% (137)	15% (102)	12% (79)	37% (245)	3% (19)	658
PID/Gender: Dem Men	21% (69)	18% (58)	16% (52)	11% (36)	28% (93)	7% (23)	331
PID/Gender: Dem Women	14% (60)	25% (110)	15% (67)	8% (36)	36% (159)	1% (5)	438
PID/Gender: Ind Men	7% (27)	16% (64)	20% (80)	16% (62)	32% (129)	9% (36)	397
PID/Gender: Ind Women	12% (44)	23% (85)	15% (58)	13% (48)	31% (118)	6% (24)	378
PID/Gender: Rep Men	16% (53)	18% (58)	12% (41)	15% (49)	35% (116)	4% (15)	332
PID/Gender: Rep Women	7% (23)	24% (79)	19% (61)	9% (30)	40% (130)	1% (4)	326
Tea Party: Supporter	18% (101)	22% (120)	16% (86)	13% (71)	30% (168)	1% (5)	550
Tea Party: Not Supporter	11% (174)	20% (333)	16% (265)	11% (187)	35% (574)	6% (101)	1634
Ideo: Liberal (1-3)	17% (135)	24% (185)	17% (134)	12% (89)	27% (207)	3% (22)	772
Ideo: Moderate (4)	10% (48)	20% (97)	16% (78)	8% (41)	42% (206)	3% (15)	486
Ideo: Conservative (5-7)	9% (62)	19% (128)	16% (106)	14% (94)	39% (262)	2% (14)	666
Educ: < College	13% (201)	21% (326)	16% (248)	12% (187)	32% (509)	6% (96)	1567
Educ: Bachelors degree	12% (48)	22% (91)	18% (76)	12% (51)	34% (143)	2% (7)	416
Educ: Post-grad	12% (27)	17% (38)	15% (34)	11% (24)	42% (92)	2% (4)	219
Income: Under 50k	14% (183)	21% (272)	17% (214)	12% (151)	31% (398)	6% (73)	1292
Income: 50k-100k	10% (70)	19% (129)	15% (102)	12% (82)	39% (263)	4% (26)	673
Income: 100k+	9% (22)	23% (54)	18% (42)	12% (28)	35% (83)	3% (7)	236
Ethnicity: White	11% (184)	21% (364)	16% (274)	12% (206)	37% (639)	5% (84)	1750
Ethnicity: Hispanic	18% (58)	25% (84)	16% (53)	11% (35)	22% (73)	8% (26)	329

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**Table BRD14:** Compared to two years ago, would you say you watch more, less, or about the same amount of television?

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Don't Know / No Opinion	Total N
Adults	13% (276)	21% (455)	16% (358)	12% (261)	34% (744)	5% (107)	2201
Ethnicity: Afr. Am.	22% (59)	21% (55)	19% (51)	10% (26)	26% (69)	3% (9)	269
Ethnicity: Other	19% (34)	20% (36)	18% (33)	16% (29)	20% (36)	8% (14)	182
Relig: Protestant	10% (54)	21% (119)	15% (84)	12% (68)	41% (233)	1% (5)	563
Relig: Roman Catholic	16% (77)	22% (103)	16% (73)	8% (38)	35% (162)	3% (15)	468
Relig: Ath./Agn./None	12% (75)	17% (105)	16% (100)	15% (91)	30% (186)	10% (64)	621
Relig: Something Else	14% (44)	21% (64)	18% (54)	13% (41)	30% (92)	4% (14)	309
Relig: Evangelical	12% (75)	23% (140)	17% (108)	10% (63)	35% (213)	3% (18)	618
Relig: Non-Evang. Catholics	13% (83)	22% (146)	15% (95)	10% (66)	39% (253)	2% (11)	653
Relig: All Christian	12% (158)	22% (286)	16% (203)	10% (129)	37% (466)	2% (29)	1270
Relig: All Non-Christian	13% (118)	18% (169)	17% (154)	14% (132)	30% (278)	8% (78)	930
Community: Urban	15% (90)	24% (139)	16% (97)	13% (77)	27% (158)	5% (27)	589
Community: Suburban	12% (117)	20% (189)	16% (149)	12% (112)	37% (357)	3% (28)	953
Community: Rural	10% (69)	19% (127)	17% (112)	11% (72)	35% (229)	8% (51)	659
Employ: Private Sector	12% (80)	21% (136)	21% (134)	11% (71)	33% (210)	2% (15)	646
Employ: Government	15% (22)	23% (34)	19% (28)	14% (22)	28% (42)	1% (2)	150
Employ: Self-Employed	11% (23)	18% (40)	19% (42)	14% (31)	32% (70)	5% (12)	217
Employ: Homemaker	15% (29)	25% (51)	12% (25)	11% (21)	35% (70)	2% (5)	202
Employ: Student	14% (13)	18% (16)	17% (15)	18% (17)	18% (17)	15% (14)	92
Employ: Retired	10% (47)	21% (97)	12% (57)	10% (48)	45% (212)	2% (7)	468
Employ: Unemployed	16% (39)	19% (45)	14% (33)	13% (31)	27% (64)	11% (25)	237
Employ: Other	13% (24)	19% (35)	12% (23)	11% (21)	31% (58)	14% (27)	189
Military HH: Yes	14% (54)	17% (67)	16% (62)	13% (51)	39% (153)	2% (8)	394
Military HH: No	12% (222)	21% (388)	16% (296)	12% (211)	33% (591)	5% (99)	1807
RD/WT: Right Direction	15% (119)	21% (166)	15% (116)	10% (77)	36% (284)	4% (34)	795
RD/WT: Wrong Track	11% (158)	21% (289)	17% (242)	13% (185)	33% (460)	5% (73)	1406
Strongly Approve	20% (89)	17% (78)	12% (52)	13% (57)	35% (154)	4% (16)	445
Somewhat Approve	9% (40)	21% (92)	19% (84)	9% (42)	39% (172)	3% (12)	441
Somewhat Disapprove	8% (23)	23% (70)	21% (62)	14% (42)	30% (91)	4% (13)	301
Strongly Disapprove	14% (120)	22% (194)	15% (131)	11% (96)	34% (297)	3% (28)	866
Dont Know / No Opinion	3% (5)	15% (22)	20% (29)	16% (24)	21% (30)	26% (38)	147

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**Table BRD14:** Compared to two years ago, would you say you watch more, less, or about the same amount of television?

Demographic	Much more	Somewhat more	Somewhat less	Much less	About the same amount	Don't Know / No Opinion	Total N
Adults	13% (276)	21% (455)	16% (358)	12% (261)	34% (744)	5% (107)	2201
#1 Issue: Economy	10% (56)	19% (109)	17% (97)	13% (78)	35% (204)	6% (35)	577
#1 Issue: Security	14% (61)	17% (74)	17% (72)	11% (48)	37% (162)	3% (15)	432
#1 Issue: Health Care	12% (58)	22% (107)	18% (88)	10% (51)	34% (164)	4% (19)	487
#1 Issue: Medicare / Social Security	13% (39)	23% (65)	13% (36)	9% (26)	39% (111)	4% (10)	288
#1 Issue: Women's Issues	22% (23)	25% (26)	13% (14)	9% (10)	24% (25)	7% (7)	106
#1 Issue: Education	16% (20)	27% (35)	15% (19)	15% (19)	24% (30)	4% (5)	129
#1 Issue: Energy	12% (10)	22% (18)	17% (14)	17% (14)	27% (22)	5% (4)	84
#1 Issue: Other	10% (10)	21% (20)	18% (17)	15% (15)	25% (25)	11% (10)	99
2016 Vote: Democrat Hillary Clinton	15% (110)	23% (168)	16% (117)	8% (62)	36% (261)	2% (16)	734
2016 Vote: Republican Donald Trump	13% (94)	19% (138)	16% (116)	11% (81)	38% (279)	2% (17)	725
2016 Vote: Someone else	8% (16)	20% (40)	16% (33)	16% (33)	37% (76)	3% (7)	204
2012 Vote: Barack Obama	16% (136)	21% (179)	14% (124)	9% (81)	38% (332)	2% (17)	869
2012 Vote: Mitt Romney	11% (61)	18% (105)	16% (93)	12% (69)	41% (235)	2% (11)	574
2012 Vote: Other	7% (7)	20% (18)	14% (13)	16% (14)	35% (32)	8% (7)	90
2012 Vote: Didn't Vote	11% (73)	23% (151)	19% (128)	15% (97)	22% (145)	11% (70)	664
4-Region: Northeast	15% (58)	21% (83)	15% (62)	9% (37)	36% (146)	4% (15)	402
4-Region: Midwest	8% (39)	20% (94)	20% (94)	15% (70)	34% (161)	3% (15)	474
4-Region: South	14% (116)	21% (172)	15% (125)	11% (89)	34% (276)	4% (36)	815
4-Region: West	12% (63)	21% (106)	15% (77)	13% (66)	31% (160)	8% (40)	511

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

**Table BRD15: Do you have a cable or satellite television subscription?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	68%	(1503)	26%	(581)	5%	(117)	2201
Gender: Male	64%	(681)	28%	(296)	8%	(83)	1060
Gender: Female	72%	(822)	25%	(285)	3%	(34)	1141
Age: 18-29	57%	(253)	32%	(141)	12%	(52)	446
Age: 30-44	61%	(361)	32%	(187)	7%	(41)	589
Age: 45-54	72%	(275)	26%	(100)	2%	(9)	384
Age: 55-64	76%	(293)	22%	(86)	1%	(6)	384
Age: 65+	81%	(321)	17%	(67)	2%	(10)	398
PID: Dem (no lean)	68%	(524)	28%	(214)	4%	(30)	769
PID: Ind (no lean)	63%	(485)	29%	(224)	9%	(66)	775
PID: Rep (no lean)	75%	(494)	22%	(143)	3%	(20)	658
PID/Gender: Dem Men	66%	(217)	28%	(93)	6%	(21)	331
PID/Gender: Dem Women	70%	(308)	28%	(120)	2%	(9)	438
PID/Gender: Ind Men	57%	(227)	32%	(126)	11%	(45)	397
PID/Gender: Ind Women	68%	(258)	26%	(98)	6%	(22)	378
PID/Gender: Rep Men	72%	(237)	23%	(77)	5%	(17)	332
PID/Gender: Rep Women	79%	(257)	20%	(66)	1%	(3)	326
Tea Party: Supporter	73%	(402)	24%	(134)	3%	(14)	550
Tea Party: Not Supporter	67%	(1089)	27%	(443)	6%	(102)	1634
Ideo: Liberal (1-3)	65%	(499)	30%	(234)	5%	(39)	772
Ideo: Moderate (4)	75%	(363)	23%	(113)	2%	(10)	486
Ideo: Conservative (5-7)	74%	(495)	24%	(160)	2%	(11)	666
Educ: < College	67%	(1042)	27%	(418)	7%	(107)	1567
Educ: Bachelors degree	73%	(301)	26%	(109)	1%	(6)	416
Educ: Post-grad	73%	(160)	25%	(54)	2%	(5)	219
Income: Under 50k	63%	(813)	31%	(397)	6%	(82)	1292
Income: 50k-100k	75%	(502)	21%	(142)	4%	(29)	673
Income: 100k+	80%	(189)	17%	(41)	3%	(6)	236
Ethnicity: White	70%	(1219)	26%	(453)	4%	(78)	1750
Ethnicity: Hispanic	64%	(211)	28%	(91)	8%	(28)	329

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**Table BRD15: Do you have a cable or satellite television subscription?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	68%	(1503)	26%	(581)	5%	(117)	2201
Ethnicity: Afr. Am.	66%	(178)	26%	(70)	8%	(21)	269
Ethnicity: Other	58%	(106)	32%	(58)	10%	(18)	182
Relig: Protestant	75%	(425)	23%	(127)	2%	(11)	563
Relig: Roman Catholic	78%	(364)	19%	(90)	3%	(14)	468
Relig: Ath./Agn./None	58%	(361)	32%	(199)	10%	(61)	621
Relig: Something Else	64%	(197)	30%	(91)	6%	(20)	309
Relig: Evangelical	71%	(439)	26%	(162)	3%	(17)	618
Relig: Non-Evang. Catholics	77%	(505)	20%	(129)	3%	(19)	653
Relig: All Christian	74%	(944)	23%	(290)	3%	(36)	1270
Relig: All Non-Christian	60%	(558)	31%	(290)	9%	(81)	930
Community: Urban	61%	(360)	32%	(189)	7%	(40)	589
Community: Suburban	75%	(711)	22%	(206)	4%	(36)	953
Community: Rural	66%	(432)	28%	(186)	6%	(41)	659
Employ: Private Sector	70%	(453)	27%	(174)	3%	(18)	646
Employ: Government	67%	(101)	31%	(46)	2%	(3)	150
Employ: Self-Employed	61%	(132)	33%	(72)	6%	(14)	217
Employ: Homemaker	66%	(134)	31%	(62)	3%	(6)	202
Employ: Student	49%	(45)	29%	(27)	22%	(21)	92
Employ: Retired	82%	(385)	16%	(77)	1%	(7)	468
Employ: Unemployed	57%	(136)	33%	(78)	10%	(24)	237
Employ: Other	63%	(119)	24%	(45)	13%	(25)	189
Military HH: Yes	72%	(285)	22%	(87)	5%	(22)	394
Military HH: No	67%	(1218)	27%	(493)	5%	(95)	1807
RD/WT: Right Direction	75%	(595)	21%	(167)	4%	(33)	795
RD/WT: Wrong Track	65%	(908)	29%	(414)	6%	(84)	1406
Strongly Approve	75%	(332)	21%	(95)	4%	(18)	445
Somewhat Approve	71%	(314)	26%	(115)	3%	(12)	441
Somewhat Disapprove	71%	(213)	25%	(75)	5%	(14)	301
Strongly Disapprove	66%	(575)	29%	(254)	4%	(37)	866
Dont Know / No Opinion	47%	(69)	29%	(42)	24%	(36)	147

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**Table BRD15: Do you have a cable or satellite television subscription?**

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	68%	(1503)	26%	(581)	5%	(117)	2201
#1 Issue: Economy	68%	(394)	27%	(154)	5%	(30)	577
#1 Issue: Security	74%	(322)	21%	(93)	4%	(18)	432
#1 Issue: Health Care	72%	(350)	23%	(114)	5%	(23)	487
#1 Issue: Medicare / Social Security	73%	(210)	24%	(68)	4%	(10)	288
#1 Issue: Women's Issues	58%	(61)	33%	(35)	9%	(9)	106
#1 Issue: Education	60%	(77)	35%	(45)	6%	(7)	129
#1 Issue: Energy	50%	(42)	45%	(38)	5%	(4)	84
#1 Issue: Other	50%	(50)	34%	(34)	16%	(16)	99
2016 Vote: Democrat Hillary Clinton	71%	(520)	26%	(194)	3%	(20)	734
2016 Vote: Republican Donald Trump	78%	(567)	19%	(141)	2%	(16)	725
2016 Vote: Someone else	63%	(128)	34%	(70)	3%	(6)	204
2012 Vote: Barack Obama	74%	(645)	23%	(200)	3%	(24)	869
2012 Vote: Mitt Romney	79%	(451)	19%	(110)	2%	(13)	574
2012 Vote: Other	52%	(47)	43%	(39)	5%	(4)	90
2012 Vote: Didn't Vote	54%	(357)	35%	(232)	11%	(75)	664
4-Region: Northeast	78%	(315)	18%	(72)	4%	(14)	402
4-Region: Midwest	65%	(309)	30%	(143)	5%	(22)	474
4-Region: South	69%	(565)	26%	(210)	5%	(39)	815
4-Region: West	61%	(314)	30%	(155)	8%	(42)	511

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

**Table BRD16\_1: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Amount of shows and movies available*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	29%	(430)	45%	(673)	16%	(235)	7%	(102)	4%	(64)	1503
Gender: Male	32%	(216)	43%	(294)	15%	(100)	6%	(43)	4%	(27)	681
Gender: Female	26%	(214)	46%	(378)	16%	(135)	7%	(59)	4%	(36)	822
Age: 18-29	35%	(89)	42%	(106)	13%	(33)	6%	(15)	4%	(10)	253
Age: 30-44	35%	(125)	44%	(160)	13%	(46)	5%	(19)	3%	(11)	361
Age: 45-54	23%	(63)	52%	(142)	16%	(43)	7%	(19)	3%	(8)	275
Age: 55-64	26%	(77)	43%	(126)	23%	(67)	5%	(15)	3%	(7)	293
Age: 65+	24%	(76)	43%	(139)	14%	(46)	11%	(34)	8%	(27)	321
PID: Dem (no lean)	35%	(183)	45%	(238)	14%	(71)	4%	(18)	3%	(15)	524
PID: Ind (no lean)	23%	(111)	45%	(220)	17%	(82)	10%	(47)	5%	(25)	485
PID: Rep (no lean)	28%	(137)	43%	(215)	17%	(82)	7%	(37)	5%	(24)	494
PID/Gender: Dem Men	43%	(94)	38%	(82)	13%	(28)	3%	(7)	2%	(4)	217
PID/Gender: Dem Women	29%	(89)	51%	(155)	14%	(43)	4%	(11)	3%	(10)	308
PID/Gender: Ind Men	24%	(54)	47%	(108)	17%	(38)	8%	(17)	5%	(11)	227
PID/Gender: Ind Women	22%	(57)	44%	(112)	17%	(45)	11%	(29)	6%	(14)	258
PID/Gender: Rep Men	29%	(68)	44%	(104)	14%	(34)	8%	(18)	5%	(12)	237
PID/Gender: Rep Women	27%	(68)	43%	(111)	19%	(48)	7%	(19)	5%	(12)	257
Tea Party: Supporter	34%	(138)	43%	(174)	13%	(51)	6%	(26)	3%	(13)	402
Tea Party: Not Supporter	27%	(289)	45%	(493)	17%	(180)	7%	(76)	5%	(50)	1089
Ideo: Liberal (1-3)	29%	(147)	46%	(230)	17%	(87)	5%	(25)	2%	(11)	499
Ideo: Moderate (4)	29%	(106)	47%	(171)	13%	(49)	6%	(22)	4%	(16)	363
Ideo: Conservative (5-7)	27%	(133)	43%	(214)	17%	(82)	8%	(38)	6%	(29)	495
Educ: < College	31%	(318)	42%	(438)	16%	(165)	7%	(74)	4%	(47)	1042
Educ: Bachelors degree	24%	(72)	54%	(163)	12%	(37)	6%	(17)	4%	(12)	301
Educ: Post-grad	25%	(40)	45%	(72)	20%	(33)	7%	(12)	3%	(5)	160
Income: Under 50k	30%	(246)	42%	(345)	15%	(120)	8%	(63)	5%	(39)	813
Income: 50k-100k	27%	(134)	48%	(239)	16%	(79)	6%	(29)	4%	(21)	502
Income: 100k+	27%	(51)	47%	(88)	19%	(36)	6%	(11)	2%	(3)	189

Continued on next page

**Table BRD16\_1: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
 Amount of shows and movies available

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	29% (430)	45% (673)	16% (235)	7% (102)	4% (64)	1503
Ethnicity: White	27% (325)	46% (559)	16% (196)	7% (87)	4% (53)	1219
Ethnicity: Hispanic	32% (67)	51% (107)	12% (25)	4% (9)	1% (2)	211
Ethnicity: Afr. Am.	35% (63)	43% (77)	13% (22)	6% (10)	4% (6)	178
Ethnicity: Other	40% (42)	35% (37)	16% (17)	5% (6)	4% (4)	106
Relig: Protestant	26% (112)	45% (191)	17% (74)	6% (27)	5% (20)	425
Relig: Roman Catholic	31% (111)	47% (172)	13% (46)	6% (21)	4% (14)	364
Relig: Ath./Agn./None	26% (94)	45% (161)	17% (63)	7% (25)	5% (17)	361
Relig: Something Else	30% (60)	44% (87)	15% (29)	10% (19)	1% (2)	197
Relig: Evangelical	32% (141)	40% (176)	16% (69)	6% (27)	6% (25)	439
Relig: Non-Evang. Catholics	27% (134)	49% (248)	14% (73)	6% (31)	4% (19)	505
Relig: All Christian	29% (275)	45% (424)	15% (142)	6% (58)	5% (44)	944
Relig: All Non-Christian	28% (154)	44% (248)	17% (92)	8% (44)	3% (19)	558
Community: Urban	28% (102)	47% (170)	15% (54)	5% (19)	4% (15)	360
Community: Suburban	27% (194)	48% (342)	14% (102)	6% (44)	4% (28)	711
Community: Rural	31% (134)	37% (160)	18% (78)	9% (39)	5% (20)	432
Employ: Private Sector	26% (120)	52% (234)	14% (64)	5% (23)	3% (13)	453
Employ: Government	31% (31)	43% (43)	18% (19)	5% (5)	3% (3)	101
Employ: Self-Employed	32% (42)	41% (54)	16% (21)	7% (9)	3% (4)	132
Employ: Homemaker	37% (49)	41% (55)	12% (16)	6% (9)	3% (5)	134
Employ: Retired	24% (91)	44% (169)	18% (68)	8% (33)	6% (24)	385
Employ: Unemployed	30% (40)	45% (61)	17% (22)	6% (8)	3% (4)	136
Employ: Other	33% (39)	33% (39)	16% (19)	11% (13)	7% (8)	119
Military HH: Yes	31% (87)	45% (128)	14% (41)	6% (17)	4% (12)	285
Military HH: No	28% (343)	45% (544)	16% (194)	7% (85)	4% (52)	1218
RD/WT: Right Direction	32% (190)	45% (267)	13% (78)	6% (33)	4% (27)	595
RD/WT: Wrong Track	26% (240)	45% (405)	17% (157)	8% (69)	4% (37)	908

Continued on next page

**Table BRD16\_1: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
Amount of shows and movies available

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	29%	(430)	45%	(673)	16%	(235)	7%	(102)	4%	(64)	1503
Strongly Approve	35%	(116)	38%	(127)	14%	(47)	9%	(28)	4%	(14)	332
Somewhat Approve	26%	(83)	50%	(158)	13%	(42)	6%	(18)	4%	(14)	314
Somewhat Disapprove	25%	(54)	48%	(102)	17%	(35)	6%	(12)	4%	(9)	213
Strongly Disapprove	28%	(164)	45%	(259)	17%	(95)	7%	(38)	3%	(20)	575
Dont Know / No Opinion	20%	(14)	39%	(27)	23%	(16)	8%	(6)	10%	(7)	69
#1 Issue: Economy	28%	(112)	46%	(181)	17%	(68)	5%	(18)	4%	(15)	394
#1 Issue: Security	34%	(110)	42%	(135)	12%	(39)	9%	(28)	3%	(9)	322
#1 Issue: Health Care	25%	(89)	46%	(162)	16%	(56)	7%	(25)	5%	(18)	350
#1 Issue: Medicare / Social Security	29%	(61)	44%	(92)	16%	(33)	5%	(11)	6%	(12)	210
#1 Issue: Women's Issues	25%	(15)	51%	(31)	15%	(9)	5%	(3)	3%	(2)	61
#1 Issue: Education	27%	(21)	45%	(34)	21%	(16)	4%	(3)	3%	(2)	77
#1 Issue: Other	29%	(14)	35%	(17)	10%	(5)	21%	(11)	5%	(3)	50
2016 Vote: Democrat Hillary Clinton	31%	(159)	46%	(241)	15%	(77)	5%	(28)	3%	(15)	520
2016 Vote: Republican Donald Trump	29%	(164)	45%	(255)	17%	(94)	6%	(35)	4%	(21)	567
2016 Vote: Someone else	21%	(26)	45%	(58)	20%	(26)	6%	(7)	8%	(10)	128
2012 Vote: Barack Obama	30%	(193)	47%	(304)	15%	(97)	5%	(31)	3%	(21)	645
2012 Vote: Mitt Romney	26%	(116)	45%	(203)	16%	(73)	8%	(37)	5%	(23)	451
2012 Vote: Didn't Vote	31%	(112)	41%	(145)	15%	(52)	8%	(30)	5%	(19)	357
4-Region: Northeast	29%	(91)	46%	(144)	15%	(48)	7%	(22)	3%	(10)	315
4-Region: Midwest	25%	(77)	43%	(133)	17%	(53)	11%	(34)	4%	(12)	309
4-Region: South	29%	(165)	45%	(256)	14%	(79)	6%	(35)	5%	(30)	565
4-Region: West	31%	(96)	44%	(139)	18%	(55)	4%	(12)	4%	(12)	314

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



**Table BRD16\_4:** Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?  
 Quality of shows and movies available

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	28% (422)	44% (667)	16% (241)	8% (118)	4% (55)	1503
Gender: Male	31% (209)	43% (295)	14% (94)	8% (54)	4% (28)	681
Gender: Female	26% (212)	45% (372)	18% (147)	8% (63)	3% (28)	822
Age: 18-29	40% (101)	39% (100)	14% (35)	4% (10)	3% (7)	253
Age: 30-44	32% (114)	48% (172)	13% (48)	5% (17)	3% (9)	361
Age: 45-54	25% (68)	44% (120)	17% (46)	9% (25)	6% (16)	275
Age: 55-64	23% (68)	47% (137)	19% (56)	7% (22)	3% (10)	293
Age: 65+	22% (71)	43% (138)	18% (57)	14% (44)	4% (13)	321
PID: Dem (no lean)	35% (182)	46% (242)	12% (64)	4% (23)	3% (13)	524
PID: Ind (no lean)	23% (110)	47% (227)	17% (81)	9% (45)	4% (21)	485
PID: Rep (no lean)	26% (129)	40% (197)	20% (97)	10% (50)	4% (21)	494
PID/Gender: Dem Men	40% (86)	41% (89)	10% (23)	5% (12)	3% (7)	217
PID/Gender: Dem Women	31% (96)	50% (153)	13% (41)	4% (11)	2% (6)	308
PID/Gender: Ind Men	24% (54)	47% (108)	16% (37)	9% (20)	4% (8)	227
PID/Gender: Ind Women	22% (56)	46% (119)	17% (44)	10% (25)	5% (13)	258
PID/Gender: Rep Men	29% (70)	41% (98)	15% (35)	10% (23)	5% (12)	237
PID/Gender: Rep Women	23% (60)	39% (99)	24% (62)	10% (27)	3% (9)	257
Tea Party: Supporter	35% (141)	41% (164)	15% (59)	6% (25)	3% (13)	402
Tea Party: Not Supporter	26% (279)	46% (498)	16% (177)	8% (92)	4% (42)	1089
Ideo: Liberal (1-3)	32% (159)	44% (218)	17% (87)	6% (28)	2% (8)	499
Ideo: Moderate (4)	27% (96)	52% (188)	10% (36)	7% (26)	4% (16)	363
Ideo: Conservative (5-7)	25% (122)	42% (209)	19% (94)	10% (49)	4% (21)	495
Educ: < College	31% (328)	41% (429)	15% (156)	8% (86)	4% (43)	1042
Educ: Bachelors degree	19% (58)	54% (162)	17% (52)	7% (21)	3% (8)	301
Educ: Post-grad	23% (37)	47% (75)	21% (33)	7% (11)	2% (4)	160
Income: Under 50k	30% (241)	42% (345)	15% (123)	8% (68)	4% (36)	813
Income: 50k-100k	26% (128)	46% (232)	18% (91)	7% (35)	3% (15)	502
Income: 100k+	28% (53)	48% (90)	14% (27)	8% (14)	2% (5)	189

Continued on next page

**Table BRD16\_4: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Quality of shows and movies available*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	28% (422)	44% (667)	16% (241)	8% (118)	4% (55)	1503
Ethnicity: White	26% (318)	44% (542)	17% (209)	9% (106)	4% (44)	1219
Ethnicity: Hispanic	34% (72)	44% (93)	13% (28)	6% (12)	2% (4)	211
Ethnicity: Afr. Am.	35% (62)	45% (80)	13% (23)	3% (5)	5% (8)	178
Ethnicity: Other	40% (42)	42% (45)	9% (9)	6% (6)	3% (3)	106
Relig: Protestant	22% (94)	47% (202)	17% (74)	10% (42)	3% (13)	425
Relig: Roman Catholic	31% (113)	42% (154)	16% (58)	7% (27)	3% (13)	364
Relig: Ath./Agn./None	28% (102)	44% (158)	17% (63)	7% (25)	4% (13)	361
Relig: Something Else	27% (54)	49% (97)	13% (26)	8% (16)	2% (5)	197
Relig: Evangelical	31% (135)	41% (182)	15% (65)	8% (37)	5% (20)	439
Relig: Non-Evang. Catholics	26% (130)	45% (229)	17% (88)	8% (40)	3% (17)	505
Relig: All Christian	28% (265)	44% (411)	16% (153)	8% (77)	4% (38)	944
Relig: All Non-Christian	28% (156)	46% (255)	16% (89)	7% (40)	3% (18)	558
Community: Urban	34% (123)	43% (156)	14% (50)	5% (20)	3% (12)	360
Community: Suburban	26% (185)	47% (335)	16% (110)	8% (58)	3% (23)	711
Community: Rural	26% (114)	41% (176)	19% (81)	9% (40)	5% (21)	432
Employ: Private Sector	27% (122)	48% (219)	15% (69)	6% (27)	4% (17)	453
Employ: Government	27% (27)	38% (38)	20% (20)	9% (10)	6% (6)	101
Employ: Self-Employed	30% (39)	46% (60)	14% (18)	8% (10)	3% (4)	132
Employ: Homemaker	35% (47)	44% (58)	11% (14)	8% (11)	3% (4)	134
Employ: Retired	22% (83)	43% (166)	20% (78)	12% (46)	3% (12)	385
Employ: Unemployed	33% (45)	39% (53)	19% (26)	7% (9)	2% (3)	136
Employ: Other	35% (42)	42% (49)	12% (15)	3% (4)	8% (9)	119
Military HH: Yes	28% (81)	45% (130)	14% (41)	8% (23)	4% (11)	285
Military HH: No	28% (341)	44% (537)	16% (201)	8% (95)	4% (44)	1218
RD/WT: Right Direction	33% (194)	41% (246)	15% (86)	8% (46)	4% (23)	595
RD/WT: Wrong Track	25% (228)	46% (421)	17% (155)	8% (72)	4% (32)	908

Continued on next page

**Table BRD16\_4:** Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?  
 Quality of shows and movies available

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	28% (422)	44% (667)	16% (241)	8% (118)	4% (55)	1503
Strongly Approve	33% (111)	40% (132)	13% (43)	10% (34)	4% (12)	332
Somewhat Approve	27% (84)	44% (138)	19% (60)	7% (21)	4% (11)	314
Somewhat Disapprove	28% (59)	48% (102)	13% (27)	8% (17)	3% (7)	213
Strongly Disapprove	27% (155)	47% (268)	17% (96)	7% (39)	3% (17)	575
Dont Know / No Opinion	19% (13)	39% (27)	22% (15)	8% (6)	11% (8)	69
#1 Issue: Economy	26% (103)	46% (181)	19% (73)	6% (24)	3% (13)	394
#1 Issue: Security	32% (101)	43% (139)	15% (48)	8% (27)	2% (7)	322
#1 Issue: Health Care	24% (85)	48% (168)	15% (54)	7% (25)	5% (18)	350
#1 Issue: Medicare / Social Security	29% (61)	44% (93)	12% (25)	10% (21)	5% (10)	210
#1 Issue: Women's Issues	36% (22)	43% (26)	15% (9)	4% (2)	1% (1)	61
#1 Issue: Education	33% (26)	38% (29)	23% (17)	2% (2)	4% (3)	77
#1 Issue: Other	32% (16)	25% (12)	12% (6)	27% (13)	4% (2)	50
2016 Vote: Democrat Hillary Clinton	30% (154)	49% (256)	14% (70)	5% (26)	2% (13)	520
2016 Vote: Republican Donald Trump	28% (156)	41% (234)	19% (106)	10% (54)	3% (17)	567
2016 Vote: Someone else	18% (23)	48% (62)	17% (22)	7% (9)	9% (12)	128
2012 Vote: Barack Obama	30% (195)	48% (307)	14% (90)	5% (33)	3% (19)	645
2012 Vote: Mitt Romney	23% (103)	44% (200)	19% (86)	10% (46)	4% (17)	451
2012 Vote: Didn't Vote	32% (116)	39% (138)	15% (54)	9% (33)	5% (16)	357
4-Region: Northeast	29% (91)	43% (137)	16% (51)	9% (28)	3% (8)	315
4-Region: Midwest	21% (66)	47% (147)	18% (57)	9% (27)	4% (13)	309
4-Region: South	31% (176)	42% (238)	14% (78)	8% (46)	5% (27)	565
4-Region: West	28% (89)	46% (145)	17% (55)	5% (17)	2% (8)	314

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

**Table BRD16\_5: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Amount of commercials*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	12%	(180)	20%	(295)	33%	(492)	29%	(431)	7%	(106)	1503
Gender: Male	15%	(104)	20%	(133)	33%	(226)	27%	(182)	5%	(34)	681
Gender: Female	9%	(75)	20%	(161)	32%	(265)	30%	(248)	9%	(72)	822
Age: 18-29	21%	(54)	23%	(58)	26%	(65)	26%	(65)	4%	(10)	253
Age: 30-44	18%	(67)	23%	(84)	32%	(115)	19%	(68)	8%	(28)	361
Age: 45-54	10%	(27)	18%	(49)	31%	(85)	33%	(90)	9%	(25)	275
Age: 55-64	7%	(21)	21%	(62)	35%	(103)	31%	(91)	6%	(17)	293
Age: 65+	4%	(12)	13%	(42)	38%	(124)	37%	(117)	8%	(27)	321
PID: Dem (no lean)	14%	(72)	22%	(114)	35%	(185)	22%	(116)	7%	(37)	524
PID: Ind (no lean)	11%	(55)	19%	(93)	30%	(144)	32%	(156)	8%	(37)	485
PID: Rep (no lean)	11%	(53)	18%	(87)	33%	(162)	32%	(159)	7%	(33)	494
PID/Gender: Dem Men	22%	(47)	21%	(46)	35%	(77)	19%	(40)	3%	(7)	217
PID/Gender: Dem Women	8%	(25)	22%	(69)	35%	(108)	25%	(76)	9%	(29)	308
PID/Gender: Ind Men	13%	(29)	22%	(51)	27%	(61)	33%	(74)	5%	(12)	227
PID/Gender: Ind Women	10%	(25)	16%	(42)	32%	(84)	31%	(81)	10%	(25)	258
PID/Gender: Rep Men	12%	(28)	16%	(37)	37%	(89)	29%	(68)	6%	(15)	237
PID/Gender: Rep Women	10%	(25)	20%	(50)	28%	(73)	35%	(91)	7%	(18)	257
Tea Party: Supporter	20%	(81)	23%	(94)	25%	(102)	26%	(106)	5%	(20)	402
Tea Party: Not Supporter	9%	(99)	18%	(199)	35%	(384)	29%	(321)	8%	(87)	1089
Ideo: Liberal (1-3)	16%	(79)	23%	(114)	34%	(172)	21%	(107)	5%	(27)	499
Ideo: Moderate (4)	10%	(37)	21%	(76)	30%	(108)	30%	(108)	9%	(32)	363
Ideo: Conservative (5-7)	9%	(44)	17%	(85)	34%	(170)	34%	(167)	6%	(30)	495
Educ: < College	14%	(142)	19%	(201)	31%	(325)	29%	(300)	7%	(75)	1042
Educ: Bachelors degree	8%	(23)	20%	(62)	34%	(103)	31%	(92)	7%	(21)	301
Educ: Post-grad	10%	(15)	20%	(32)	40%	(64)	24%	(39)	6%	(10)	160
Income: Under 50k	14%	(118)	19%	(153)	31%	(251)	29%	(234)	7%	(57)	813
Income: 50k-100k	10%	(48)	22%	(109)	33%	(167)	28%	(138)	8%	(40)	502
Income: 100k+	8%	(14)	18%	(33)	39%	(73)	31%	(58)	5%	(10)	189

Continued on next page

**Table BRD16\_5: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
 Amount of commercials

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	12% (180)	20% (295)	33% (492)	29% (431)	7% (106)	1503
Ethnicity: White	10% (125)	18% (215)	34% (413)	31% (381)	7% (86)	1219
Ethnicity: Hispanic	22% (47)	28% (58)	28% (59)	17% (37)	5% (10)	211
Ethnicity: Afr. Am.	20% (35)	26% (47)	27% (48)	18% (33)	8% (14)	178
Ethnicity: Other	18% (20)	31% (33)	29% (31)	16% (17)	5% (6)	106
Relig: Protestant	8% (34)	18% (75)	35% (147)	32% (134)	8% (35)	425
Relig: Roman Catholic	14% (52)	22% (80)	32% (115)	28% (101)	4% (16)	364
Relig: Ath./Agn./None	10% (34)	18% (65)	37% (132)	27% (99)	8% (30)	361
Relig: Something Else	14% (29)	21% (41)	31% (62)	27% (52)	7% (14)	197
Relig: Evangelical	16% (72)	20% (89)	27% (119)	29% (129)	7% (30)	439
Relig: Non-Evang. Catholics	9% (45)	20% (99)	35% (179)	30% (150)	6% (33)	505
Relig: All Christian	12% (117)	20% (188)	31% (297)	30% (279)	7% (62)	944
Relig: All Non-Christian	11% (63)	19% (106)	35% (194)	27% (152)	8% (44)	558
Community: Urban	14% (50)	24% (87)	33% (119)	23% (83)	6% (22)	360
Community: Suburban	11% (80)	19% (134)	34% (245)	28% (202)	7% (51)	711
Community: Rural	12% (50)	17% (74)	29% (127)	34% (147)	8% (34)	432
Employ: Private Sector	13% (59)	21% (94)	34% (152)	26% (119)	7% (29)	453
Employ: Government	20% (20)	20% (20)	28% (28)	26% (26)	7% (7)	101
Employ: Self-Employed	14% (18)	25% (32)	24% (32)	31% (41)	6% (9)	132
Employ: Homemaker	14% (19)	22% (29)	37% (49)	19% (26)	8% (11)	134
Employ: Retired	5% (20)	13% (49)	38% (145)	37% (143)	7% (27)	385
Employ: Unemployed	15% (20)	28% (38)	25% (34)	24% (33)	8% (10)	136
Employ: Other	14% (16)	20% (24)	33% (40)	25% (29)	8% (10)	119
Military HH: Yes	13% (37)	16% (46)	35% (100)	28% (80)	8% (22)	285
Military HH: No	12% (142)	20% (248)	32% (392)	29% (351)	7% (85)	1218
RD/WT: Right Direction	17% (103)	19% (114)	30% (177)	28% (166)	6% (35)	595
RD/WT: Wrong Track	8% (77)	20% (181)	35% (315)	29% (265)	8% (71)	908

Continued on next page

**Table BRD16\_5: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
Amount of commercials

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	12%	(180)	20%	(295)	33%	(492)	29%	(431)	7%	(106)	1503
Strongly Approve	18%	(59)	16%	(54)	27%	(90)	33%	(110)	6%	(19)	332
Somewhat Approve	10%	(31)	23%	(72)	34%	(106)	28%	(89)	5%	(16)	314
Somewhat Disapprove	10%	(22)	23%	(48)	34%	(72)	24%	(51)	9%	(20)	213
Strongly Disapprove	10%	(56)	19%	(109)	36%	(207)	28%	(161)	7%	(42)	575
Dont Know / No Opinion	18%	(12)	16%	(11)	24%	(17)	29%	(20)	13%	(9)	69
#1 Issue: Economy	12%	(48)	19%	(75)	36%	(141)	27%	(108)	5%	(22)	394
#1 Issue: Security	12%	(38)	19%	(61)	33%	(107)	29%	(95)	6%	(21)	322
#1 Issue: Health Care	11%	(39)	21%	(74)	33%	(114)	25%	(86)	10%	(36)	350
#1 Issue: Medicare / Social Security	10%	(21)	16%	(33)	34%	(71)	34%	(71)	6%	(13)	210
#1 Issue: Women's Issues	13%	(8)	32%	(19)	22%	(13)	29%	(18)	4%	(3)	61
#1 Issue: Education	17%	(13)	22%	(17)	32%	(24)	21%	(16)	7%	(6)	77
#1 Issue: Other	16%	(8)	13%	(7)	16%	(8)	43%	(21)	11%	(5)	50
2016 Vote: Democrat Hillary Clinton	11%	(59)	23%	(118)	37%	(191)	21%	(111)	8%	(40)	520
2016 Vote: Republican Donald Trump	12%	(66)	16%	(92)	34%	(191)	34%	(196)	4%	(23)	567
2016 Vote: Someone else	11%	(14)	23%	(30)	28%	(36)	25%	(33)	12%	(16)	128
2012 Vote: Barack Obama	12%	(77)	21%	(137)	36%	(230)	24%	(156)	7%	(46)	645
2012 Vote: Mitt Romney	10%	(46)	16%	(73)	36%	(160)	32%	(144)	6%	(27)	451
2012 Vote: Didn't Vote	15%	(54)	21%	(75)	25%	(89)	31%	(111)	8%	(29)	357
4-Region: Northeast	14%	(44)	20%	(63)	34%	(106)	26%	(83)	6%	(19)	315
4-Region: Midwest	9%	(28)	17%	(52)	32%	(100)	34%	(104)	8%	(25)	309
4-Region: South	13%	(76)	20%	(115)	32%	(183)	26%	(149)	7%	(42)	565
4-Region: West	10%	(32)	21%	(65)	33%	(103)	30%	(94)	6%	(20)	314

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

**Table BRD16\_6: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Quality of commercials*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	16%	(239)	29%	(432)	26%	(388)	17%	(256)	13%	(189)	1503
Gender: Male	19%	(132)	29%	(198)	25%	(170)	17%	(116)	10%	(65)	681
Gender: Female	13%	(107)	28%	(234)	26%	(217)	17%	(140)	15%	(124)	822
Age: 18-29	29%	(73)	28%	(70)	24%	(61)	13%	(34)	6%	(16)	253
Age: 30-44	21%	(76)	32%	(117)	25%	(89)	11%	(41)	10%	(38)	361
Age: 45-54	12%	(33)	30%	(82)	25%	(69)	19%	(52)	14%	(40)	275
Age: 55-64	9%	(27)	29%	(86)	28%	(81)	18%	(53)	16%	(46)	293
Age: 65+	9%	(30)	24%	(77)	27%	(88)	24%	(76)	15%	(49)	321
PID: Dem (no lean)	20%	(106)	32%	(166)	23%	(121)	12%	(63)	13%	(67)	524
PID: Ind (no lean)	13%	(61)	26%	(124)	29%	(138)	21%	(100)	13%	(62)	485
PID: Rep (no lean)	15%	(72)	29%	(142)	26%	(128)	19%	(93)	12%	(59)	494
PID/Gender: Dem Men	31%	(66)	31%	(67)	20%	(44)	12%	(27)	6%	(13)	217
PID/Gender: Dem Women	13%	(40)	32%	(99)	25%	(77)	12%	(36)	18%	(55)	308
PID/Gender: Ind Men	10%	(24)	26%	(58)	30%	(69)	21%	(48)	13%	(28)	227
PID/Gender: Ind Women	14%	(37)	26%	(66)	27%	(69)	20%	(52)	13%	(34)	258
PID/Gender: Rep Men	18%	(42)	31%	(73)	24%	(57)	17%	(41)	10%	(24)	237
PID/Gender: Rep Women	12%	(30)	27%	(69)	28%	(71)	20%	(52)	14%	(36)	257
Tea Party: Supporter	23%	(93)	30%	(119)	26%	(103)	15%	(60)	7%	(28)	402
Tea Party: Not Supporter	13%	(144)	28%	(309)	26%	(281)	18%	(194)	15%	(162)	1089
Ideo: Liberal (1-3)	20%	(100)	28%	(141)	27%	(135)	13%	(67)	11%	(56)	499
Ideo: Moderate (4)	13%	(48)	30%	(110)	22%	(80)	19%	(70)	15%	(55)	363
Ideo: Conservative (5-7)	12%	(60)	29%	(141)	30%	(148)	19%	(92)	11%	(53)	495
Educ: < College	18%	(188)	29%	(297)	24%	(255)	17%	(175)	12%	(127)	1042
Educ: Bachelors degree	10%	(32)	29%	(89)	27%	(82)	18%	(56)	14%	(43)	301
Educ: Post-grad	12%	(20)	29%	(46)	32%	(51)	16%	(25)	12%	(18)	160
Income: Under 50k	20%	(159)	28%	(224)	23%	(188)	18%	(146)	12%	(96)	813
Income: 50k-100k	12%	(60)	31%	(155)	28%	(139)	15%	(77)	14%	(70)	502
Income: 100k+	10%	(20)	28%	(53)	32%	(60)	18%	(33)	12%	(23)	189

Continued on next page

**Table BRD16\_6: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Quality of commercials*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	16% (239)	29% (432)	26% (388)	17% (256)	13% (189)	1503
Ethnicity: White	14% (168)	27% (331)	28% (335)	18% (225)	13% (160)	1219
Ethnicity: Hispanic	30% (62)	27% (57)	21% (45)	14% (29)	8% (17)	211
Ethnicity: Afr. Am.	27% (48)	38% (67)	16% (29)	10% (19)	9% (16)	178
Ethnicity: Other	22% (23)	32% (34)	22% (23)	11% (12)	13% (14)	106
Relig: Protestant	12% (52)	31% (130)	28% (117)	17% (71)	13% (55)	425
Relig: Roman Catholic	19% (69)	29% (107)	24% (86)	15% (56)	12% (45)	364
Relig: Ath./Agn./None	12% (43)	29% (105)	28% (101)	17% (61)	14% (51)	361
Relig: Something Else	16% (31)	27% (53)	29% (56)	18% (35)	11% (21)	197
Relig: Evangelical	22% (96)	29% (128)	21% (94)	16% (72)	11% (49)	439
Relig: Non-Evang. Catholics	13% (68)	29% (145)	27% (136)	17% (88)	13% (68)	505
Relig: All Christian	17% (164)	29% (274)	24% (231)	17% (160)	12% (117)	944
Relig: All Non-Christian	13% (74)	28% (158)	28% (157)	17% (96)	13% (72)	558
Community: Urban	22% (81)	33% (118)	22% (80)	12% (45)	10% (37)	360
Community: Suburban	14% (98)	29% (203)	27% (190)	17% (122)	14% (99)	711
Community: Rural	14% (60)	26% (111)	27% (118)	21% (89)	12% (53)	432
Employ: Private Sector	17% (79)	28% (129)	28% (126)	16% (71)	11% (48)	453
Employ: Government	21% (21)	28% (28)	24% (24)	13% (13)	14% (14)	101
Employ: Self-Employed	15% (20)	37% (49)	22% (29)	16% (21)	10% (13)	132
Employ: Homemaker	19% (25)	32% (42)	23% (31)	8% (11)	19% (25)	134
Employ: Retired	9% (33)	26% (98)	27% (102)	24% (92)	15% (59)	385
Employ: Unemployed	20% (28)	29% (39)	31% (42)	14% (20)	6% (8)	136
Employ: Other	20% (24)	31% (37)	17% (21)	16% (19)	16% (19)	119
Military HH: Yes	18% (51)	26% (73)	31% (89)	15% (43)	10% (29)	285
Military HH: No	15% (188)	29% (359)	25% (299)	17% (213)	13% (160)	1218
RD/WT: Right Direction	22% (131)	27% (163)	22% (132)	17% (104)	11% (65)	595
RD/WT: Wrong Track	12% (107)	30% (269)	28% (255)	17% (152)	14% (124)	908

Continued on next page



**Table BRD16\_6: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Quality of commercials*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	16% (239)	29% (432)	26% (388)	17% (256)	13% (189)	1503
Strongly Approve	22% (73)	24% (80)	21% (70)	22% (73)	10% (35)	332
Somewhat Approve	16% (50)	34% (106)	26% (81)	16% (49)	9% (28)	314
Somewhat Disapprove	11% (23)	38% (81)	26% (56)	11% (24)	13% (28)	213
Strongly Disapprove	14% (81)	27% (157)	28% (158)	17% (97)	14% (82)	575
Dont Know / No Opinion	17% (12)	10% (7)	32% (22)	18% (12)	23% (16)	69
#1 Issue: Economy	16% (61)	31% (120)	30% (116)	14% (57)	10% (39)	394
#1 Issue: Security	18% (59)	26% (84)	24% (77)	19% (62)	12% (38)	322
#1 Issue: Health Care	13% (47)	31% (107)	26% (91)	15% (52)	15% (53)	350
#1 Issue: Medicare / Social Security	15% (31)	30% (63)	20% (42)	21% (44)	14% (29)	210
#1 Issue: Women's Issues	15% (9)	31% (19)	23% (14)	12% (7)	19% (12)	61
#1 Issue: Education	26% (20)	28% (22)	26% (20)	13% (10)	7% (5)	77
#1 Issue: Other	17% (9)	17% (8)	21% (11)	30% (15)	15% (7)	50
2016 Vote: Democrat Hillary Clinton	15% (80)	33% (173)	23% (122)	13% (69)	15% (75)	520
2016 Vote: Republican Donald Trump	17% (96)	26% (147)	29% (162)	20% (111)	9% (51)	567
2016 Vote: Someone else	12% (15)	19% (24)	37% (47)	14% (18)	18% (23)	128
2012 Vote: Barack Obama	16% (104)	31% (199)	25% (161)	15% (95)	13% (85)	645
2012 Vote: Mitt Romney	13% (58)	26% (119)	30% (137)	17% (78)	13% (58)	451
2012 Vote: Didn't Vote	20% (71)	28% (100)	22% (78)	19% (69)	11% (39)	357
4-Region: Northeast	17% (53)	30% (95)	25% (78)	16% (52)	12% (37)	315
4-Region: Midwest	11% (34)	29% (89)	30% (92)	18% (56)	12% (38)	309
4-Region: South	18% (100)	29% (162)	24% (137)	16% (92)	13% (75)	565
4-Region: West	17% (52)	28% (86)	26% (81)	18% (56)	12% (39)	314

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

**Table BRD16\_7: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Cost of cable or satellite subscriptions*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	15%	(225)	22%	(328)	28%	(416)	32%	(485)	3%	(49)	1503
Gender: Male	21%	(141)	23%	(158)	27%	(182)	26%	(177)	3%	(22)	681
Gender: Female	10%	(84)	21%	(170)	28%	(234)	37%	(308)	3%	(27)	822
Age: 18-29	27%	(69)	24%	(60)	25%	(62)	21%	(52)	4%	(10)	253
Age: 30-44	21%	(76)	25%	(90)	21%	(77)	28%	(102)	5%	(17)	361
Age: 45-54	13%	(34)	18%	(50)	34%	(94)	33%	(90)	2%	(6)	275
Age: 55-64	10%	(29)	19%	(54)	30%	(88)	38%	(113)	3%	(10)	293
Age: 65+	6%	(18)	23%	(74)	30%	(95)	40%	(128)	2%	(6)	321
PID: Dem (no lean)	17%	(87)	23%	(120)	27%	(144)	30%	(156)	3%	(18)	524
PID: Ind (no lean)	13%	(65)	23%	(111)	26%	(124)	35%	(171)	3%	(14)	485
PID: Rep (no lean)	15%	(73)	20%	(98)	30%	(149)	32%	(158)	4%	(17)	494
PID/Gender: Dem Men	30%	(65)	25%	(54)	22%	(48)	19%	(40)	4%	(9)	217
PID/Gender: Dem Women	7%	(22)	21%	(66)	31%	(96)	38%	(116)	3%	(9)	308
PID/Gender: Ind Men	16%	(36)	24%	(54)	27%	(61)	31%	(70)	3%	(6)	227
PID/Gender: Ind Women	11%	(29)	22%	(57)	24%	(62)	39%	(100)	3%	(9)	258
PID/Gender: Rep Men	17%	(40)	21%	(50)	31%	(73)	28%	(66)	3%	(8)	237
PID/Gender: Rep Women	13%	(32)	19%	(48)	30%	(76)	36%	(92)	4%	(10)	257
Tea Party: Supporter	23%	(94)	25%	(101)	25%	(99)	25%	(99)	2%	(9)	402
Tea Party: Not Supporter	12%	(127)	21%	(226)	29%	(311)	35%	(384)	4%	(40)	1089
Ideo: Liberal (1-3)	20%	(102)	19%	(93)	27%	(136)	32%	(158)	2%	(12)	499
Ideo: Moderate (4)	11%	(39)	29%	(103)	26%	(94)	31%	(111)	4%	(15)	363
Ideo: Conservative (5-7)	12%	(59)	21%	(105)	30%	(150)	33%	(165)	3%	(15)	495
Educ: < College	17%	(175)	23%	(236)	25%	(263)	31%	(325)	4%	(43)	1042
Educ: Bachelors degree	12%	(37)	18%	(55)	35%	(105)	33%	(100)	1%	(4)	301
Educ: Post-grad	8%	(13)	23%	(37)	30%	(48)	37%	(59)	1%	(2)	160
Income: Under 50k	17%	(140)	23%	(183)	24%	(196)	31%	(255)	5%	(39)	813
Income: 50k-100k	13%	(63)	22%	(108)	33%	(164)	31%	(156)	2%	(10)	502
Income: 100k+	12%	(22)	20%	(37)	29%	(56)	39%	(74)	—	(0)	189

Continued on next page

**Table BRD16\_7: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?  
 Cost of cable or satellite subscriptions**

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	15% (225)	22% (328)	28% (416)	32% (485)	3% (49)	1503
Ethnicity: White	13% (156)	21% (256)	29% (358)	34% (411)	3% (39)	1219
Ethnicity: Hispanic	27% (56)	24% (50)	24% (50)	22% (46)	4% (8)	211
Ethnicity: Afr. Am.	22% (39)	29% (52)	19% (34)	26% (46)	4% (8)	178
Ethnicity: Other	29% (30)	19% (20)	23% (24)	27% (28)	2% (3)	106
Relig: Protestant	12% (50)	21% (89)	28% (119)	36% (155)	3% (12)	425
Relig: Roman Catholic	18% (66)	22% (80)	27% (100)	30% (110)	2% (8)	364
Relig: Ath./Agn./None	12% (44)	26% (92)	28% (101)	30% (109)	4% (15)	361
Relig: Something Else	18% (36)	18% (36)	29% (57)	33% (65)	2% (3)	197
Relig: Evangelical	19% (85)	21% (91)	25% (108)	31% (134)	5% (21)	439
Relig: Non-Evang. Catholics	12% (60)	22% (109)	30% (150)	35% (176)	2% (10)	505
Relig: All Christian	15% (145)	21% (200)	27% (258)	33% (310)	3% (31)	944
Relig: All Non-Christian	14% (79)	23% (128)	28% (158)	31% (174)	3% (19)	558
Community: Urban	18% (66)	28% (100)	28% (103)	23% (84)	2% (8)	360
Community: Suburban	14% (96)	21% (150)	27% (193)	35% (252)	3% (21)	711
Community: Rural	14% (62)	18% (79)	28% (121)	34% (149)	5% (21)	432
Employ: Private Sector	18% (83)	21% (96)	29% (132)	30% (134)	2% (8)	453
Employ: Government	17% (17)	18% (18)	34% (34)	28% (29)	3% (3)	101
Employ: Self-Employed	15% (20)	26% (34)	22% (30)	31% (40)	6% (7)	132
Employ: Homemaker	17% (22)	21% (28)	27% (36)	31% (42)	4% (6)	134
Employ: Retired	6% (24)	22% (84)	30% (114)	40% (153)	3% (10)	385
Employ: Unemployed	18% (24)	29% (39)	20% (27)	29% (39)	4% (6)	136
Employ: Other	21% (24)	16% (19)	26% (31)	33% (40)	4% (5)	119
Military HH: Yes	17% (47)	24% (70)	29% (83)	27% (76)	3% (10)	285
Military HH: No	15% (178)	21% (259)	27% (333)	34% (409)	3% (40)	1218
RD/WT: Right Direction	21% (123)	21% (127)	27% (158)	28% (166)	4% (23)	595
RD/WT: Wrong Track	11% (102)	22% (202)	28% (258)	35% (319)	3% (27)	908

Continued on next page

**Table BRD16\_7: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Cost of cable or satellite subscriptions*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	15%	(225)	22%	(328)	28%	(416)	32%	(485)	3%	(49)	1503
Strongly Approve	21%	(69)	20%	(67)	26%	(85)	30%	(99)	4%	(13)	332
Somewhat Approve	15%	(46)	24%	(75)	29%	(90)	31%	(99)	1%	(4)	314
Somewhat Disapprove	13%	(28)	31%	(67)	26%	(56)	26%	(55)	3%	(7)	213
Strongly Disapprove	12%	(69)	19%	(110)	29%	(169)	36%	(207)	3%	(19)	575
Dont Know / No Opinion	19%	(13)	14%	(10)	23%	(16)	36%	(25)	8%	(6)	69
#1 Issue: Economy	15%	(58)	23%	(89)	29%	(113)	30%	(119)	4%	(14)	394
#1 Issue: Security	16%	(50)	22%	(71)	29%	(93)	31%	(100)	2%	(8)	322
#1 Issue: Health Care	15%	(51)	17%	(58)	28%	(99)	36%	(124)	5%	(17)	350
#1 Issue: Medicare / Social Security	13%	(27)	27%	(57)	23%	(49)	34%	(72)	2%	(5)	210
#1 Issue: Women's Issues	13%	(8)	28%	(17)	38%	(23)	20%	(12)	2%	(1)	61
#1 Issue: Education	20%	(16)	21%	(16)	26%	(20)	31%	(24)	2%	(2)	77
#1 Issue: Other	21%	(10)	23%	(11)	18%	(9)	36%	(18)	2%	(1)	50
2016 Vote: Democrat Hillary Clinton	15%	(78)	25%	(127)	27%	(139)	30%	(159)	3%	(17)	520
2016 Vote: Republican Donald Trump	15%	(85)	21%	(117)	29%	(165)	33%	(188)	2%	(13)	567
2016 Vote: Someone else	10%	(13)	20%	(25)	27%	(34)	37%	(47)	7%	(8)	128
2012 Vote: Barack Obama	16%	(101)	24%	(154)	27%	(174)	31%	(201)	2%	(15)	645
2012 Vote: Mitt Romney	12%	(56)	21%	(93)	30%	(136)	35%	(157)	2%	(10)	451
2012 Vote: Didn't Vote	18%	(63)	21%	(73)	25%	(90)	31%	(110)	6%	(21)	357
4-Region: Northeast	14%	(44)	20%	(63)	30%	(93)	35%	(111)	1%	(3)	315
4-Region: Midwest	11%	(33)	19%	(57)	32%	(101)	35%	(109)	3%	(9)	309
4-Region: South	17%	(98)	24%	(133)	25%	(141)	31%	(173)	4%	(21)	565
4-Region: West	16%	(49)	24%	(75)	26%	(82)	29%	(92)	5%	(16)	314

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

**Table BRD16\_8:** Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?  
Watching shows and movies when they are scheduled

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	32% (481)	46% (695)	11% (164)	4% (55)	7% (108)	1503
Gender: Male	34% (232)	46% (316)	10% (71)	4% (28)	5% (35)	681
Gender: Female	30% (249)	46% (380)	11% (93)	3% (27)	9% (74)	822
Age: 18-29	40% (102)	37% (94)	13% (34)	4% (10)	5% (13)	253
Age: 30-44	38% (135)	43% (155)	9% (34)	4% (14)	6% (23)	361
Age: 45-54	28% (77)	51% (141)	11% (29)	4% (10)	6% (17)	275
Age: 55-64	29% (86)	52% (154)	9% (27)	2% (7)	7% (20)	293
Age: 65+	25% (80)	47% (152)	13% (41)	4% (13)	11% (36)	321
PID: Dem (no lean)	36% (186)	45% (236)	12% (62)	3% (14)	5% (27)	524
PID: Ind (no lean)	27% (130)	47% (228)	13% (63)	4% (20)	9% (43)	485
PID: Rep (no lean)	33% (164)	47% (232)	8% (39)	4% (21)	8% (38)	494
PID/Gender: Dem Men	43% (92)	40% (86)	10% (22)	5% (10)	3% (6)	217
PID/Gender: Dem Women	31% (94)	49% (150)	13% (39)	1% (3)	7% (21)	308
PID/Gender: Ind Men	26% (58)	50% (114)	14% (31)	4% (10)	6% (14)	227
PID/Gender: Ind Women	28% (72)	44% (114)	13% (32)	4% (10)	11% (29)	258
PID/Gender: Rep Men	34% (81)	49% (116)	7% (17)	3% (7)	7% (15)	237
PID/Gender: Rep Women	32% (83)	45% (116)	9% (22)	5% (14)	9% (23)	257
Tea Party: Supporter	36% (146)	43% (171)	12% (49)	5% (19)	4% (17)	402
Tea Party: Not Supporter	30% (331)	47% (516)	10% (114)	3% (36)	8% (92)	1089
Ideo: Liberal (1-3)	31% (156)	43% (217)	16% (79)	4% (20)	5% (27)	499
Ideo: Moderate (4)	33% (118)	48% (173)	8% (27)	3% (10)	9% (34)	363
Ideo: Conservative (5-7)	31% (155)	50% (247)	9% (44)	4% (19)	6% (31)	495
Educ: < College	34% (358)	44% (456)	10% (105)	4% (42)	8% (81)	1042
Educ: Bachelors degree	27% (82)	53% (159)	13% (38)	2% (7)	5% (16)	301
Educ: Post-grad	26% (41)	50% (80)	13% (20)	4% (6)	7% (12)	160
Income: Under 50k	36% (290)	43% (353)	11% (88)	3% (27)	7% (55)	813
Income: 50k-100k	28% (141)	49% (245)	10% (50)	4% (20)	9% (45)	502
Income: 100k+	26% (49)	52% (97)	14% (26)	4% (7)	5% (9)	189

Continued on next page

**Table BRD16\_8:** Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?  
Watching shows and movies when they are scheduled

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	32% (481)	46% (695)	11% (164)	4% (55)	7% (108)	1503
Ethnicity: White	30% (361)	48% (582)	11% (130)	4% (48)	8% (98)	1219
Ethnicity: Hispanic	42% (87)	39% (82)	16% (33)	2% (5)	1% (3)	211
Ethnicity: Afr. Am.	42% (74)	40% (72)	11% (20)	3% (6)	4% (6)	178
Ethnicity: Other	43% (45)	39% (42)	13% (14)	1% (1)	4% (4)	106
Relig: Protestant	30% (127)	47% (201)	11% (48)	3% (13)	9% (36)	425
Relig: Roman Catholic	35% (126)	46% (167)	11% (38)	3% (12)	6% (21)	364
Relig: Ath./Agn./None	29% (106)	48% (174)	11% (40)	4% (13)	8% (28)	361
Relig: Something Else	29% (58)	46% (91)	14% (28)	5% (9)	6% (11)	197
Relig: Evangelical	36% (160)	43% (190)	9% (41)	4% (17)	7% (31)	439
Relig: Non-Evang. Catholics	31% (157)	48% (240)	11% (55)	3% (15)	8% (38)	505
Relig: All Christian	33% (316)	46% (430)	10% (96)	3% (33)	7% (69)	944
Relig: All Non-Christian	29% (164)	47% (265)	12% (67)	4% (22)	7% (40)	558
Community: Urban	36% (130)	46% (164)	10% (38)	2% (8)	6% (20)	360
Community: Suburban	31% (222)	47% (332)	12% (86)	4% (25)	6% (46)	711
Community: Rural	30% (129)	46% (199)	9% (40)	5% (22)	10% (42)	432
Employ: Private Sector	31% (141)	47% (214)	11% (50)	4% (19)	6% (29)	453
Employ: Government	29% (30)	44% (44)	13% (13)	4% (4)	10% (10)	101
Employ: Self-Employed	36% (47)	39% (51)	14% (19)	4% (5)	7% (9)	132
Employ: Homemaker	38% (51)	39% (53)	17% (23)	2% (2)	4% (5)	134
Employ: Retired	26% (100)	52% (199)	9% (36)	4% (14)	9% (35)	385
Employ: Unemployed	34% (46)	49% (67)	7% (9)	5% (6)	6% (8)	136
Employ: Other	40% (47)	39% (47)	10% (12)	3% (3)	8% (10)	119
Military HH: Yes	34% (97)	45% (128)	11% (31)	3% (9)	7% (21)	285
Military HH: No	32% (384)	47% (568)	11% (133)	4% (45)	7% (87)	1218
RD/WT: Right Direction	37% (218)	44% (259)	10% (57)	3% (20)	7% (41)	595
RD/WT: Wrong Track	29% (263)	48% (436)	12% (107)	4% (34)	7% (68)	908

Continued on next page

**Table BRD16\_8:** Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?  
Watching shows and movies when they are scheduled

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	32% (481)	46% (695)	11% (164)	4% (55)	7% (108)	1503
Strongly Approve	38% (127)	40% (134)	8% (28)	5% (17)	8% (27)	332
Somewhat Approve	31% (99)	51% (159)	9% (28)	3% (10)	6% (18)	314
Somewhat Disapprove	33% (69)	49% (105)	10% (22)	2% (5)	5% (12)	213
Strongly Disapprove	30% (175)	46% (267)	13% (74)	4% (20)	7% (39)	575
Dont Know / No Opinion	16% (11)	45% (31)	18% (13)	2% (2)	19% (13)	69
#1 Issue: Economy	32% (126)	50% (198)	10% (39)	1% (4)	7% (27)	394
#1 Issue: Security	36% (115)	44% (143)	10% (33)	4% (13)	6% (18)	322
#1 Issue: Health Care	30% (107)	42% (148)	14% (48)	5% (17)	8% (29)	350
#1 Issue: Medicare / Social Security	33% (70)	48% (101)	9% (18)	2% (5)	8% (16)	210
#1 Issue: Women's Issues	25% (15)	55% (33)	5% (3)	7% (4)	7% (4)	61
#1 Issue: Education	41% (31)	39% (30)	14% (10)	3% (2)	4% (3)	77
#1 Issue: Other	18% (9)	52% (26)	9% (5)	12% (6)	8% (4)	50
2016 Vote: Democrat Hillary Clinton	33% (170)	46% (241)	12% (64)	3% (16)	6% (30)	520
2016 Vote: Republican Donald Trump	34% (193)	47% (269)	8% (48)	4% (21)	6% (36)	567
2016 Vote: Someone else	23% (29)	48% (62)	13% (17)	2% (2)	14% (18)	128
2012 Vote: Barack Obama	32% (209)	47% (304)	11% (71)	2% (16)	7% (46)	645
2012 Vote: Mitt Romney	30% (138)	49% (223)	10% (46)	3% (14)	7% (31)	451
2012 Vote: Didn't Vote	35% (126)	39% (141)	11% (40)	7% (25)	7% (27)	357
4-Region: Northeast	31% (97)	47% (149)	9% (30)	4% (14)	8% (26)	315
4-Region: Midwest	25% (76)	50% (156)	12% (36)	5% (17)	8% (24)	309
4-Region: South	34% (193)	45% (257)	11% (60)	2% (14)	7% (42)	565
4-Region: West	37% (115)	43% (133)	12% (38)	3% (10)	5% (17)	314

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

**Table BRD16\_9: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Ability to record shows and movies*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	39%	(584)	31%	(465)	8%	(128)	5%	(83)	16%	(244)	1503
Gender: Male	40%	(272)	32%	(221)	9%	(64)	6%	(38)	13%	(85)	681
Gender: Female	38%	(312)	30%	(244)	8%	(63)	5%	(45)	19%	(159)	822
Age: 18-29	48%	(120)	24%	(61)	14%	(34)	5%	(14)	9%	(23)	253
Age: 30-44	43%	(154)	35%	(125)	8%	(29)	6%	(21)	9%	(32)	361
Age: 45-54	35%	(95)	33%	(91)	8%	(22)	6%	(17)	18%	(50)	275
Age: 55-64	37%	(109)	31%	(92)	9%	(25)	4%	(12)	19%	(55)	293
Age: 65+	33%	(105)	30%	(96)	5%	(17)	6%	(19)	26%	(84)	321
PID: Dem (no lean)	44%	(233)	29%	(152)	7%	(37)	5%	(26)	15%	(76)	524
PID: Ind (no lean)	34%	(164)	31%	(149)	12%	(58)	6%	(29)	18%	(85)	485
PID: Rep (no lean)	38%	(188)	33%	(164)	7%	(33)	5%	(27)	17%	(83)	494
PID/Gender: Dem Men	48%	(105)	30%	(65)	6%	(13)	8%	(16)	8%	(17)	217
PID/Gender: Dem Women	42%	(128)	28%	(87)	8%	(24)	3%	(10)	19%	(59)	308
PID/Gender: Ind Men	35%	(80)	31%	(70)	14%	(31)	6%	(13)	14%	(32)	227
PID/Gender: Ind Women	32%	(83)	31%	(79)	10%	(26)	6%	(16)	20%	(53)	258
PID/Gender: Rep Men	37%	(87)	36%	(86)	8%	(20)	4%	(8)	15%	(35)	237
PID/Gender: Rep Women	39%	(100)	30%	(78)	5%	(13)	7%	(18)	18%	(47)	257
Tea Party: Supporter	42%	(169)	32%	(130)	8%	(31)	6%	(24)	12%	(48)	402
Tea Party: Not Supporter	38%	(412)	30%	(330)	9%	(97)	5%	(59)	18%	(192)	1089
Ideo: Liberal (1-3)	43%	(214)	31%	(157)	10%	(48)	4%	(21)	12%	(60)	499
Ideo: Moderate (4)	40%	(145)	29%	(106)	10%	(35)	4%	(16)	16%	(60)	363
Ideo: Conservative (5-7)	34%	(167)	34%	(169)	7%	(36)	5%	(23)	20%	(99)	495
Educ: < College	41%	(426)	29%	(300)	9%	(94)	5%	(57)	16%	(165)	1042
Educ: Bachelors degree	32%	(97)	38%	(116)	6%	(18)	6%	(19)	17%	(52)	301
Educ: Post-grad	38%	(62)	31%	(49)	9%	(15)	4%	(7)	17%	(27)	160
Income: Under 50k	37%	(301)	30%	(243)	8%	(65)	7%	(59)	18%	(144)	813
Income: 50k-100k	40%	(202)	33%	(164)	9%	(45)	3%	(18)	15%	(74)	502
Income: 100k+	43%	(82)	31%	(58)	9%	(17)	3%	(6)	14%	(26)	189

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**Table BRD16\_9: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
 Ability to record shows and movies

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	39% (584)	31% (465)	8% (128)	5% (83)	16% (244)	1503
Ethnicity: White	38% (467)	31% (384)	8% (93)	6% (67)	17% (208)	1219
Ethnicity: Hispanic	37% (78)	35% (74)	14% (29)	6% (13)	8% (16)	211
Ethnicity: Afr. Am.	43% (76)	28% (50)	13% (24)	5% (9)	11% (19)	178
Ethnicity: Other	39% (42)	29% (31)	10% (11)	5% (6)	16% (17)	106
Relig: Protestant	38% (160)	31% (130)	6% (24)	5% (19)	22% (91)	425
Relig: Roman Catholic	38% (139)	32% (118)	8% (29)	6% (21)	16% (56)	364
Relig: Ath./Agn./None	38% (138)	30% (108)	11% (40)	5% (16)	16% (59)	361
Relig: Something Else	39% (77)	30% (59)	11% (22)	8% (15)	12% (23)	197
Relig: Evangelical	39% (170)	33% (143)	6% (26)	6% (28)	16% (72)	439
Relig: Non-Evang. Catholics	39% (198)	31% (154)	8% (40)	5% (23)	18% (90)	505
Relig: All Christian	39% (368)	31% (297)	7% (66)	5% (51)	17% (162)	944
Relig: All Non-Christian	39% (215)	30% (167)	11% (62)	6% (32)	15% (82)	558
Community: Urban	37% (133)	28% (101)	13% (47)	6% (23)	16% (57)	360
Community: Suburban	39% (278)	33% (238)	8% (54)	4% (30)	16% (111)	711
Community: Rural	40% (173)	29% (126)	6% (26)	7% (29)	18% (76)	432
Employ: Private Sector	42% (190)	35% (156)	7% (30)	5% (24)	12% (52)	453
Employ: Government	43% (43)	24% (24)	11% (11)	6% (6)	16% (16)	101
Employ: Self-Employed	33% (43)	36% (47)	16% (21)	5% (6)	10% (13)	132
Employ: Homemaker	44% (58)	29% (38)	8% (11)	3% (4)	17% (22)	134
Employ: Retired	33% (127)	31% (119)	7% (28)	5% (20)	24% (91)	385
Employ: Unemployed	39% (53)	31% (42)	9% (12)	5% (7)	16% (22)	136
Employ: Other	42% (50)	18% (22)	10% (12)	10% (12)	19% (23)	119
Military HH: Yes	42% (119)	31% (89)	6% (18)	3% (8)	18% (50)	285
Military HH: No	38% (465)	31% (375)	9% (109)	6% (74)	16% (194)	1218
RD/WT: Right Direction	40% (235)	34% (205)	6% (35)	5% (31)	15% (89)	595
RD/WT: Wrong Track	38% (349)	29% (260)	10% (93)	6% (51)	17% (156)	908

Continued on next page

**Table BRD16\_9: Are you satisfied or dissatisfied with the following aspects of your cable or satellite television?**  
*Ability to record shows and movies*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	39%	(584)	31%	(465)	8%	(128)	5%	(83)	16%	(244)	1503
Strongly Approve	40%	(132)	34%	(114)	6%	(21)	5%	(17)	14%	(47)	332
Somewhat Approve	38%	(118)	32%	(101)	7%	(22)	6%	(19)	17%	(54)	314
Somewhat Disapprove	39%	(83)	33%	(70)	8%	(17)	5%	(11)	15%	(32)	213
Strongly Disapprove	41%	(235)	28%	(162)	10%	(58)	5%	(28)	16%	(92)	575
Dont Know / No Opinion	23%	(16)	25%	(18)	14%	(10)	10%	(7)	27%	(19)	69
#1 Issue: Economy	42%	(167)	31%	(121)	8%	(31)	4%	(15)	15%	(61)	394
#1 Issue: Security	41%	(131)	31%	(100)	9%	(30)	6%	(19)	13%	(41)	322
#1 Issue: Health Care	36%	(124)	32%	(111)	8%	(29)	6%	(21)	18%	(65)	350
#1 Issue: Medicare / Social Security	35%	(74)	33%	(69)	5%	(10)	6%	(12)	21%	(45)	210
#1 Issue: Women's Issues	47%	(28)	30%	(18)	9%	(5)	—	(0)	15%	(9)	61
#1 Issue: Education	45%	(35)	28%	(21)	12%	(9)	6%	(5)	9%	(7)	77
#1 Issue: Other	23%	(11)	27%	(13)	9%	(5)	21%	(10)	19%	(10)	50
2016 Vote: Democrat Hillary Clinton	42%	(216)	31%	(160)	8%	(40)	5%	(27)	15%	(77)	520
2016 Vote: Republican Donald Trump	39%	(221)	33%	(185)	7%	(40)	6%	(32)	16%	(90)	567
2016 Vote: Someone else	37%	(47)	27%	(35)	11%	(14)	3%	(4)	22%	(29)	128
2012 Vote: Barack Obama	42%	(271)	31%	(201)	7%	(42)	4%	(29)	16%	(103)	645
2012 Vote: Mitt Romney	36%	(162)	32%	(145)	7%	(32)	6%	(26)	19%	(86)	451
2012 Vote: Didn't Vote	38%	(136)	30%	(109)	13%	(47)	8%	(27)	11%	(38)	357
4-Region: Northeast	37%	(116)	30%	(95)	9%	(27)	6%	(20)	18%	(56)	315
4-Region: Midwest	35%	(108)	31%	(94)	10%	(32)	6%	(18)	19%	(58)	309
4-Region: South	39%	(219)	34%	(191)	6%	(34)	5%	(31)	16%	(91)	565
4-Region: West	45%	(141)	27%	(85)	11%	(34)	4%	(14)	13%	(40)	314

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

**Table BRD17:** Do you use any internet streaming service or devices? This could include things such as Netflix, Hulu, Apple TV or Amazon Fire TV.

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	56%	(1243)	37%	(812)	7%	(146)	2201
Gender: Male	53%	(557)	39%	(410)	9%	(93)	1060
Gender: Female	60%	(686)	35%	(402)	5%	(53)	1141
Age: 18-29	70%	(310)	17%	(78)	13%	(58)	446
Age: 30-44	68%	(399)	25%	(148)	7%	(42)	589
Age: 45-54	55%	(210)	39%	(151)	6%	(23)	384
Age: 55-64	47%	(181)	51%	(195)	2%	(8)	384
Age: 65+	36%	(142)	61%	(241)	4%	(15)	398
PID: Dem (no lean)	60%	(462)	34%	(265)	5%	(42)	769
PID: Ind (no lean)	55%	(424)	36%	(281)	9%	(70)	775
PID: Rep (no lean)	54%	(357)	40%	(266)	5%	(34)	658
PID/Gender: Dem Men	55%	(182)	36%	(118)	9%	(31)	331
PID/Gender: Dem Women	64%	(280)	34%	(147)	2%	(11)	438
PID/Gender: Ind Men	51%	(202)	39%	(153)	11%	(42)	397
PID/Gender: Ind Women	59%	(222)	34%	(128)	7%	(28)	378
PID/Gender: Rep Men	52%	(173)	42%	(139)	6%	(19)	332
PID/Gender: Rep Women	56%	(184)	39%	(127)	5%	(15)	326
Tea Party: Supporter	62%	(339)	36%	(197)	3%	(14)	550
Tea Party: Not Supporter	55%	(899)	37%	(604)	8%	(131)	1634
Ideo: Liberal (1-3)	64%	(497)	31%	(236)	5%	(40)	772
Ideo: Moderate (4)	56%	(273)	39%	(188)	5%	(25)	486
Ideo: Conservative (5-7)	52%	(346)	45%	(302)	3%	(18)	666
Educ: < College	55%	(858)	37%	(576)	8%	(132)	1567
Educ: Bachelors degree	62%	(259)	35%	(147)	2%	(9)	416
Educ: Post-grad	58%	(126)	40%	(88)	2%	(4)	219
Income: Under 50k	52%	(665)	40%	(523)	8%	(104)	1292
Income: 50k-100k	63%	(427)	31%	(210)	5%	(36)	673
Income: 100k+	64%	(150)	33%	(79)	3%	(7)	236
Ethnicity: White	57%	(989)	38%	(661)	6%	(100)	1750
Ethnicity: Hispanic	61%	(202)	28%	(92)	11%	(35)	329

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**Table BRD17:** Do you use any internet streaming service or devices? This could include things such as Netflix, Hulu, Apple TV or Amazon Fire TV.

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	56%	(1243)	37%	(812)	7%	(146)	2201
Ethnicity: Afr. Am.	57%	(154)	35%	(94)	7%	(20)	269
Ethnicity: Other	55%	(100)	31%	(57)	14%	(26)	182
Relig: Protestant	53%	(301)	45%	(252)	2%	(11)	563
Relig: Roman Catholic	54%	(253)	40%	(188)	6%	(27)	468
Relig: Ath./Agn./None	59%	(366)	30%	(188)	11%	(66)	621
Relig: Something Else	60%	(185)	33%	(101)	7%	(23)	309
Relig: Evangelical	55%	(342)	39%	(242)	5%	(33)	618
Relig: Non-Evang. Catholics	53%	(348)	43%	(281)	4%	(24)	653
Relig: All Christian	54%	(691)	41%	(523)	4%	(57)	1270
Relig: All Non-Christian	59%	(551)	31%	(289)	10%	(89)	930
Community: Urban	54%	(317)	37%	(217)	9%	(55)	589
Community: Suburban	60%	(572)	35%	(337)	5%	(43)	953
Community: Rural	54%	(354)	39%	(257)	7%	(48)	659
Employ: Private Sector	65%	(419)	32%	(207)	3%	(20)	646
Employ: Government	68%	(102)	29%	(43)	3%	(5)	150
Employ: Self-Employed	62%	(133)	32%	(69)	7%	(14)	217
Employ: Homemaker	70%	(141)	23%	(47)	7%	(14)	202
Employ: Student	57%	(53)	27%	(25)	15%	(14)	92
Employ: Retired	40%	(187)	58%	(271)	2%	(10)	468
Employ: Unemployed	47%	(112)	37%	(87)	16%	(38)	237
Employ: Other	50%	(95)	33%	(62)	17%	(32)	189
Military HH: Yes	54%	(211)	41%	(163)	5%	(20)	394
Military HH: No	57%	(1032)	36%	(649)	7%	(126)	1807
RD/WT: Right Direction	51%	(408)	42%	(338)	6%	(50)	795
RD/WT: Wrong Track	59%	(835)	34%	(474)	7%	(97)	1406
Strongly Approve	49%	(219)	46%	(203)	5%	(24)	445
Somewhat Approve	59%	(258)	37%	(163)	5%	(20)	441
Somewhat Disapprove	58%	(175)	36%	(109)	6%	(17)	301
Strongly Disapprove	61%	(529)	33%	(286)	6%	(51)	866
Dont Know / No Opinion	42%	(62)	35%	(51)	24%	(35)	147

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**Table BRD17:** Do you use any internet streaming service or devices? This could include things such as Netflix, Hulu, Apple TV or Amazon Fire TV.

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	56%	(1243)	37%	(812)	7%	(146)	2201
#1 Issue: Economy	62%	(359)	32%	(184)	6%	(35)	577
#1 Issue: Security	51%	(220)	43%	(187)	6%	(25)	432
#1 Issue: Health Care	59%	(287)	35%	(170)	6%	(29)	487
#1 Issue: Medicare / Social Security	43%	(123)	52%	(149)	6%	(16)	288
#1 Issue: Women's Issues	72%	(76)	19%	(20)	9%	(10)	106
#1 Issue: Education	67%	(86)	25%	(32)	8%	(10)	129
#1 Issue: Energy	58%	(49)	35%	(29)	7%	(6)	84
#1 Issue: Other	44%	(44)	41%	(41)	15%	(15)	99
2016 Vote: Democrat Hillary Clinton	61%	(451)	35%	(254)	4%	(29)	734
2016 Vote: Republican Donald Trump	54%	(391)	43%	(309)	3%	(25)	725
2016 Vote: Someone else	60%	(122)	36%	(74)	4%	(9)	204
2012 Vote: Barack Obama	59%	(510)	38%	(328)	4%	(31)	869
2012 Vote: Mitt Romney	52%	(298)	45%	(260)	3%	(17)	574
2012 Vote: Other	53%	(48)	42%	(38)	5%	(4)	90
2012 Vote: Didn't Vote	58%	(385)	28%	(186)	14%	(93)	664
4-Region: Northeast	59%	(237)	37%	(149)	4%	(15)	402
4-Region: Midwest	55%	(261)	38%	(182)	6%	(30)	474
4-Region: South	57%	(465)	37%	(300)	6%	(50)	815
4-Region: West	55%	(280)	35%	(181)	10%	(51)	511

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

**Table BRD18\_1NET: In the past have you used any of the following? Please check all that apply. - Netflix**

Demographic	Selected		Not Selected		Total N
Adults	63%	(1384)	37%	(817)	2201
Gender: Male	59%	(627)	41%	(432)	1060
Gender: Female	66%	(756)	34%	(385)	1141
Age: 18-29	77%	(345)	23%	(101)	446
Age: 30-44	73%	(430)	27%	(159)	589
Age: 45-54	59%	(225)	41%	(159)	384
Age: 55-64	50%	(194)	50%	(191)	384
Age: 65+	48%	(190)	52%	(208)	398
PID: Dem (no lean)	64%	(496)	36%	(273)	769
PID: Ind (no lean)	65%	(501)	35%	(274)	775
PID: Rep (no lean)	59%	(387)	41%	(271)	658
PID/Gender: Dem Men	61%	(202)	39%	(129)	331
PID/Gender: Dem Women	67%	(294)	33%	(144)	438
PID/Gender: Ind Men	61%	(242)	39%	(155)	397
PID/Gender: Ind Women	69%	(259)	31%	(118)	378
PID/Gender: Rep Men	55%	(184)	45%	(148)	332
PID/Gender: Rep Women	62%	(203)	38%	(123)	326
Tea Party: Supporter	61%	(335)	39%	(215)	550
Tea Party: Not Supporter	64%	(1041)	36%	(593)	1634
Ideo: Liberal (1-3)	68%	(524)	32%	(248)	772
Ideo: Moderate (4)	63%	(307)	37%	(179)	486
Ideo: Conservative (5-7)	57%	(378)	43%	(288)	666
Educ: < College	62%	(977)	38%	(590)	1567
Educ: Bachelors degree	63%	(264)	37%	(152)	416
Educ: Post-grad	65%	(143)	35%	(76)	219
Income: Under 50k	59%	(762)	41%	(530)	1292
Income: 50k-100k	67%	(451)	33%	(222)	673
Income: 100k+	72%	(170)	28%	(66)	236
Ethnicity: White	63%	(1106)	37%	(644)	1750
Ethnicity: Hispanic	70%	(231)	30%	(98)	329
Ethnicity: Afr. Am.	60%	(162)	40%	(107)	269

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**Table BRD18\_INET:** *In the past have you used any of the following? Please check all that apply. - Netflix*

Demographic	Selected		Not Selected		Total N
Adults	63%	(1384)	37%	(817)	2201
Ethnicity: Other	63%	(116)	37%	(66)	182
Relig: Protestant	60%	(337)	40%	(226)	563
Relig: Roman Catholic	58%	(274)	42%	(195)	468
Relig: Ath./Agn./None	68%	(422)	32%	(199)	621
Relig: Something Else	65%	(200)	35%	(109)	309
Relig: Evangelical	59%	(365)	41%	(253)	618
Relig: Non-Evang. Catholics	61%	(398)	39%	(255)	653
Relig: All Christian	60%	(762)	40%	(508)	1270
Relig: All Non-Christian	67%	(621)	33%	(308)	930
Community: Urban	60%	(355)	40%	(234)	589
Community: Suburban	67%	(638)	33%	(315)	953
Community: Rural	59%	(391)	41%	(268)	659
Employ: Private Sector	69%	(443)	31%	(202)	646
Employ: Government	70%	(104)	30%	(45)	150
Employ: Self-Employed	69%	(150)	31%	(67)	217
Employ: Homemaker	70%	(141)	30%	(61)	202
Employ: Student	67%	(62)	33%	(30)	92
Employ: Retired	47%	(219)	53%	(249)	468
Employ: Unemployed	60%	(143)	40%	(94)	237
Employ: Other	64%	(120)	36%	(68)	189
Military HH: Yes	56%	(220)	44%	(175)	394
Military HH: No	64%	(1164)	36%	(643)	1807
RD/WT: Right Direction	57%	(449)	43%	(346)	795
RD/WT: Wrong Track	66%	(934)	34%	(472)	1406
Strongly Approve	53%	(237)	47%	(208)	445
Somewhat Approve	65%	(288)	35%	(154)	441
Somewhat Disapprove	66%	(199)	34%	(103)	301
Strongly Disapprove	67%	(581)	33%	(285)	866
Dont Know / No Opinion	54%	(79)	46%	(68)	147

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**Table BRD18\_1NET:** *In the past have you used any of the following? Please check all that apply. - Netflix*

Demographic	Selected		Not Selected		Total N
Adults	63%	(1384)	37%	(817)	2201
#1 Issue: Economy	67%	(388)	33%	(189)	577
#1 Issue: Security	59%	(255)	41%	(177)	432
#1 Issue: Health Care	64%	(313)	36%	(174)	487
#1 Issue: Medicare / Social Security	51%	(146)	49%	(142)	288
#1 Issue: Women's Issues	77%	(81)	23%	(24)	106
#1 Issue: Education	66%	(85)	34%	(43)	129
#1 Issue: Energy	69%	(58)	31%	(26)	84
#1 Issue: Other	57%	(57)	43%	(42)	99
2016 Vote: Democrat Hillary Clinton	66%	(487)	34%	(247)	734
2016 Vote: Republican Donald Trump	57%	(410)	43%	(315)	725
2016 Vote: Someone else	64%	(131)	36%	(74)	204
2012 Vote: Barack Obama	64%	(554)	36%	(315)	869
2012 Vote: Mitt Romney	56%	(323)	44%	(251)	574
2012 Vote: Other	62%	(56)	38%	(34)	90
2012 Vote: Didn't Vote	67%	(447)	33%	(217)	664
4-Region: Northeast	61%	(245)	39%	(156)	402
4-Region: Midwest	63%	(299)	37%	(174)	474
4-Region: South	63%	(513)	37%	(302)	815
4-Region: West	64%	(326)	36%	(185)	511

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



**Table BRD18\_4NET:** *In the past have you used any of the following? Please check all that apply. - Hulu*

Demographic	Selected		Not Selected		Total N
Adults	28%	(626)	72%	(1575)	2201
Gender: Male	28%	(297)	72%	(763)	1060
Gender: Female	29%	(329)	71%	(813)	1141
Age: 18-29	38%	(172)	62%	(275)	446
Age: 30-44	41%	(241)	59%	(348)	589
Age: 45-54	24%	(92)	76%	(292)	384
Age: 55-64	20%	(77)	80%	(307)	384
Age: 65+	11%	(44)	89%	(354)	398
PID: Dem (no lean)	32%	(244)	68%	(525)	769
PID: Ind (no lean)	31%	(239)	69%	(535)	775
PID: Rep (no lean)	22%	(143)	78%	(515)	658
PID/Gender: Dem Men	30%	(98)	70%	(233)	331
PID/Gender: Dem Women	33%	(146)	67%	(292)	438
PID/Gender: Ind Men	33%	(132)	67%	(265)	397
PID/Gender: Ind Women	28%	(108)	72%	(270)	378
PID/Gender: Rep Men	20%	(67)	80%	(264)	332
PID/Gender: Rep Women	23%	(75)	77%	(251)	326
Tea Party: Supporter	30%	(164)	70%	(386)	550
Tea Party: Not Supporter	28%	(460)	72%	(1174)	1634
Ideo: Liberal (1-3)	38%	(291)	62%	(481)	772
Ideo: Moderate (4)	25%	(121)	75%	(365)	486
Ideo: Conservative (5-7)	24%	(157)	76%	(509)	666
Educ: < College	27%	(421)	73%	(1146)	1567
Educ: Bachelors degree	34%	(142)	66%	(274)	416
Educ: Post-grad	29%	(63)	71%	(156)	219
Income: Under 50k	27%	(345)	73%	(946)	1292
Income: 50k-100k	31%	(210)	69%	(463)	673
Income: 100k+	30%	(70)	70%	(166)	236
Ethnicity: White	28%	(482)	72%	(1268)	1750
Ethnicity: Hispanic	35%	(116)	65%	(213)	329
Ethnicity: Afr. Am.	33%	(88)	67%	(181)	269

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**Table BRD18\_4NET: In the past have you used any of the following? Please check all that apply. - Hulu**

Demographic	Selected		Not Selected		Total N
Adults	28%	(626)	72%	(1575)	2201
Ethnicity: Other	31%	(56)	69%	(126)	182
Relig: Protestant	25%	(141)	75%	(422)	563
Relig: Roman Catholic	24%	(114)	76%	(354)	468
Relig: Ath./Agn./None	35%	(216)	65%	(405)	621
Relig: Something Else	31%	(95)	69%	(214)	309
Relig: Evangelical	24%	(148)	76%	(470)	618
Relig: Non-Evang. Catholics	26%	(167)	74%	(485)	653
Relig: All Christian	25%	(315)	75%	(955)	1270
Relig: All Non-Christian	33%	(311)	67%	(619)	930
Community: Urban	30%	(176)	70%	(412)	589
Community: Suburban	29%	(274)	71%	(679)	953
Community: Rural	27%	(176)	73%	(483)	659
Employ: Private Sector	35%	(227)	65%	(419)	646
Employ: Government	32%	(48)	68%	(101)	150
Employ: Self-Employed	35%	(75)	65%	(141)	217
Employ: Homemaker	34%	(68)	66%	(134)	202
Employ: Student	42%	(39)	58%	(53)	92
Employ: Retired	12%	(54)	88%	(414)	468
Employ: Unemployed	24%	(58)	76%	(180)	237
Employ: Other	30%	(56)	70%	(133)	189
Military HH: Yes	24%	(96)	76%	(298)	394
Military HH: No	29%	(529)	71%	(1277)	1807
RD/WT: Right Direction	21%	(170)	79%	(625)	795
RD/WT: Wrong Track	32%	(456)	68%	(950)	1406
Strongly Approve	21%	(93)	79%	(352)	445
Somewhat Approve	27%	(118)	73%	(323)	441
Somewhat Disapprove	31%	(93)	69%	(209)	301
Strongly Disapprove	33%	(289)	67%	(577)	866
Dont Know / No Opinion	22%	(33)	78%	(114)	147

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**Table BRD18\_4NET:** *In the past have you used any of the following? Please check all that apply. - Hulu*

Demographic	Selected		Not Selected		Total N
Adults	28%	(626)	72%	(1575)	2201
#1 Issue: Economy	31%	(182)	69%	(396)	577
#1 Issue: Security	23%	(97)	77%	(335)	432
#1 Issue: Health Care	31%	(151)	69%	(336)	487
#1 Issue: Medicare / Social Security	17%	(48)	83%	(240)	288
#1 Issue: Women's Issues	41%	(43)	59%	(62)	106
#1 Issue: Education	38%	(49)	62%	(79)	129
#1 Issue: Energy	37%	(31)	63%	(53)	84
#1 Issue: Other	24%	(24)	76%	(75)	99
2016 Vote: Democrat Hillary Clinton	34%	(248)	66%	(485)	734
2016 Vote: Republican Donald Trump	22%	(157)	78%	(568)	725
2016 Vote: Someone else	33%	(68)	67%	(137)	204
2012 Vote: Barack Obama	31%	(272)	69%	(598)	869
2012 Vote: Mitt Romney	20%	(114)	80%	(460)	574
2012 Vote: Other	39%	(35)	61%	(55)	90
2012 Vote: Didn't Vote	31%	(204)	69%	(460)	664
4-Region: Northeast	27%	(110)	73%	(291)	402
4-Region: Midwest	30%	(141)	70%	(333)	474
4-Region: South	27%	(221)	73%	(594)	815
4-Region: West	30%	(154)	70%	(357)	511

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

**Table BRD18\_5NET: In the past have you used any of the following? Please check all that apply. - Amazon Prime Instant Video**

Demographic	Selected		Not Selected		Total N
Adults	27%	(604)	73%	(1597)	2201
Gender: Male	26%	(270)	74%	(789)	1060
Gender: Female	29%	(334)	71%	(808)	1141
Age: 18-29	29%	(131)	71%	(316)	446
Age: 30-44	38%	(223)	62%	(366)	589
Age: 45-54	28%	(108)	72%	(276)	384
Age: 55-64	20%	(76)	80%	(308)	384
Age: 65+	17%	(67)	83%	(331)	398
PID: Dem (no lean)	28%	(219)	72%	(550)	769
PID: Ind (no lean)	27%	(206)	73%	(569)	775
PID: Rep (no lean)	27%	(179)	73%	(478)	658
PID/Gender: Dem Men	25%	(83)	75%	(248)	331
PID/Gender: Dem Women	31%	(135)	69%	(302)	438
PID/Gender: Ind Men	26%	(102)	74%	(295)	397
PID/Gender: Ind Women	28%	(104)	72%	(273)	378
PID/Gender: Rep Men	26%	(85)	74%	(246)	332
PID/Gender: Rep Women	29%	(94)	71%	(232)	326
Tea Party: Supporter	31%	(168)	69%	(382)	550
Tea Party: Not Supporter	27%	(435)	73%	(1199)	1634
Ideo: Liberal (1-3)	33%	(253)	67%	(519)	772
Ideo: Moderate (4)	23%	(112)	77%	(374)	486
Ideo: Conservative (5-7)	28%	(187)	72%	(479)	666
Educ: < College	23%	(358)	77%	(1208)	1567
Educ: Bachelors degree	37%	(155)	63%	(261)	416
Educ: Post-grad	41%	(91)	59%	(128)	219
Income: Under 50k	21%	(268)	79%	(1024)	1292
Income: 50k-100k	34%	(227)	66%	(446)	673
Income: 100k+	46%	(109)	54%	(127)	236
Ethnicity: White	28%	(491)	72%	(1259)	1750
Ethnicity: Hispanic	29%	(96)	71%	(233)	329
Ethnicity: Afr. Am.	23%	(62)	77%	(206)	269

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**Table BRD18\_5NET:** *In the past have you used any of the following? Please check all that apply. - Amazon Prime Instant Video*

Demographic	Selected		Not Selected		Total N
Adults	27%	(604)	73%	(1597)	2201
Ethnicity: Other	28%	(50)	72%	(132)	182
Relig: Protestant	24%	(135)	76%	(428)	563
Relig: Roman Catholic	26%	(123)	74%	(346)	468
Relig: Ath./Agn./None	31%	(192)	69%	(429)	621
Relig: Something Else	33%	(102)	67%	(207)	309
Relig: Evangelical	23%	(139)	77%	(478)	618
Relig: Non-Evang. Catholics	26%	(171)	74%	(482)	653
Relig: All Christian	24%	(310)	76%	(960)	1270
Relig: All Non-Christian	32%	(294)	68%	(636)	930
Community: Urban	27%	(158)	73%	(430)	589
Community: Suburban	31%	(298)	69%	(655)	953
Community: Rural	22%	(148)	78%	(511)	659
Employ: Private Sector	34%	(222)	66%	(423)	646
Employ: Government	39%	(58)	61%	(91)	150
Employ: Self-Employed	31%	(67)	69%	(150)	217
Employ: Homemaker	36%	(73)	64%	(129)	202
Employ: Student	29%	(27)	71%	(65)	92
Employ: Retired	16%	(76)	84%	(392)	468
Employ: Unemployed	19%	(45)	81%	(192)	237
Employ: Other	18%	(35)	82%	(154)	189
Military HH: Yes	25%	(97)	75%	(298)	394
Military HH: No	28%	(507)	72%	(1299)	1807
RD/WT: Right Direction	24%	(190)	76%	(605)	795
RD/WT: Wrong Track	29%	(414)	71%	(992)	1406
Strongly Approve	21%	(95)	79%	(350)	445
Somewhat Approve	28%	(124)	72%	(317)	441
Somewhat Disapprove	27%	(81)	73%	(220)	301
Strongly Disapprove	31%	(270)	69%	(596)	866
Dont Know / No Opinion	22%	(33)	78%	(114)	147

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**Table BRD18\_5NET: In the past have you used any of the following? Please check all that apply. - Amazon Prime Instant Video**

Demographic	Selected		Not Selected		Total N
Adults	27%	(604)	73%	(1597)	2201
#1 Issue: Economy	31%	(177)	69%	(401)	577
#1 Issue: Security	22%	(94)	78%	(338)	432
#1 Issue: Health Care	29%	(140)	71%	(347)	487
#1 Issue: Medicare / Social Security	19%	(55)	81%	(233)	288
#1 Issue: Women's Issues	48%	(51)	52%	(55)	106
#1 Issue: Education	33%	(43)	67%	(86)	129
#1 Issue: Energy	30%	(25)	70%	(59)	84
#1 Issue: Other	20%	(20)	80%	(79)	99
2016 Vote: Democrat Hillary Clinton	31%	(229)	69%	(504)	734
2016 Vote: Republican Donald Trump	26%	(187)	74%	(538)	725
2016 Vote: Someone else	28%	(58)	72%	(147)	204
2012 Vote: Barack Obama	30%	(257)	70%	(612)	869
2012 Vote: Mitt Romney	27%	(153)	73%	(422)	574
2012 Vote: Other	24%	(22)	76%	(68)	90
2012 Vote: Didn't Vote	26%	(171)	74%	(493)	664
4-Region: Northeast	31%	(124)	69%	(278)	402
4-Region: Midwest	25%	(118)	75%	(355)	474
4-Region: South	26%	(211)	74%	(604)	815
4-Region: West	30%	(151)	70%	(360)	511

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

**Table BRD18\_6NET:** *In the past have you used any of the following? Please check all that apply. - HBO Go / HBO Now*

Demographic	Selected		Not Selected		Total N
Adults	17%	(367)	83%	(1834)	2201
Gender: Male	17%	(178)	83%	(881)	1060
Gender: Female	17%	(189)	83%	(953)	1141
Age: 18-29	24%	(108)	76%	(338)	446
Age: 30-44	22%	(129)	78%	(460)	589
Age: 45-54	14%	(55)	86%	(329)	384
Age: 55-64	10%	(38)	90%	(347)	384
Age: 65+	9%	(37)	91%	(360)	398
PID: Dem (no lean)	21%	(160)	79%	(608)	769
PID: Ind (no lean)	17%	(129)	83%	(646)	775
PID: Rep (no lean)	12%	(77)	88%	(580)	658
PID/Gender: Dem Men	21%	(71)	79%	(260)	331
PID/Gender: Dem Women	20%	(89)	80%	(348)	438
PID/Gender: Ind Men	15%	(61)	85%	(336)	397
PID/Gender: Ind Women	18%	(68)	82%	(309)	378
PID/Gender: Rep Men	14%	(46)	86%	(285)	332
PID/Gender: Rep Women	9%	(31)	91%	(295)	326
Tea Party: Supporter	19%	(106)	81%	(444)	550
Tea Party: Not Supporter	16%	(260)	84%	(1374)	1634
Ideo: Liberal (1-3)	24%	(184)	76%	(588)	772
Ideo: Moderate (4)	16%	(76)	84%	(410)	486
Ideo: Conservative (5-7)	12%	(79)	88%	(586)	666
Educ: < College	14%	(223)	86%	(1344)	1567
Educ: Bachelors degree	24%	(100)	76%	(316)	416
Educ: Post-grad	20%	(44)	80%	(175)	219
Income: Under 50k	14%	(185)	86%	(1107)	1292
Income: 50k-100k	18%	(122)	82%	(551)	673
Income: 100k+	25%	(59)	75%	(177)	236
Ethnicity: White	16%	(278)	84%	(1473)	1750
Ethnicity: Hispanic	23%	(77)	77%	(253)	329
Ethnicity: Afr. Am.	18%	(49)	82%	(219)	269

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**Table BRD18\_6NET:** *In the past have you used any of the following? Please check all that apply. - HBO Go / HBO Now*

Demographic	Selected		Not Selected		Total N
Adults	17%	(367)	83%	(1834)	2201
Ethnicity: Other	22%	(39)	78%	(143)	182
Relig: Protestant	10%	(55)	90%	(508)	563
Relig: Roman Catholic	18%	(85)	82%	(383)	468
Relig: Ath./Agn./None	20%	(126)	80%	(494)	621
Relig: Something Else	19%	(59)	81%	(249)	309
Relig: Evangelical	14%	(86)	86%	(532)	618
Relig: Non-Evang. Catholics	14%	(95)	86%	(558)	653
Relig: All Christian	14%	(180)	86%	(1090)	1270
Relig: All Non-Christian	20%	(186)	80%	(744)	930
Community: Urban	20%	(121)	80%	(468)	589
Community: Suburban	17%	(163)	83%	(790)	953
Community: Rural	13%	(83)	87%	(576)	659
Employ: Private Sector	21%	(137)	79%	(509)	646
Employ: Government	24%	(36)	76%	(113)	150
Employ: Self-Employed	21%	(46)	79%	(170)	217
Employ: Homemaker	14%	(29)	86%	(173)	202
Employ: Student	19%	(17)	81%	(75)	92
Employ: Retired	8%	(40)	92%	(429)	468
Employ: Unemployed	14%	(32)	86%	(205)	237
Employ: Other	16%	(29)	84%	(159)	189
Military HH: Yes	17%	(68)	83%	(326)	394
Military HH: No	17%	(299)	83%	(1508)	1807
RD/WT: Right Direction	13%	(104)	87%	(691)	795
RD/WT: Wrong Track	19%	(262)	81%	(1143)	1406
Strongly Approve	14%	(61)	86%	(384)	445
Somewhat Approve	15%	(64)	85%	(377)	441
Somewhat Disapprove	15%	(44)	85%	(257)	301
Strongly Disapprove	21%	(179)	79%	(688)	866
Dont Know / No Opinion	12%	(18)	88%	(129)	147

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**Table BRD18\_6NET:** *In the past have you used any of the following? Please check all that apply. - HBO Go / HBO Now*

Demographic	Selected		Not Selected		Total N
Adults	17%	(367)	83%	(1834)	2201
#1 Issue: Economy	18%	(104)	82%	(473)	577
#1 Issue: Security	14%	(60)	86%	(372)	432
#1 Issue: Health Care	17%	(82)	83%	(404)	487
#1 Issue: Medicare / Social Security	11%	(32)	89%	(256)	288
#1 Issue: Women's Issues	29%	(31)	71%	(75)	106
#1 Issue: Education	19%	(24)	81%	(104)	129
#1 Issue: Energy	26%	(22)	74%	(62)	84
#1 Issue: Other	12%	(12)	88%	(88)	99
2016 Vote: Democrat Hillary Clinton	20%	(147)	80%	(586)	734
2016 Vote: Republican Donald Trump	13%	(91)	87%	(634)	725
2016 Vote: Someone else	19%	(38)	81%	(166)	204
2012 Vote: Barack Obama	20%	(172)	80%	(697)	869
2012 Vote: Mitt Romney	11%	(64)	89%	(510)	574
2012 Vote: Other	18%	(16)	82%	(74)	90
2012 Vote: Didn't Vote	17%	(114)	83%	(550)	664
4-Region: Northeast	22%	(89)	78%	(313)	402
4-Region: Midwest	13%	(64)	87%	(410)	474
4-Region: South	15%	(122)	85%	(693)	815
4-Region: West	18%	(93)	82%	(419)	511

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

**Table BRD18\_7NET: In the past have you used any of the following? Please check all that apply. - Sling TV**

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2042)	2201
Gender: Male	8%	(86)	92%	(974)	1060
Gender: Female	6%	(73)	94%	(1068)	1141
Age: 18-29	9%	(38)	91%	(408)	446
Age: 30-44	11%	(66)	89%	(522)	589
Age: 45-54	8%	(30)	92%	(353)	384
Age: 55-64	4%	(15)	96%	(370)	384
Age: 65+	2%	(9)	98%	(388)	398
PID: Dem (no lean)	9%	(72)	91%	(696)	769
PID: Ind (no lean)	6%	(50)	94%	(725)	775
PID: Rep (no lean)	6%	(37)	94%	(621)	658
PID/Gender: Dem Men	9%	(31)	91%	(300)	331
PID/Gender: Dem Women	9%	(41)	91%	(397)	438
PID/Gender: Ind Men	7%	(29)	93%	(368)	397
PID/Gender: Ind Women	5%	(20)	95%	(358)	378
PID/Gender: Rep Men	8%	(25)	92%	(307)	332
PID/Gender: Rep Women	4%	(12)	96%	(314)	326
Tea Party: Supporter	9%	(48)	91%	(502)	550
Tea Party: Not Supporter	7%	(109)	93%	(1525)	1634
Ideo: Liberal (1-3)	10%	(80)	90%	(693)	772
Ideo: Moderate (4)	6%	(29)	94%	(457)	486
Ideo: Conservative (5-7)	6%	(39)	94%	(627)	666
Educ: < College	7%	(102)	93%	(1464)	1567
Educ: Bachelors degree	9%	(38)	91%	(378)	416
Educ: Post-grad	8%	(18)	92%	(200)	219
Income: Under 50k	7%	(91)	93%	(1201)	1292
Income: 50k-100k	7%	(49)	93%	(624)	673
Income: 100k+	8%	(18)	92%	(218)	236
Ethnicity: White	6%	(112)	94%	(1639)	1750
Ethnicity: Hispanic	11%	(36)	89%	(293)	329
Ethnicity: Afr. Am.	10%	(26)	90%	(243)	269

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**Table BRD18\_7NET:** *In the past have you used any of the following? Please check all that apply. - Sling TV*

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2042)	2201
Ethnicity: Other	12%	(21)	88%	(161)	182
Relig: Protestant	5%	(30)	95%	(533)	563
Relig: Roman Catholic	7%	(32)	93%	(436)	468
Relig: Ath./Agn./None	8%	(52)	92%	(569)	621
Relig: Something Else	9%	(27)	91%	(282)	309
Relig: Evangelical	6%	(36)	94%	(581)	618
Relig: Non-Evang. Catholics	7%	(43)	93%	(609)	653
Relig: All Christian	6%	(80)	94%	(1191)	1270
Relig: All Non-Christian	8%	(79)	92%	(851)	930
Community: Urban	11%	(67)	89%	(522)	589
Community: Suburban	6%	(55)	94%	(898)	953
Community: Rural	6%	(37)	94%	(622)	659
Employ: Private Sector	9%	(61)	91%	(585)	646
Employ: Government	7%	(10)	93%	(140)	150
Employ: Self-Employed	10%	(21)	90%	(196)	217
Employ: Homemaker	7%	(13)	93%	(189)	202
Employ: Student	6%	(6)	94%	(86)	92
Employ: Retired	2%	(11)	98%	(458)	468
Employ: Unemployed	7%	(17)	93%	(220)	237
Employ: Other	11%	(21)	89%	(168)	189
Military HH: Yes	6%	(25)	94%	(369)	394
Military HH: No	7%	(134)	93%	(1673)	1807
RD/WT: Right Direction	7%	(54)	93%	(742)	795
RD/WT: Wrong Track	7%	(105)	93%	(1301)	1406
Strongly Approve	5%	(23)	95%	(423)	445
Somewhat Approve	8%	(36)	92%	(405)	441
Somewhat Disapprove	6%	(17)	94%	(284)	301
Strongly Disapprove	9%	(76)	91%	(790)	866
Dont Know / No Opinion	5%	(7)	95%	(141)	147

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**Table BRD18\_7NET: In the past have you used any of the following? Please check all that apply. - Sling TV**

Demographic	Selected		Not Selected		Total N
Adults	7%	(159)	93%	(2042)	2201
#1 Issue: Economy	8%	(46)	92%	(532)	577
#1 Issue: Security	5%	(24)	95%	(409)	432
#1 Issue: Health Care	9%	(44)	91%	(442)	487
#1 Issue: Medicare / Social Security	4%	(12)	96%	(276)	288
#1 Issue: Women's Issues	10%	(10)	90%	(95)	106
#1 Issue: Education	6%	(8)	94%	(120)	129
#1 Issue: Energy	14%	(12)	86%	(72)	84
#1 Issue: Other	3%	(3)	97%	(96)	99
2016 Vote: Democrat Hillary Clinton	9%	(63)	91%	(671)	734
2016 Vote: Republican Donald Trump	6%	(45)	94%	(680)	725
2016 Vote: Someone else	11%	(23)	89%	(182)	204
2012 Vote: Barack Obama	9%	(75)	91%	(794)	869
2012 Vote: Mitt Romney	5%	(29)	95%	(545)	574
2012 Vote: Other	9%	(8)	91%	(82)	90
2012 Vote: Didn't Vote	7%	(47)	93%	(617)	664
4-Region: Northeast	6%	(24)	94%	(377)	402
4-Region: Midwest	9%	(43)	91%	(431)	474
4-Region: South	6%	(52)	94%	(763)	815
4-Region: West	8%	(40)	92%	(471)	511

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

**Table BRD18\_8NET:** *In the past have you used any of the following? Please check all that apply. - YouTube*

Demographic	Selected		Not Selected		Total N
Adults	50%	(1105)	50%	(1096)	2201
Gender: Male	54%	(570)	46%	(489)	1060
Gender: Female	47%	(534)	53%	(607)	1141
Age: 18-29	63%	(279)	37%	(167)	446
Age: 30-44	59%	(347)	41%	(242)	589
Age: 45-54	51%	(195)	49%	(188)	384
Age: 55-64	40%	(154)	60%	(231)	384
Age: 65+	33%	(129)	67%	(268)	398
PID: Dem (no lean)	52%	(399)	48%	(370)	769
PID: Ind (no lean)	52%	(407)	48%	(368)	775
PID: Rep (no lean)	45%	(299)	55%	(359)	658
PID/Gender: Dem Men	56%	(185)	44%	(146)	331
PID/Gender: Dem Women	49%	(214)	51%	(224)	438
PID/Gender: Ind Men	58%	(229)	42%	(168)	397
PID/Gender: Ind Women	47%	(178)	53%	(200)	378
PID/Gender: Rep Men	47%	(156)	53%	(175)	332
PID/Gender: Rep Women	44%	(143)	56%	(183)	326
Tea Party: Supporter	56%	(308)	44%	(242)	550
Tea Party: Not Supporter	48%	(790)	52%	(844)	1634
Ideo: Liberal (1-3)	52%	(404)	48%	(369)	772
Ideo: Moderate (4)	50%	(242)	50%	(244)	486
Ideo: Conservative (5-7)	46%	(306)	54%	(359)	666
Educ: < College	51%	(794)	49%	(773)	1567
Educ: Bachelors degree	49%	(203)	51%	(212)	416
Educ: Post-grad	49%	(107)	51%	(111)	219
Income: Under 50k	51%	(659)	49%	(633)	1292
Income: 50k-100k	51%	(340)	49%	(333)	673
Income: 100k+	45%	(106)	55%	(131)	236
Ethnicity: White	48%	(833)	52%	(918)	1750
Ethnicity: Hispanic	56%	(184)	44%	(145)	329
Ethnicity: Afr. Am.	60%	(162)	40%	(107)	269

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**Table BRD18\_8NET:** *In the past have you used any of the following? Please check all that apply. - YouTube*

Demographic	Selected		Not Selected		Total N
Adults	50%	(1105)	50%	(1096)	2201
Ethnicity: Other	60%	(110)	40%	(72)	182
Relig: Protestant	40%	(226)	60%	(338)	563
Relig: Roman Catholic	49%	(230)	51%	(239)	468
Relig: Ath./Agn./None	56%	(348)	44%	(272)	621
Relig: Something Else	56%	(172)	44%	(137)	309
Relig: Evangelical	47%	(291)	53%	(327)	618
Relig: Non-Evang. Catholics	45%	(293)	55%	(359)	653
Relig: All Christian	46%	(584)	54%	(686)	1270
Relig: All Non-Christian	56%	(520)	44%	(409)	930
Community: Urban	54%	(316)	46%	(273)	589
Community: Suburban	52%	(497)	48%	(455)	953
Community: Rural	44%	(291)	56%	(368)	659
Employ: Private Sector	53%	(341)	47%	(305)	646
Employ: Government	52%	(77)	48%	(72)	150
Employ: Self-Employed	62%	(134)	38%	(83)	217
Employ: Homemaker	49%	(99)	51%	(103)	202
Employ: Student	64%	(59)	36%	(33)	92
Employ: Retired	33%	(153)	67%	(316)	468
Employ: Unemployed	58%	(138)	42%	(100)	237
Employ: Other	55%	(104)	45%	(84)	189
Military HH: Yes	41%	(161)	59%	(233)	394
Military HH: No	52%	(943)	48%	(863)	1807
RD/WT: Right Direction	48%	(381)	52%	(414)	795
RD/WT: Wrong Track	51%	(724)	49%	(682)	1406
Strongly Approve	48%	(214)	52%	(231)	445
Somewhat Approve	51%	(227)	49%	(214)	441
Somewhat Disapprove	52%	(155)	48%	(146)	301
Strongly Disapprove	51%	(443)	49%	(423)	866
Dont Know / No Opinion	45%	(66)	55%	(82)	147

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**Table BRD18\_8NET:** *In the past have you used any of the following? Please check all that apply. - YouTube*

Demographic	Selected		Not Selected		Total N
Adults	50%	(1105)	50%	(1096)	2201
#1 Issue: Economy	52%	(299)	48%	(279)	577
#1 Issue: Security	53%	(229)	47%	(203)	432
#1 Issue: Health Care	48%	(235)	52%	(251)	487
#1 Issue: Medicare / Social Security	37%	(105)	63%	(182)	288
#1 Issue: Women's Issues	59%	(63)	41%	(43)	106
#1 Issue: Education	62%	(79)	38%	(49)	129
#1 Issue: Energy	60%	(51)	40%	(33)	84
#1 Issue: Other	44%	(44)	56%	(55)	99
2016 Vote: Democrat Hillary Clinton	51%	(373)	49%	(361)	734
2016 Vote: Republican Donald Trump	46%	(332)	54%	(393)	725
2016 Vote: Someone else	47%	(96)	53%	(108)	204
2012 Vote: Barack Obama	51%	(442)	49%	(427)	869
2012 Vote: Mitt Romney	43%	(246)	57%	(329)	574
2012 Vote: Other	48%	(44)	52%	(47)	90
2012 Vote: Didn't Vote	56%	(370)	44%	(294)	664
4-Region: Northeast	55%	(223)	45%	(179)	402
4-Region: Midwest	46%	(219)	54%	(255)	474
4-Region: South	50%	(407)	50%	(408)	815
4-Region: West	50%	(256)	50%	(255)	511

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

**Table BRD18\_9NET: In the past have you used any of the following? Please check all that apply. - Google Play**

Demographic	Selected		Not Selected		Total N
Adults	17%	(364)	83%	(1837)	2201
Gender: Male	19%	(202)	81%	(857)	1060
Gender: Female	14%	(161)	86%	(980)	1141
Age: 18-29	22%	(100)	78%	(347)	446
Age: 30-44	22%	(132)	78%	(456)	589
Age: 45-54	18%	(70)	82%	(313)	384
Age: 55-64	11%	(43)	89%	(341)	384
Age: 65+	5%	(18)	95%	(379)	398
PID: Dem (no lean)	20%	(155)	80%	(614)	769
PID: Ind (no lean)	15%	(114)	85%	(661)	775
PID: Rep (no lean)	14%	(95)	86%	(563)	658
PID/Gender: Dem Men	26%	(84)	74%	(246)	331
PID/Gender: Dem Women	16%	(71)	84%	(367)	438
PID/Gender: Ind Men	17%	(67)	83%	(330)	397
PID/Gender: Ind Women	12%	(47)	88%	(331)	378
PID/Gender: Rep Men	15%	(51)	85%	(281)	332
PID/Gender: Rep Women	13%	(44)	87%	(282)	326
Tea Party: Supporter	24%	(130)	76%	(420)	550
Tea Party: Not Supporter	14%	(232)	86%	(1403)	1634
Ideo: Liberal (1-3)	19%	(144)	81%	(629)	772
Ideo: Moderate (4)	19%	(91)	81%	(395)	486
Ideo: Conservative (5-7)	12%	(78)	88%	(588)	666
Educ: < College	18%	(287)	82%	(1279)	1567
Educ: Bachelors degree	12%	(52)	88%	(364)	416
Educ: Post-grad	11%	(25)	89%	(194)	219
Income: Under 50k	18%	(237)	82%	(1055)	1292
Income: 50k-100k	14%	(95)	86%	(578)	673
Income: 100k+	13%	(32)	87%	(204)	236
Ethnicity: White	14%	(245)	86%	(1505)	1750
Ethnicity: Hispanic	25%	(83)	75%	(246)	329
Ethnicity: Afr. Am.	25%	(66)	75%	(202)	269

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**Table BRD18\_9NET:** *In the past have you used any of the following? Please check all that apply. - Google Play*

Demographic	Selected		Not Selected		Total N
Adults	17%	(364)	83%	(1837)	2201
Ethnicity: Other	29%	(52)	71%	(130)	182
Relig: Protestant	9%	(52)	91%	(511)	563
Relig: Roman Catholic	17%	(79)	83%	(390)	468
Relig: Ath./Agn./None	17%	(103)	83%	(517)	621
Relig: Something Else	23%	(70)	77%	(239)	309
Relig: Evangelical	20%	(122)	80%	(496)	618
Relig: Non-Evang. Catholics	10%	(68)	90%	(584)	653
Relig: All Christian	15%	(190)	85%	(1081)	1270
Relig: All Non-Christian	19%	(174)	81%	(756)	930
Community: Urban	21%	(121)	79%	(467)	589
Community: Suburban	15%	(142)	85%	(811)	953
Community: Rural	15%	(100)	85%	(559)	659
Employ: Private Sector	19%	(122)	81%	(524)	646
Employ: Government	15%	(22)	85%	(128)	150
Employ: Self-Employed	19%	(42)	81%	(175)	217
Employ: Homemaker	18%	(36)	82%	(166)	202
Employ: Student	21%	(20)	79%	(73)	92
Employ: Retired	7%	(35)	93%	(433)	468
Employ: Unemployed	18%	(42)	82%	(195)	237
Employ: Other	24%	(45)	76%	(144)	189
Military HH: Yes	16%	(63)	84%	(331)	394
Military HH: No	17%	(300)	83%	(1506)	1807
RD/WT: Right Direction	16%	(126)	84%	(669)	795
RD/WT: Wrong Track	17%	(237)	83%	(1168)	1406
Strongly Approve	16%	(72)	84%	(373)	445
Somewhat Approve	17%	(74)	83%	(367)	441
Somewhat Disapprove	18%	(53)	82%	(248)	301
Strongly Disapprove	17%	(145)	83%	(721)	866
Dont Know / No Opinion	13%	(19)	87%	(128)	147

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**Table BRD18\_9NET: In the past have you used any of the following? Please check all that apply. - Google Play**

Demographic	Selected		Not Selected		Total N
Adults	17%	(364)	83%	(1837)	2201
#1 Issue: Economy	17%	(97)	83%	(481)	577
#1 Issue: Security	17%	(74)	83%	(358)	432
#1 Issue: Health Care	17%	(82)	83%	(405)	487
#1 Issue: Medicare / Social Security	11%	(32)	89%	(256)	288
#1 Issue: Women's Issues	22%	(23)	78%	(82)	106
#1 Issue: Education	22%	(28)	78%	(100)	129
#1 Issue: Energy	17%	(14)	83%	(69)	84
#1 Issue: Other	14%	(14)	86%	(86)	99
2016 Vote: Democrat Hillary Clinton	18%	(131)	82%	(603)	734
2016 Vote: Republican Donald Trump	13%	(92)	87%	(632)	725
2016 Vote: Someone else	13%	(27)	87%	(178)	204
2012 Vote: Barack Obama	18%	(154)	82%	(715)	869
2012 Vote: Mitt Romney	12%	(71)	88%	(503)	574
2012 Vote: Other	12%	(11)	88%	(80)	90
2012 Vote: Didn't Vote	19%	(127)	81%	(537)	664
4-Region: Northeast	12%	(49)	88%	(353)	402
4-Region: Midwest	16%	(74)	84%	(399)	474
4-Region: South	17%	(142)	83%	(672)	815
4-Region: West	19%	(98)	81%	(413)	511

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

**Table BRD18\_10NET:** *In the past have you used any of the following? Please check all that apply. - Vudu*

Demographic	Selected		Not Selected		Total N
Adults	6%	(133)	94%	(2068)	2201
Gender: Male	6%	(64)	94%	(996)	1060
Gender: Female	6%	(69)	94%	(1072)	1141
Age: 18-29	7%	(31)	93%	(416)	446
Age: 30-44	11%	(63)	89%	(526)	589
Age: 45-54	5%	(19)	95%	(364)	384
Age: 55-64	4%	(14)	96%	(370)	384
Age: 65+	2%	(6)	98%	(391)	398
PID: Dem (no lean)	7%	(51)	93%	(718)	769
PID: Ind (no lean)	6%	(48)	94%	(727)	775
PID: Rep (no lean)	5%	(35)	95%	(623)	658
PID/Gender: Dem Men	7%	(22)	93%	(309)	331
PID/Gender: Dem Women	7%	(29)	93%	(408)	438
PID/Gender: Ind Men	7%	(26)	93%	(371)	397
PID/Gender: Ind Women	6%	(22)	94%	(356)	378
PID/Gender: Rep Men	5%	(17)	95%	(315)	332
PID/Gender: Rep Women	6%	(18)	94%	(308)	326
Tea Party: Supporter	8%	(45)	92%	(505)	550
Tea Party: Not Supporter	5%	(89)	95%	(1545)	1634
Ideo: Liberal (1-3)	8%	(60)	92%	(712)	772
Ideo: Moderate (4)	5%	(25)	95%	(461)	486
Ideo: Conservative (5-7)	4%	(28)	96%	(638)	666
Educ: < College	6%	(96)	94%	(1470)	1567
Educ: Bachelors degree	6%	(23)	94%	(392)	416
Educ: Post-grad	6%	(13)	94%	(205)	219
Income: Under 50k	7%	(87)	93%	(1205)	1292
Income: 50k-100k	5%	(34)	95%	(639)	673
Income: 100k+	5%	(12)	95%	(224)	236
Ethnicity: White	6%	(102)	94%	(1648)	1750
Ethnicity: Hispanic	11%	(35)	89%	(294)	329
Ethnicity: Afr. Am.	5%	(13)	95%	(256)	269

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**Table BRD18\_10NET:** *In the past have you used any of the following? Please check all that apply. - Vudu*

Demographic	Selected		Not Selected		Total N
Adults	6%	(133)	94%	(2068)	2201
Ethnicity: Other	10%	(18)	90%	(164)	182
Relig: Protestant	4%	(21)	96%	(542)	563
Relig: Roman Catholic	6%	(28)	94%	(440)	468
Relig: Ath./Agn./None	6%	(39)	94%	(582)	621
Relig: Something Else	8%	(26)	92%	(283)	309
Relig: Evangelical	6%	(40)	94%	(578)	618
Relig: Non-Evang. Catholics	4%	(29)	96%	(624)	653
Relig: All Christian	5%	(69)	95%	(1201)	1270
Relig: All Non-Christian	7%	(65)	93%	(865)	930
Community: Urban	7%	(40)	93%	(549)	589
Community: Suburban	5%	(50)	95%	(903)	953
Community: Rural	7%	(44)	93%	(616)	659
Employ: Private Sector	8%	(52)	92%	(594)	646
Employ: Government	6%	(10)	94%	(140)	150
Employ: Self-Employed	7%	(15)	93%	(201)	217
Employ: Homemaker	6%	(13)	94%	(189)	202
Employ: Student	9%	(8)	91%	(84)	92
Employ: Retired	2%	(10)	98%	(459)	468
Employ: Unemployed	7%	(15)	93%	(222)	237
Employ: Other	6%	(11)	94%	(178)	189
Military HH: Yes	6%	(24)	94%	(370)	394
Military HH: No	6%	(109)	94%	(1698)	1807
RD/WT: Right Direction	4%	(35)	96%	(761)	795
RD/WT: Wrong Track	7%	(99)	93%	(1307)	1406
Strongly Approve	4%	(17)	96%	(428)	445
Somewhat Approve	7%	(29)	93%	(412)	441
Somewhat Disapprove	5%	(15)	95%	(286)	301
Strongly Disapprove	7%	(63)	93%	(803)	866
Dont Know / No Opinion	6%	(9)	94%	(139)	147

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**Table BRD18\_10NET:** *In the past have you used any of the following? Please check all that apply. - Vudu*

Demographic	Selected		Not Selected		Total N
Adults	6%	(133)	94%	(2068)	2201
#1 Issue: Economy	6%	(37)	94%	(541)	577
#1 Issue: Security	3%	(15)	97%	(417)	432
#1 Issue: Health Care	7%	(33)	93%	(454)	487
#1 Issue: Medicare / Social Security	3%	(9)	97%	(279)	288
#1 Issue: Women's Issues	12%	(13)	88%	(93)	106
#1 Issue: Education	6%	(7)	94%	(121)	129
#1 Issue: Energy	13%	(11)	87%	(72)	84
#1 Issue: Other	9%	(9)	91%	(90)	99
2016 Vote: Democrat Hillary Clinton	7%	(52)	93%	(681)	734
2016 Vote: Republican Donald Trump	5%	(35)	95%	(690)	725
2016 Vote: Someone else	8%	(17)	92%	(187)	204
2012 Vote: Barack Obama	7%	(60)	93%	(810)	869
2012 Vote: Mitt Romney	5%	(27)	95%	(547)	574
2012 Vote: Other	6%	(6)	94%	(85)	90
2012 Vote: Didn't Vote	6%	(42)	94%	(622)	664
4-Region: Northeast	6%	(23)	94%	(378)	402
4-Region: Midwest	7%	(34)	93%	(440)	474
4-Region: South	5%	(38)	95%	(777)	815
4-Region: West	7%	(38)	93%	(473)	511

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

**Table BRD18\_11NET:** *In the past have you used any of the following? Please check all that apply. - YouTube TV*

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
Gender: Male	13%	(139)	87%	(920)	1060
Gender: Female	8%	(90)	92%	(1051)	1141
Age: 18-29	20%	(87)	80%	(359)	446
Age: 30-44	13%	(78)	87%	(511)	589
Age: 45-54	9%	(35)	91%	(348)	384
Age: 55-64	5%	(18)	95%	(367)	384
Age: 65+	3%	(12)	97%	(386)	398
PID: Dem (no lean)	12%	(89)	88%	(679)	769
PID: Ind (no lean)	11%	(88)	89%	(687)	775
PID: Rep (no lean)	8%	(52)	92%	(605)	658
PID/Gender: Dem Men	15%	(49)	85%	(282)	331
PID/Gender: Dem Women	9%	(40)	91%	(398)	438
PID/Gender: Ind Men	14%	(57)	86%	(340)	397
PID/Gender: Ind Women	8%	(31)	92%	(347)	378
PID/Gender: Rep Men	10%	(33)	90%	(299)	332
PID/Gender: Rep Women	6%	(19)	94%	(307)	326
Tea Party: Supporter	17%	(96)	83%	(454)	550
Tea Party: Not Supporter	8%	(133)	92%	(1501)	1634
Ideo: Liberal (1-3)	14%	(111)	86%	(661)	772
Ideo: Moderate (4)	11%	(52)	89%	(434)	486
Ideo: Conservative (5-7)	7%	(46)	93%	(620)	666
Educ: < College	11%	(170)	89%	(1396)	1567
Educ: Bachelors degree	9%	(36)	91%	(380)	416
Educ: Post-grad	11%	(24)	89%	(195)	219
Income: Under 50k	11%	(142)	89%	(1150)	1292
Income: 50k-100k	9%	(59)	91%	(614)	673
Income: 100k+	12%	(29)	88%	(207)	236
Ethnicity: White	9%	(151)	91%	(1599)	1750
Ethnicity: Hispanic	15%	(49)	85%	(281)	329
Ethnicity: Afr. Am.	16%	(44)	84%	(224)	269

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**Table BRD18\_11NET:** *In the past have you used any of the following? Please check all that apply. - YouTube TV*

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
Ethnicity: Other	19%	(34)	81%	(148)	182
Relig: Protestant	7%	(37)	93%	(527)	563
Relig: Roman Catholic	11%	(50)	89%	(418)	468
Relig: Ath./Agn./None	11%	(65)	89%	(556)	621
Relig: Something Else	15%	(47)	85%	(262)	309
Relig: Evangelical	11%	(71)	89%	(547)	618
Relig: Non-Evang. Catholics	7%	(47)	93%	(606)	653
Relig: All Christian	9%	(118)	91%	(1152)	1270
Relig: All Non-Christian	12%	(112)	88%	(818)	930
Community: Urban	12%	(74)	88%	(515)	589
Community: Suburban	9%	(83)	91%	(870)	953
Community: Rural	11%	(73)	89%	(586)	659
Employ: Private Sector	12%	(80)	88%	(566)	646
Employ: Government	14%	(21)	86%	(129)	150
Employ: Self-Employed	14%	(31)	86%	(186)	217
Employ: Homemaker	9%	(18)	91%	(184)	202
Employ: Student	10%	(9)	90%	(83)	92
Employ: Retired	2%	(11)	98%	(457)	468
Employ: Unemployed	13%	(32)	87%	(206)	237
Employ: Other	14%	(27)	86%	(161)	189
Military HH: Yes	9%	(36)	91%	(359)	394
Military HH: No	11%	(194)	89%	(1613)	1807
RD/WT: Right Direction	12%	(98)	88%	(697)	795
RD/WT: Wrong Track	9%	(132)	91%	(1274)	1406
Strongly Approve	10%	(46)	90%	(399)	445
Somewhat Approve	10%	(46)	90%	(395)	441
Somewhat Disapprove	14%	(43)	86%	(258)	301
Strongly Disapprove	9%	(81)	91%	(785)	866
Dont Know / No Opinion	9%	(13)	91%	(134)	147

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**Table BRD18\_11NET:** *In the past have you used any of the following? Please check all that apply. - YouTube TV*

Demographic	Selected		Not Selected		Total N
Adults	10%	(230)	90%	(1971)	2201
#1 Issue: Economy	9%	(54)	91%	(523)	577
#1 Issue: Security	12%	(50)	88%	(382)	432
#1 Issue: Health Care	11%	(54)	89%	(432)	487
#1 Issue: Medicare / Social Security	4%	(13)	96%	(275)	288
#1 Issue: Women's Issues	10%	(10)	90%	(95)	106
#1 Issue: Education	16%	(20)	84%	(109)	129
#1 Issue: Energy	18%	(15)	82%	(69)	84
#1 Issue: Other	13%	(13)	87%	(86)	99
2016 Vote: Democrat Hillary Clinton	12%	(88)	88%	(645)	734
2016 Vote: Republican Donald Trump	8%	(61)	92%	(664)	725
2016 Vote: Someone else	8%	(17)	92%	(187)	204
2012 Vote: Barack Obama	12%	(106)	88%	(763)	869
2012 Vote: Mitt Romney	7%	(40)	93%	(534)	574
2012 Vote: Other	6%	(6)	94%	(85)	90
2012 Vote: Didn't Vote	12%	(78)	88%	(586)	664
4-Region: Northeast	9%	(37)	91%	(364)	402
4-Region: Midwest	9%	(43)	91%	(431)	474
4-Region: South	11%	(94)	89%	(721)	815
4-Region: West	11%	(56)	89%	(455)	511

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



**Table BRD18\_12NET:** *In the past have you used any of the following? Please check all that apply. - Hulu with Live TV*

Demographic	Selected		Not Selected		Total N
Adults	5%	(103)	95%	(2098)	2201
Gender: Male	6%	(65)	94%	(994)	1060
Gender: Female	3%	(38)	97%	(1104)	1141
Age: 18-29	8%	(37)	92%	(410)	446
Age: 30-44	7%	(43)	93%	(546)	589
Age: 45-54	2%	(8)	98%	(376)	384
Age: 55-64	2%	(8)	98%	(377)	384
Age: 65+	2%	(8)	98%	(390)	398
PID: Dem (no lean)	5%	(42)	95%	(727)	769
PID: Ind (no lean)	5%	(36)	95%	(739)	775
PID: Rep (no lean)	4%	(25)	96%	(633)	658
PID/Gender: Dem Men	7%	(23)	93%	(308)	331
PID/Gender: Dem Women	4%	(19)	96%	(418)	438
PID/Gender: Ind Men	6%	(26)	94%	(371)	397
PID/Gender: Ind Women	3%	(10)	97%	(367)	378
PID/Gender: Rep Men	5%	(17)	95%	(315)	332
PID/Gender: Rep Women	2%	(8)	98%	(318)	326
Tea Party: Supporter	7%	(39)	93%	(511)	550
Tea Party: Not Supporter	4%	(62)	96%	(1572)	1634
Ideo: Liberal (1-3)	7%	(51)	93%	(721)	772
Ideo: Moderate (4)	4%	(20)	96%	(466)	486
Ideo: Conservative (5-7)	4%	(24)	96%	(642)	666
Educ: < College	5%	(74)	95%	(1492)	1567
Educ: Bachelors degree	4%	(17)	96%	(399)	416
Educ: Post-grad	5%	(12)	95%	(207)	219
Income: Under 50k	4%	(54)	96%	(1238)	1292
Income: 50k-100k	5%	(36)	95%	(637)	673
Income: 100k+	5%	(13)	95%	(223)	236
Ethnicity: White	4%	(65)	96%	(1685)	1750
Ethnicity: Hispanic	8%	(25)	92%	(304)	329
Ethnicity: Afr. Am.	9%	(24)	91%	(245)	269

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**Table BRD18\_12NET:** *In the past have you used any of the following? Please check all that apply. - Hulu with Live TV*

Demographic	Selected		Not Selected		Total N
Adults	5%	(103)	95%	(2098)	2201
Ethnicity: Other	8%	(14)	92%	(168)	182
Relig: Protestant	3%	(16)	97%	(548)	563
Relig: Roman Catholic	5%	(23)	95%	(445)	468
Relig: Ath./Agn./None	6%	(34)	94%	(586)	621
Relig: Something Else	6%	(19)	94%	(290)	309
Relig: Evangelical	5%	(31)	95%	(587)	618
Relig: Non-Evang. Catholics	3%	(18)	97%	(634)	653
Relig: All Christian	4%	(50)	96%	(1221)	1270
Relig: All Non-Christian	6%	(53)	94%	(876)	930
Community: Urban	7%	(41)	93%	(548)	589
Community: Suburban	3%	(33)	97%	(920)	953
Community: Rural	4%	(30)	96%	(630)	659
Employ: Private Sector	5%	(33)	95%	(613)	646
Employ: Government	6%	(9)	94%	(140)	150
Employ: Self-Employed	10%	(22)	90%	(195)	217
Employ: Homemaker	3%	(5)	97%	(197)	202
Employ: Student	5%	(4)	95%	(88)	92
Employ: Retired	1%	(3)	99%	(465)	468
Employ: Unemployed	6%	(14)	94%	(223)	237
Employ: Other	6%	(11)	94%	(178)	189
Military HH: Yes	5%	(21)	95%	(374)	394
Military HH: No	5%	(82)	95%	(1725)	1807
RD/WT: Right Direction	5%	(37)	95%	(758)	795
RD/WT: Wrong Track	5%	(66)	95%	(1340)	1406
Strongly Approve	4%	(19)	96%	(426)	445
Somewhat Approve	5%	(20)	95%	(421)	441
Somewhat Disapprove	7%	(20)	93%	(282)	301
Strongly Disapprove	4%	(38)	96%	(828)	866
Dont Know / No Opinion	4%	(5)	96%	(142)	147

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**Table BRD18\_12NET:** *In the past have you used any of the following? Please check all that apply. - Hulu with Live TV*

Demographic	Selected		Not Selected		Total N
Adults	5%	(103)	95%	(2098)	2201
#1 Issue: Economy	4%	(25)	96%	(552)	577
#1 Issue: Security	5%	(20)	95%	(412)	432
#1 Issue: Health Care	4%	(17)	96%	(469)	487
#1 Issue: Medicare / Social Security	5%	(14)	95%	(274)	288
#1 Issue: Women's Issues	6%	(6)	94%	(99)	106
#1 Issue: Education	8%	(10)	92%	(119)	129
#1 Issue: Energy	7%	(6)	93%	(78)	84
#1 Issue: Other	4%	(4)	96%	(95)	99
2016 Vote: Democrat Hillary Clinton	5%	(40)	95%	(694)	734
2016 Vote: Republican Donald Trump	3%	(25)	97%	(700)	725
2016 Vote: Someone else	6%	(13)	94%	(192)	204
2012 Vote: Barack Obama	6%	(50)	94%	(819)	869
2012 Vote: Mitt Romney	3%	(19)	97%	(555)	574
2012 Vote: Other	5%	(4)	95%	(86)	90
2012 Vote: Didn't Vote	4%	(29)	96%	(634)	664
4-Region: Northeast	5%	(20)	95%	(381)	402
4-Region: Midwest	3%	(15)	97%	(459)	474
4-Region: South	6%	(49)	94%	(766)	815
4-Region: West	4%	(19)	96%	(492)	511

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

**Table BRD18\_13NET:** *In the past have you used any of the following? Please check all that apply. - Play Station Vue*

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2095)	2201
Gender: Male	6%	(64)	94%	(996)	1060
Gender: Female	4%	(42)	96%	(1100)	1141
Age: 18-29	8%	(36)	92%	(410)	446
Age: 30-44	8%	(49)	92%	(540)	589
Age: 45-54	4%	(15)	96%	(369)	384
Age: 55-64	1%	(3)	99%	(381)	384
Age: 65+	1%	(2)	99%	(395)	398
PID: Dem (no lean)	6%	(45)	94%	(723)	769
PID: Ind (no lean)	5%	(40)	95%	(735)	775
PID: Rep (no lean)	3%	(21)	97%	(637)	658
PID/Gender: Dem Men	7%	(23)	93%	(308)	331
PID/Gender: Dem Women	5%	(22)	95%	(415)	438
PID/Gender: Ind Men	6%	(26)	94%	(371)	397
PID/Gender: Ind Women	4%	(14)	96%	(364)	378
PID/Gender: Rep Men	5%	(16)	95%	(316)	332
PID/Gender: Rep Women	2%	(5)	98%	(321)	326
Tea Party: Supporter	7%	(39)	93%	(511)	550
Tea Party: Not Supporter	4%	(64)	96%	(1571)	1634
Ideo: Liberal (1-3)	8%	(62)	92%	(711)	772
Ideo: Moderate (4)	4%	(21)	96%	(464)	486
Ideo: Conservative (5-7)	2%	(14)	98%	(651)	666
Educ: < College	5%	(77)	95%	(1490)	1567
Educ: Bachelors degree	4%	(16)	96%	(400)	416
Educ: Post-grad	6%	(13)	94%	(205)	219
Income: Under 50k	4%	(57)	96%	(1235)	1292
Income: 50k-100k	5%	(34)	95%	(639)	673
Income: 100k+	6%	(14)	94%	(222)	236
Ethnicity: White	4%	(72)	96%	(1679)	1750
Ethnicity: Hispanic	9%	(29)	91%	(300)	329
Ethnicity: Afr. Am.	8%	(21)	92%	(247)	269

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**Table BRD18\_13NET:** *In the past have you used any of the following? Please check all that apply. - Play Station Vue*

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2095)	2201
Ethnicity: Other	7%	(13)	93%	(169)	182
Relig: Protestant	3%	(16)	97%	(548)	563
Relig: Roman Catholic	4%	(17)	96%	(451)	468
Relig: Ath./Agn./None	6%	(34)	94%	(587)	621
Relig: Something Else	7%	(22)	93%	(286)	309
Relig: Evangelical	5%	(31)	95%	(586)	618
Relig: Non-Evang. Catholics	3%	(18)	97%	(635)	653
Relig: All Christian	4%	(49)	96%	(1221)	1270
Relig: All Non-Christian	6%	(57)	94%	(873)	930
Community: Urban	7%	(40)	93%	(549)	589
Community: Suburban	5%	(46)	95%	(907)	953
Community: Rural	3%	(20)	97%	(639)	659
Employ: Private Sector	6%	(38)	94%	(608)	646
Employ: Government	5%	(8)	95%	(142)	150
Employ: Self-Employed	9%	(20)	91%	(196)	217
Employ: Homemaker	3%	(7)	97%	(195)	202
Employ: Student	6%	(6)	94%	(86)	92
Employ: Retired	1%	(5)	99%	(463)	468
Employ: Unemployed	4%	(11)	96%	(227)	237
Employ: Other	6%	(11)	94%	(178)	189
Military HH: Yes	5%	(20)	95%	(374)	394
Military HH: No	5%	(86)	95%	(1721)	1807
RD/WT: Right Direction	6%	(48)	94%	(747)	795
RD/WT: Wrong Track	4%	(57)	96%	(1348)	1406
Strongly Approve	5%	(24)	95%	(421)	445
Somewhat Approve	6%	(26)	94%	(415)	441
Somewhat Disapprove	5%	(14)	95%	(287)	301
Strongly Disapprove	4%	(39)	96%	(827)	866
Dont Know / No Opinion	2%	(2)	98%	(145)	147

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**Table BRD18\_13NET:** *In the past have you used any of the following? Please check all that apply. - Play Station Vue*

Demographic	Selected		Not Selected		Total N
Adults	5%	(106)	95%	(2095)	2201
#1 Issue: Economy	6%	(35)	94%	(543)	577
#1 Issue: Security	4%	(19)	96%	(414)	432
#1 Issue: Health Care	5%	(26)	95%	(461)	487
#1 Issue: Medicare / Social Security	2%	(5)	98%	(283)	288
#1 Issue: Women's Issues	3%	(4)	97%	(102)	106
#1 Issue: Education	7%	(9)	93%	(120)	129
#1 Issue: Energy	8%	(7)	92%	(77)	84
#1 Issue: Other	2%	(2)	98%	(97)	99
2016 Vote: Democrat Hillary Clinton	5%	(39)	95%	(695)	734
2016 Vote: Republican Donald Trump	3%	(25)	97%	(700)	725
2016 Vote: Someone else	7%	(15)	93%	(189)	204
2012 Vote: Barack Obama	6%	(53)	94%	(816)	869
2012 Vote: Mitt Romney	2%	(14)	98%	(560)	574
2012 Vote: Other	6%	(6)	94%	(85)	90
2012 Vote: Didn't Vote	5%	(33)	95%	(631)	664
4-Region: Northeast	5%	(19)	95%	(382)	402
4-Region: Midwest	3%	(12)	97%	(461)	474
4-Region: South	6%	(52)	94%	(763)	815
4-Region: West	4%	(22)	96%	(489)	511

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

**Table BRD18\_14NET:** *In the past have you used any of the following? Please check all that apply. - Other (Please specify):*

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2162)	2201
Gender: Male	2%	(23)	98%	(1037)	1060
Gender: Female	1%	(16)	99%	(1126)	1141
Age: 18-29	1%	(5)	99%	(442)	446
Age: 30-44	1%	(7)	99%	(582)	589
Age: 45-54	1%	(6)	99%	(378)	384
Age: 55-64	3%	(12)	97%	(372)	384
Age: 65+	2%	(10)	98%	(388)	398
PID: Dem (no lean)	2%	(13)	98%	(755)	769
PID: Ind (no lean)	2%	(18)	98%	(757)	775
PID: Rep (no lean)	1%	(8)	99%	(650)	658
PID/Gender: Dem Men	2%	(5)	98%	(326)	331
PID/Gender: Dem Women	2%	(8)	98%	(430)	438
PID/Gender: Ind Men	4%	(15)	96%	(382)	397
PID/Gender: Ind Women	1%	(3)	99%	(375)	378
PID/Gender: Rep Men	1%	(3)	99%	(329)	332
PID/Gender: Rep Women	2%	(5)	98%	(321)	326
Tea Party: Supporter	1%	(6)	99%	(544)	550
Tea Party: Not Supporter	2%	(33)	98%	(1601)	1634
Ideo: Liberal (1-3)	3%	(21)	97%	(751)	772
Ideo: Moderate (4)	2%	(7)	98%	(479)	486
Ideo: Conservative (5-7)	1%	(9)	99%	(656)	666
Educ: < College	2%	(31)	98%	(1536)	1567
Educ: Bachelors degree	2%	(7)	98%	(409)	416
Educ: Post-grad	—	(1)	100%	(218)	219
Income: Under 50k	2%	(26)	98%	(1266)	1292
Income: 50k-100k	2%	(11)	98%	(662)	673
Income: 100k+	1%	(2)	99%	(234)	236
Ethnicity: White	1%	(24)	99%	(1726)	1750
Ethnicity: Hispanic	2%	(7)	98%	(322)	329
Ethnicity: Afr. Am.	3%	(8)	97%	(261)	269

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**Table BRD18\_14NET:** *In the past have you used any of the following? Please check all that apply. - Other (Please specify):*

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2162)	2201
Ethnicity: Other	3%	(6)	97%	(176)	182
Relig: Protestant	2%	(12)	98%	(551)	563
Relig: Roman Catholic	1%	(6)	99%	(463)	468
Relig: Ath./Agn./None	1%	(8)	99%	(613)	621
Relig: Something Else	3%	(9)	97%	(300)	309
Relig: Evangelical	1%	(8)	99%	(610)	618
Relig: Non-Evang. Catholics	2%	(13)	98%	(639)	653
Relig: All Christian	2%	(21)	98%	(1249)	1270
Relig: All Non-Christian	2%	(17)	98%	(913)	930
Community: Urban	3%	(16)	97%	(573)	589
Community: Suburban	1%	(9)	99%	(944)	953
Community: Rural	2%	(14)	98%	(645)	659
Employ: Private Sector	2%	(12)	98%	(634)	646
Employ: Government	1%	(2)	99%	(148)	150
Employ: Self-Employed	1%	(2)	99%	(215)	217
Employ: Homemaker	1%	(1)	99%	(201)	202
Employ: Student	3%	(3)	97%	(89)	92
Employ: Retired	3%	(12)	97%	(456)	468
Employ: Unemployed	1%	(1)	99%	(236)	237
Employ: Other	3%	(5)	97%	(184)	189
Military HH: Yes	2%	(9)	98%	(386)	394
Military HH: No	2%	(30)	98%	(1777)	1807
RD/WT: Right Direction	1%	(5)	99%	(790)	795
RD/WT: Wrong Track	2%	(33)	98%	(1372)	1406
Strongly Approve	1%	(3)	99%	(442)	445
Somewhat Approve	3%	(12)	97%	(429)	441
Somewhat Disapprove	2%	(6)	98%	(296)	301
Strongly Disapprove	2%	(16)	98%	(850)	866
Dont Know / No Opinion	2%	(3)	98%	(144)	147

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**Table BRD18\_14NET:** *In the past have you used any of the following? Please check all that apply. - Other (Please specify):*

Demographic	Selected		Not Selected		Total N
Adults	2%	(39)	98%	(2162)	2201
#1 Issue: Economy	1%	(8)	99%	(569)	577
#1 Issue: Security	1%	(6)	99%	(426)	432
#1 Issue: Health Care	2%	(8)	98%	(478)	487
#1 Issue: Medicare / Social Security	3%	(8)	97%	(280)	288
#1 Issue: Women's Issues	—	(0)	100%	(105)	106
#1 Issue: Education	2%	(3)	98%	(125)	129
#1 Issue: Energy	1%	(1)	99%	(83)	84
#1 Issue: Other	3%	(3)	97%	(96)	99
2016 Vote: Democrat Hillary Clinton	2%	(12)	98%	(721)	734
2016 Vote: Republican Donald Trump	1%	(7)	99%	(718)	725
2016 Vote: Someone else	4%	(9)	96%	(196)	204
2012 Vote: Barack Obama	2%	(14)	98%	(856)	869
2012 Vote: Mitt Romney	1%	(6)	99%	(568)	574
2012 Vote: Other	—	(0)	100%	(90)	90
2012 Vote: Didn't Vote	3%	(19)	97%	(645)	664
4-Region: Northeast	1%	(4)	99%	(398)	402
4-Region: Midwest	2%	(9)	98%	(465)	474
4-Region: South	1%	(10)	99%	(805)	815
4-Region: West	3%	(16)	97%	(495)	511

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

**Table BRD18\_15NET:** *In the past have you used any of the following? Please check all that apply. - None of the above*

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1812)	2201
Gender: Male	18%	(188)	82%	(871)	1060
Gender: Female	18%	(200)	82%	(941)	1141
Age: 18-29	7%	(31)	93%	(415)	446
Age: 30-44	8%	(46)	92%	(542)	589
Age: 45-54	16%	(63)	84%	(320)	384
Age: 55-64	25%	(97)	75%	(288)	384
Age: 65+	38%	(151)	62%	(247)	398
PID: Dem (no lean)	15%	(118)	85%	(650)	769
PID: Ind (no lean)	17%	(133)	83%	(642)	775
PID: Rep (no lean)	21%	(137)	79%	(520)	658
PID/Gender: Dem Men	14%	(47)	86%	(284)	331
PID/Gender: Dem Women	16%	(71)	84%	(366)	438
PID/Gender: Ind Men	16%	(64)	84%	(333)	397
PID/Gender: Ind Women	18%	(70)	82%	(308)	378
PID/Gender: Rep Men	23%	(78)	77%	(254)	332
PID/Gender: Rep Women	18%	(59)	82%	(267)	326
Tea Party: Supporter	12%	(68)	88%	(482)	550
Tea Party: Not Supporter	19%	(317)	81%	(1318)	1634
Ideo: Liberal (1-3)	10%	(81)	90%	(692)	772
Ideo: Moderate (4)	19%	(90)	81%	(396)	486
Ideo: Conservative (5-7)	23%	(153)	77%	(513)	666
Educ: < College	18%	(283)	82%	(1284)	1567
Educ: Bachelors degree	17%	(69)	83%	(347)	416
Educ: Post-grad	17%	(37)	83%	(182)	219
Income: Under 50k	20%	(256)	80%	(1036)	1292
Income: 50k-100k	14%	(97)	86%	(576)	673
Income: 100k+	15%	(36)	85%	(200)	236
Ethnicity: White	19%	(325)	81%	(1425)	1750
Ethnicity: Hispanic	11%	(38)	89%	(292)	329
Ethnicity: Afr. Am.	12%	(33)	88%	(236)	269

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**Table BRD18\_15NET:** *In the past have you used any of the following? Please check all that apply. - None of the above*

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1812)	2201
Ethnicity: Other	17%	(31)	83%	(151)	182
Relig: Protestant	22%	(126)	78%	(438)	563
Relig: Roman Catholic	19%	(91)	81%	(377)	468
Relig: Ath./Agn./None	15%	(92)	85%	(529)	621
Relig: Something Else	14%	(44)	86%	(265)	309
Relig: Evangelical	18%	(114)	82%	(504)	618
Relig: Non-Evang. Catholics	21%	(138)	79%	(515)	653
Relig: All Christian	20%	(252)	80%	(1018)	1270
Relig: All Non-Christian	15%	(136)	85%	(793)	930
Community: Urban	16%	(96)	84%	(493)	589
Community: Suburban	17%	(160)	83%	(793)	953
Community: Rural	20%	(133)	80%	(527)	659
Employ: Private Sector	12%	(79)	88%	(567)	646
Employ: Government	9%	(13)	91%	(136)	150
Employ: Self-Employed	8%	(18)	92%	(199)	217
Employ: Homemaker	12%	(25)	88%	(177)	202
Employ: Student	11%	(10)	89%	(82)	92
Employ: Retired	36%	(167)	64%	(302)	468
Employ: Unemployed	18%	(44)	82%	(194)	237
Employ: Other	17%	(33)	83%	(156)	189
Military HH: Yes	25%	(99)	75%	(295)	394
Military HH: No	16%	(289)	84%	(1517)	1807
RD/WT: Right Direction	20%	(160)	80%	(635)	795
RD/WT: Wrong Track	16%	(228)	84%	(1177)	1406
Strongly Approve	22%	(98)	78%	(348)	445
Somewhat Approve	17%	(74)	83%	(367)	441
Somewhat Disapprove	12%	(36)	88%	(265)	301
Strongly Disapprove	16%	(139)	84%	(728)	866
Dont Know / No Opinion	29%	(43)	71%	(105)	147

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**Table BRD18\_15NET:** *In the past have you used any of the following? Please check all that apply. - None of the above*

Demographic	Selected		Not Selected		Total N
Adults	18%	(389)	82%	(1812)	2201
#1 Issue: Economy	14%	(83)	86%	(494)	577
#1 Issue: Security	17%	(73)	83%	(359)	432
#1 Issue: Health Care	18%	(87)	82%	(399)	487
#1 Issue: Medicare / Social Security	31%	(90)	69%	(198)	288
#1 Issue: Women's Issues	8%	(8)	92%	(97)	106
#1 Issue: Education	10%	(12)	90%	(116)	129
#1 Issue: Energy	10%	(9)	90%	(75)	84
#1 Issue: Other	26%	(25)	74%	(74)	99
2016 Vote: Democrat Hillary Clinton	16%	(115)	84%	(619)	734
2016 Vote: Republican Donald Trump	22%	(156)	78%	(569)	725
2016 Vote: Someone else	17%	(36)	83%	(169)	204
2012 Vote: Barack Obama	17%	(147)	83%	(722)	869
2012 Vote: Mitt Romney	24%	(137)	76%	(437)	574
2012 Vote: Other	20%	(18)	80%	(73)	90
2012 Vote: Didn't Vote	13%	(87)	87%	(577)	664
4-Region: Northeast	17%	(67)	83%	(335)	402
4-Region: Midwest	19%	(91)	81%	(382)	474
4-Region: South	18%	(149)	82%	(666)	815
4-Region: West	16%	(82)	84%	(430)	511

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

**Table BRD19\_1: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Amount of shows and movies available*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	40%	(502)	44%	(550)	10%	(130)	2%	(28)	3%	(32)	1243
Gender: Male	40%	(222)	44%	(244)	10%	(54)	3%	(17)	4%	(20)	557
Gender: Female	41%	(280)	45%	(306)	11%	(76)	2%	(11)	2%	(12)	686
Age: 18-29	48%	(148)	34%	(107)	15%	(45)	2%	(5)	2%	(5)	310
Age: 30-44	43%	(171)	45%	(178)	9%	(38)	2%	(8)	1%	(4)	399
Age: 45-54	33%	(70)	51%	(106)	12%	(24)	3%	(5)	2%	(4)	210
Age: 55-64	38%	(68)	47%	(86)	9%	(16)	3%	(5)	4%	(7)	181
Age: 65+	31%	(45)	52%	(74)	5%	(6)	4%	(5)	9%	(13)	142
PID: Dem (no lean)	44%	(204)	43%	(199)	9%	(41)	1%	(5)	3%	(13)	462
PID: Ind (no lean)	37%	(156)	45%	(191)	13%	(57)	3%	(12)	2%	(8)	424
PID: Rep (no lean)	40%	(142)	45%	(160)	9%	(32)	3%	(11)	3%	(11)	357
PID/Gender: Dem Men	49%	(88)	37%	(67)	8%	(15)	2%	(3)	5%	(9)	182
PID/Gender: Dem Women	41%	(116)	47%	(132)	9%	(26)	1%	(2)	1%	(4)	280
PID/Gender: Ind Men	35%	(70)	47%	(95)	13%	(26)	3%	(6)	3%	(6)	202
PID/Gender: Ind Women	39%	(86)	43%	(96)	14%	(31)	3%	(6)	1%	(3)	222
PID/Gender: Rep Men	37%	(64)	48%	(83)	8%	(13)	5%	(8)	3%	(6)	173
PID/Gender: Rep Women	43%	(78)	42%	(77)	10%	(19)	2%	(3)	3%	(6)	184
Tea Party: Supporter	47%	(159)	41%	(138)	9%	(29)	1%	(5)	2%	(8)	339
Tea Party: Not Supporter	38%	(342)	46%	(409)	11%	(99)	3%	(23)	3%	(25)	899
Ideo: Liberal (1-3)	41%	(205)	43%	(214)	12%	(58)	2%	(8)	2%	(12)	497
Ideo: Moderate (4)	39%	(106)	46%	(126)	8%	(23)	3%	(9)	3%	(9)	273
Ideo: Conservative (5-7)	40%	(139)	45%	(157)	9%	(32)	3%	(9)	3%	(9)	346
Educ: < College	43%	(370)	41%	(352)	11%	(91)	2%	(19)	3%	(26)	858
Educ: Bachelors degree	35%	(91)	51%	(133)	11%	(28)	2%	(5)	1%	(3)	259
Educ: Post-grad	33%	(42)	52%	(66)	9%	(11)	3%	(4)	3%	(3)	126
Income: Under 50k	44%	(295)	40%	(269)	11%	(75)	2%	(13)	2%	(13)	665
Income: 50k-100k	36%	(153)	49%	(208)	10%	(41)	3%	(12)	3%	(13)	427
Income: 100k+	36%	(54)	49%	(74)	9%	(14)	2%	(3)	4%	(7)	150

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**Table BRD19\_1: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Amount of shows and movies available*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	40% (502)	44% (550)	10% (130)	2% (28)	3% (32)	1243
Ethnicity: White	39% (386)	46% (460)	10% (97)	2% (19)	3% (27)	989
Ethnicity: Hispanic	44% (88)	40% (81)	14% (29)	1% (2)	1% (3)	202
Ethnicity: Afr. Am.	45% (70)	36% (55)	14% (22)	3% (5)	2% (3)	154
Ethnicity: Other	47% (46)	35% (35)	11% (11)	5% (5)	2% (2)	100
Relig: Protestant	38% (116)	47% (140)	10% (29)	2% (5)	4% (11)	301
Relig: Roman Catholic	47% (119)	40% (102)	7% (18)	1% (3)	4% (11)	253
Relig: Ath./Agn./None	38% (139)	46% (167)	12% (44)	3% (10)	2% (7)	366
Relig: Something Else	35% (65)	46% (85)	13% (24)	4% (8)	2% (3)	185
Relig: Evangelical	44% (149)	43% (147)	10% (34)	1% (5)	2% (8)	342
Relig: Non-Evang. Catholics	43% (148)	43% (151)	8% (28)	2% (6)	4% (15)	348
Relig: All Christian	43% (297)	43% (298)	9% (62)	2% (10)	3% (23)	691
Relig: All Non-Christian	37% (204)	46% (252)	12% (68)	3% (18)	2% (9)	551
Community: Urban	41% (131)	41% (131)	11% (36)	2% (6)	4% (13)	317
Community: Suburban	39% (222)	48% (276)	11% (60)	1% (8)	1% (7)	572
Community: Rural	42% (150)	40% (143)	10% (34)	4% (14)	4% (12)	354
Employ: Private Sector	37% (156)	47% (195)	13% (52)	2% (7)	2% (9)	419
Employ: Government	49% (50)	40% (41)	8% (8)	1% (1)	1% (1)	102
Employ: Self-Employed	37% (50)	44% (59)	13% (17)	5% (6)	1% (2)	133
Employ: Homemaker	49% (70)	40% (57)	9% (12)	2% (3)	— (0)	141
Employ: Student	40% (21)	41% (22)	15% (8)	4% (2)	— (0)	53
Employ: Retired	33% (61)	51% (96)	6% (10)	2% (4)	8% (15)	187
Employ: Unemployed	43% (48)	44% (49)	11% (12)	2% (2)	1% (1)	112
Employ: Other	49% (47)	32% (31)	10% (10)	4% (4)	4% (4)	95
Military HH: Yes	36% (76)	47% (99)	9% (19)	3% (6)	5% (11)	211
Military HH: No	41% (426)	44% (451)	11% (111)	2% (23)	2% (21)	1032
RD/WT: Right Direction	48% (197)	41% (166)	6% (26)	2% (7)	3% (12)	408
RD/WT: Wrong Track	37% (306)	46% (384)	12% (104)	3% (21)	2% (21)	835

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**Table BRD19\_1: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Amount of shows and movies available*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	40%	(502)	44%	(550)	10%	(130)	2%	(28)	3%	(32)	1243
Strongly Approve	47%	(103)	41%	(89)	7%	(14)	3%	(6)	2%	(5)	219
Somewhat Approve	36%	(93)	48%	(124)	14%	(35)	2%	(5)	—	(1)	258
Somewhat Disapprove	43%	(75)	45%	(78)	9%	(15)	—	(1)	3%	(6)	175
Strongly Disapprove	39%	(206)	44%	(235)	11%	(57)	3%	(14)	3%	(16)	529
Dont Know / No Opinion	39%	(24)	38%	(24)	12%	(8)	3%	(2)	7%	(4)	62
#1 Issue: Economy	39%	(140)	44%	(157)	11%	(39)	3%	(10)	3%	(13)	359
#1 Issue: Security	46%	(101)	44%	(98)	5%	(11)	3%	(6)	2%	(4)	220
#1 Issue: Health Care	39%	(113)	45%	(130)	13%	(38)	1%	(3)	1%	(3)	287
#1 Issue: Medicare / Social Security	34%	(42)	46%	(57)	9%	(11)	3%	(4)	7%	(9)	123
#1 Issue: Women's Issues	49%	(37)	40%	(30)	10%	(7)	1%	(1)	1%	(1)	76
#1 Issue: Education	46%	(40)	39%	(34)	11%	(9)	2%	(2)	2%	(1)	86
2016 Vote: Democrat Hillary Clinton	40%	(181)	46%	(209)	10%	(44)	2%	(7)	2%	(10)	451
2016 Vote: Republican Donald Trump	42%	(165)	44%	(171)	9%	(34)	2%	(10)	3%	(10)	391
2016 Vote: Someone else	41%	(50)	43%	(53)	11%	(14)	2%	(2)	3%	(3)	122
2012 Vote: Barack Obama	41%	(210)	46%	(234)	9%	(44)	2%	(9)	3%	(13)	510
2012 Vote: Mitt Romney	38%	(113)	49%	(145)	9%	(27)	2%	(6)	2%	(7)	298
2012 Vote: Didn't Vote	41%	(157)	38%	(147)	15%	(57)	3%	(11)	3%	(12)	385
4-Region: Northeast	41%	(98)	44%	(104)	8%	(18)	3%	(7)	4%	(9)	237
4-Region: Midwest	35%	(92)	47%	(122)	15%	(39)	2%	(4)	1%	(3)	261
4-Region: South	42%	(196)	45%	(210)	8%	(36)	2%	(8)	3%	(14)	465
4-Region: West	41%	(115)	41%	(114)	13%	(36)	3%	(8)	2%	(6)	280

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

**Table BRD19\_4: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Quality of shows and movies available*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	42%	(522)	45%	(555)	9%	(114)	2%	(26)	2%	(27)	1243
Gender: Male	43%	(238)	43%	(238)	9%	(51)	3%	(18)	2%	(12)	557
Gender: Female	41%	(284)	46%	(317)	9%	(63)	1%	(8)	2%	(14)	686
Age: 18-29	51%	(160)	37%	(113)	10%	(32)	1%	(3)	1%	(2)	310
Age: 30-44	46%	(184)	44%	(174)	7%	(29)	2%	(8)	1%	(4)	399
Age: 45-54	36%	(75)	48%	(100)	12%	(26)	3%	(7)	1%	(2)	210
Age: 55-64	39%	(72)	47%	(85)	8%	(14)	2%	(4)	4%	(7)	181
Age: 65+	23%	(32)	57%	(82)	9%	(13)	3%	(4)	9%	(13)	142
PID: Dem (no lean)	47%	(215)	42%	(195)	8%	(35)	1%	(7)	2%	(10)	462
PID: Ind (no lean)	39%	(166)	47%	(199)	10%	(41)	3%	(11)	2%	(8)	424
PID: Rep (no lean)	39%	(141)	45%	(161)	11%	(38)	2%	(8)	3%	(9)	357
PID/Gender: Dem Men	50%	(91)	36%	(65)	8%	(14)	3%	(6)	3%	(6)	182
PID/Gender: Dem Women	45%	(125)	46%	(129)	8%	(21)	—	(1)	1%	(4)	280
PID/Gender: Ind Men	41%	(83)	45%	(90)	9%	(19)	3%	(7)	2%	(3)	202
PID/Gender: Ind Women	37%	(83)	49%	(109)	10%	(22)	2%	(4)	2%	(5)	222
PID/Gender: Rep Men	37%	(65)	48%	(82)	10%	(18)	3%	(5)	2%	(3)	173
PID/Gender: Rep Women	41%	(76)	43%	(79)	11%	(20)	2%	(3)	3%	(6)	184
Tea Party: Supporter	48%	(163)	38%	(129)	10%	(35)	2%	(6)	1%	(5)	339
Tea Party: Not Supporter	40%	(358)	47%	(421)	9%	(77)	2%	(20)	2%	(22)	899
Ideo: Liberal (1-3)	44%	(217)	42%	(210)	10%	(48)	2%	(12)	2%	(10)	497
Ideo: Moderate (4)	40%	(110)	48%	(131)	7%	(19)	1%	(4)	3%	(9)	273
Ideo: Conservative (5-7)	39%	(135)	47%	(163)	10%	(35)	2%	(8)	1%	(5)	346
Educ: < College	44%	(379)	41%	(354)	10%	(84)	2%	(18)	3%	(23)	858
Educ: Bachelors degree	38%	(98)	52%	(136)	7%	(17)	2%	(6)	1%	(3)	259
Educ: Post-grad	35%	(45)	51%	(64)	10%	(12)	2%	(3)	1%	(2)	126
Income: Under 50k	46%	(307)	41%	(271)	10%	(65)	2%	(14)	1%	(9)	665
Income: 50k-100k	36%	(153)	50%	(215)	8%	(36)	2%	(9)	3%	(14)	427
Income: 100k+	41%	(62)	45%	(68)	9%	(13)	2%	(4)	3%	(4)	150

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**Table BRD19\_4: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Quality of shows and movies available*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	42% (522)	45% (555)	9% (114)	2% (26)	2% (27)	1243
Ethnicity: White	40% (393)	46% (460)	9% (91)	2% (19)	3% (26)	989
Ethnicity: Hispanic	51% (102)	39% (78)	10% (20)	1% (1)	— (0)	202
Ethnicity: Afr. Am.	51% (79)	37% (57)	9% (13)	3% (5)	— (0)	154
Ethnicity: Other	50% (50)	38% (37)	9% (9)	2% (2)	1% (1)	100
Relig: Protestant	37% (111)	47% (143)	11% (33)	1% (4)	3% (10)	301
Relig: Roman Catholic	47% (118)	42% (106)	6% (15)	1% (4)	4% (10)	253
Relig: Ath./Agn./None	44% (161)	43% (157)	10% (35)	2% (9)	1% (4)	366
Relig: Something Else	38% (70)	48% (88)	9% (17)	4% (8)	1% (2)	185
Relig: Evangelical	43% (146)	44% (150)	10% (35)	1% (5)	2% (6)	342
Relig: Non-Evang. Catholics	41% (143)	46% (160)	7% (26)	1% (5)	4% (14)	348
Relig: All Christian	42% (289)	45% (310)	9% (61)	1% (10)	3% (20)	691
Relig: All Non-Christian	42% (231)	44% (245)	9% (52)	3% (16)	1% (6)	551
Community: Urban	50% (157)	38% (120)	8% (24)	2% (6)	3% (9)	317
Community: Suburban	38% (220)	51% (289)	8% (47)	2% (10)	1% (6)	572
Community: Rural	41% (145)	41% (145)	12% (43)	3% (10)	3% (11)	354
Employ: Private Sector	39% (165)	48% (200)	10% (41)	2% (6)	1% (6)	419
Employ: Government	48% (49)	38% (39)	11% (11)	3% (3)	— (0)	102
Employ: Self-Employed	36% (48)	50% (67)	10% (13)	3% (4)	1% (2)	133
Employ: Homemaker	55% (78)	34% (47)	9% (13)	2% (3)	— (0)	141
Employ: Student	52% (27)	37% (20)	7% (4)	4% (2)	— (0)	53
Employ: Retired	28% (53)	55% (103)	7% (13)	1% (3)	8% (15)	187
Employ: Unemployed	48% (54)	38% (43)	10% (11)	2% (2)	2% (2)	112
Employ: Other	51% (48)	37% (35)	7% (7)	3% (3)	2% (1)	95
Military HH: Yes	38% (80)	45% (95)	9% (20)	4% (8)	4% (9)	211
Military HH: No	43% (442)	45% (460)	9% (94)	2% (18)	2% (18)	1032
RD/WT: Right Direction	47% (193)	40% (165)	9% (36)	2% (9)	2% (6)	408
RD/WT: Wrong Track	39% (329)	47% (390)	9% (78)	2% (17)	2% (21)	835

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**Table BRD19\_4: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Quality of shows and movies available*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	42% (522)	45% (555)	9% (114)	2% (26)	2% (27)	1243
Strongly Approve	46% (101)	41% (89)	10% (21)	2% (5)	1% (2)	219
Somewhat Approve	38% (98)	47% (122)	13% (33)	1% (3)	1% (2)	258
Somewhat Disapprove	43% (76)	46% (81)	7% (12)	1% (3)	2% (4)	175
Strongly Disapprove	42% (222)	45% (239)	8% (42)	2% (13)	3% (13)	529
Dont Know / No Opinion	41% (25)	39% (24)	8% (5)	3% (2)	9% (5)	62
#1 Issue: Economy	42% (149)	45% (161)	10% (34)	1% (5)	2% (9)	359
#1 Issue: Security	45% (98)	44% (96)	7% (16)	3% (7)	1% (3)	220
#1 Issue: Health Care	42% (121)	46% (133)	8% (24)	2% (6)	1% (4)	287
#1 Issue: Medicare / Social Security	32% (39)	48% (59)	11% (14)	2% (2)	7% (9)	123
#1 Issue: Women's Issues	47% (36)	46% (35)	6% (4)	— (0)	1% (1)	76
#1 Issue: Education	52% (45)	34% (29)	11% (9)	4% (3)	— (0)	86
2016 Vote: Democrat Hillary Clinton	43% (195)	46% (206)	8% (35)	2% (8)	1% (6)	451
2016 Vote: Republican Donald Trump	43% (168)	43% (169)	10% (37)	2% (8)	2% (9)	391
2016 Vote: Someone else	41% (50)	44% (54)	8% (10)	4% (5)	3% (3)	122
2012 Vote: Barack Obama	44% (224)	44% (225)	8% (42)	2% (12)	2% (8)	510
2012 Vote: Mitt Romney	35% (103)	50% (148)	11% (34)	2% (6)	2% (7)	298
2012 Vote: Didn't Vote	47% (180)	41% (158)	7% (29)	2% (6)	3% (12)	385
4-Region: Northeast	43% (103)	46% (109)	4% (11)	3% (7)	3% (7)	237
4-Region: Midwest	36% (94)	47% (123)	15% (40)	1% (1)	1% (2)	261
4-Region: South	44% (204)	42% (194)	10% (46)	2% (9)	3% (12)	465
4-Region: West	43% (121)	46% (128)	6% (17)	3% (9)	2% (5)	280

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

**Table BRD19\_5: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
 Speed

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	43%	(536)	44%	(542)	9%	(111)	2%	(31)	2%	(23)	1243
Gender: Male	41%	(229)	44%	(246)	9%	(51)	3%	(19)	2%	(12)	557
Gender: Female	45%	(307)	43%	(296)	9%	(60)	2%	(12)	2%	(11)	686
Age: 18-29	45%	(140)	44%	(135)	7%	(23)	3%	(9)	1%	(4)	310
Age: 30-44	50%	(199)	38%	(153)	9%	(37)	2%	(7)	1%	(3)	399
Age: 45-54	39%	(81)	48%	(101)	7%	(16)	4%	(9)	2%	(3)	210
Age: 55-64	39%	(70)	44%	(79)	12%	(22)	2%	(4)	3%	(6)	181
Age: 65+	32%	(46)	51%	(73)	10%	(14)	1%	(2)	5%	(7)	142
PID: Dem (no lean)	48%	(223)	41%	(189)	7%	(34)	2%	(8)	2%	(7)	462
PID: Ind (no lean)	38%	(162)	48%	(202)	10%	(44)	3%	(11)	1%	(5)	424
PID: Rep (no lean)	42%	(151)	42%	(151)	9%	(33)	3%	(12)	3%	(11)	357
PID/Gender: Dem Men	47%	(85)	42%	(76)	7%	(12)	3%	(5)	2%	(3)	182
PID/Gender: Dem Women	49%	(138)	40%	(112)	8%	(22)	1%	(3)	1%	(4)	280
PID/Gender: Ind Men	38%	(76)	48%	(96)	11%	(21)	2%	(4)	2%	(4)	202
PID/Gender: Ind Women	38%	(85)	48%	(107)	10%	(23)	3%	(7)	—	(1)	222
PID/Gender: Rep Men	39%	(68)	43%	(74)	10%	(18)	6%	(10)	2%	(4)	173
PID/Gender: Rep Women	46%	(84)	42%	(77)	8%	(15)	1%	(2)	4%	(7)	184
Tea Party: Supporter	48%	(164)	39%	(131)	9%	(30)	2%	(8)	2%	(5)	339
Tea Party: Not Supporter	41%	(368)	46%	(411)	9%	(80)	3%	(23)	2%	(18)	899
Ideo: Liberal (1-3)	45%	(221)	41%	(201)	11%	(53)	2%	(11)	2%	(11)	497
Ideo: Moderate (4)	44%	(119)	43%	(119)	6%	(18)	3%	(9)	3%	(9)	273
Ideo: Conservative (5-7)	41%	(141)	47%	(163)	8%	(29)	3%	(9)	1%	(3)	346
Educ: < College	47%	(399)	41%	(347)	8%	(67)	3%	(23)	2%	(21)	858
Educ: Bachelors degree	36%	(93)	50%	(131)	11%	(29)	2%	(5)	1%	(2)	259
Educ: Post-grad	36%	(45)	51%	(64)	12%	(15)	2%	(2)	—	(1)	126
Income: Under 50k	47%	(315)	41%	(273)	8%	(55)	2%	(16)	1%	(7)	665
Income: 50k-100k	37%	(158)	48%	(204)	9%	(40)	3%	(12)	3%	(13)	427
Income: 100k+	42%	(63)	43%	(65)	11%	(16)	2%	(3)	2%	(3)	150

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**Table BRD19\_5: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Speed*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	43% (536)	44% (542)	9% (111)	2% (31)	2% (23)	1243
Ethnicity: White	43% (424)	44% (434)	9% (87)	2% (23)	2% (21)	989
Ethnicity: Hispanic	49% (100)	40% (81)	8% (17)	1% (3)	1% (2)	202
Ethnicity: Afr. Am.	44% (68)	42% (65)	9% (14)	4% (5)	1% (2)	154
Ethnicity: Other	45% (45)	43% (43)	9% (9)	2% (2)	1% (1)	100
Relig: Protestant	43% (129)	43% (130)	8% (24)	3% (9)	3% (9)	301
Relig: Roman Catholic	42% (107)	43% (109)	10% (26)	3% (7)	2% (4)	253
Relig: Ath./Agn./None	43% (158)	43% (159)	9% (34)	2% (7)	2% (7)	366
Relig: Something Else	41% (75)	48% (89)	7% (13)	3% (5)	1% (2)	185
Relig: Evangelical	47% (160)	41% (139)	9% (30)	2% (8)	1% (5)	342
Relig: Non-Evang. Catholics	40% (141)	44% (155)	10% (33)	3% (11)	2% (9)	348
Relig: All Christian	44% (301)	43% (294)	9% (63)	3% (19)	2% (14)	691
Relig: All Non-Christian	42% (234)	45% (248)	9% (48)	2% (12)	2% (10)	551
Community: Urban	47% (150)	40% (128)	8% (24)	2% (7)	3% (8)	317
Community: Suburban	43% (244)	46% (261)	9% (52)	2% (11)	1% (5)	572
Community: Rural	40% (143)	43% (154)	10% (35)	4% (12)	3% (10)	354
Employ: Private Sector	43% (180)	45% (188)	8% (33)	3% (13)	1% (5)	419
Employ: Government	47% (48)	39% (40)	9% (9)	3% (3)	2% (2)	102
Employ: Self-Employed	40% (54)	45% (60)	11% (15)	2% (2)	2% (3)	133
Employ: Homemaker	55% (78)	36% (51)	5% (7)	3% (4)	1% (1)	141
Employ: Student	41% (22)	46% (24)	9% (5)	3% (2)	— (0)	53
Employ: Retired	35% (65)	50% (93)	9% (17)	1% (2)	5% (10)	187
Employ: Unemployed	42% (48)	46% (52)	6% (7)	4% (4)	1% (2)	112
Employ: Other	45% (42)	38% (36)	17% (16)	— (0)	1% (1)	95
Military HH: Yes	41% (87)	49% (103)	6% (12)	2% (4)	2% (5)	211
Military HH: No	44% (450)	43% (439)	10% (98)	3% (26)	2% (18)	1032
RD/WT: Right Direction	47% (193)	39% (161)	9% (35)	2% (10)	2% (9)	408
RD/WT: Wrong Track	41% (344)	46% (381)	9% (75)	3% (21)	2% (14)	835

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**Table BRD19\_5: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Speed*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	43% (536)	44% (542)	9% (111)	2% (31)	2% (23)	1243
Strongly Approve	44% (96)	40% (87)	10% (22)	4% (8)	2% (4)	219
Somewhat Approve	41% (107)	48% (125)	7% (18)	2% (6)	1% (2)	258
Somewhat Disapprove	43% (76)	45% (79)	9% (16)	1% (2)	1% (2)	175
Strongly Disapprove	44% (234)	42% (223)	9% (49)	3% (13)	2% (10)	529
Dont Know / No Opinion	39% (24)	44% (27)	9% (6)	1% (1)	7% (4)	62
#1 Issue: Economy	44% (157)	43% (156)	8% (29)	2% (9)	2% (7)	359
#1 Issue: Security	44% (96)	44% (98)	7% (15)	3% (7)	2% (4)	220
#1 Issue: Health Care	42% (121)	45% (129)	9% (27)	2% (6)	2% (5)	287
#1 Issue: Medicare / Social Security	40% (50)	42% (52)	10% (12)	3% (4)	5% (6)	123
#1 Issue: Women's Issues	50% (38)	32% (25)	15% (11)	2% (2)	— (0)	76
#1 Issue: Education	51% (44)	37% (32)	9% (8)	3% (3)	— (0)	86
2016 Vote: Democrat Hillary Clinton	44% (196)	43% (195)	10% (44)	2% (8)	2% (8)	451
2016 Vote: Republican Donald Trump	45% (176)	42% (163)	8% (33)	3% (12)	2% (6)	391
2016 Vote: Someone else	47% (57)	39% (48)	9% (11)	2% (3)	2% (3)	122
2012 Vote: Barack Obama	44% (227)	43% (220)	9% (46)	2% (10)	2% (8)	510
2012 Vote: Mitt Romney	40% (119)	44% (131)	10% (31)	4% (11)	2% (5)	298
2012 Vote: Didn't Vote	46% (177)	41% (159)	8% (30)	2% (9)	3% (10)	385
4-Region: Northeast	46% (108)	41% (98)	9% (22)	2% (6)	1% (3)	237
4-Region: Midwest	41% (106)	45% (119)	8% (22)	4% (11)	1% (3)	261
4-Region: South	43% (201)	45% (208)	8% (36)	2% (9)	2% (11)	465
4-Region: West	43% (121)	42% (117)	11% (31)	2% (4)	2% (6)	280

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

**Table BRD19\_6: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**  
*Streaming quality*

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	46%	(568)	44%	(549)	7%	(87)	1%	(13)	2%	(25)	1243
Gender: Male	45%	(249)	43%	(242)	8%	(42)	2%	(9)	3%	(15)	557
Gender: Female	47%	(319)	45%	(308)	7%	(45)	1%	(4)	1%	(10)	686
Age: 18-29	48%	(150)	39%	(122)	9%	(28)	1%	(4)	2%	(5)	310
Age: 30-44	50%	(201)	42%	(169)	6%	(22)	1%	(4)	1%	(3)	399
Age: 45-54	40%	(85)	49%	(102)	7%	(16)	2%	(5)	1%	(3)	210
Age: 55-64	42%	(76)	48%	(86)	7%	(13)	—	(0)	4%	(7)	181
Age: 65+	39%	(56)	49%	(70)	6%	(9)	—	(0)	5%	(7)	142
PID: Dem (no lean)	49%	(226)	43%	(198)	6%	(29)	—	(2)	1%	(7)	462
PID: Ind (no lean)	44%	(186)	45%	(191)	9%	(36)	1%	(6)	1%	(5)	424
PID: Rep (no lean)	44%	(156)	45%	(160)	6%	(23)	2%	(6)	4%	(14)	357
PID/Gender: Dem Men	53%	(96)	38%	(69)	6%	(11)	—	(1)	3%	(5)	182
PID/Gender: Dem Women	46%	(130)	46%	(129)	6%	(17)	—	(1)	1%	(2)	280
PID/Gender: Ind Men	43%	(87)	45%	(90)	9%	(18)	2%	(3)	2%	(3)	202
PID/Gender: Ind Women	45%	(99)	46%	(101)	8%	(18)	1%	(3)	1%	(1)	222
PID/Gender: Rep Men	38%	(66)	48%	(83)	7%	(13)	3%	(5)	4%	(7)	173
PID/Gender: Rep Women	49%	(90)	42%	(77)	5%	(10)	—	(1)	3%	(6)	184
Tea Party: Supporter	49%	(167)	42%	(142)	6%	(19)	1%	(2)	3%	(9)	339
Tea Party: Not Supporter	44%	(398)	45%	(406)	8%	(68)	1%	(11)	2%	(16)	899
Ideo: Liberal (1-3)	48%	(240)	40%	(197)	9%	(46)	1%	(4)	2%	(10)	497
Ideo: Moderate (4)	42%	(114)	48%	(130)	5%	(14)	2%	(5)	4%	(10)	273
Ideo: Conservative (5-7)	45%	(155)	47%	(164)	5%	(18)	1%	(4)	1%	(4)	346
Educ: < College	47%	(405)	42%	(363)	7%	(57)	1%	(12)	2%	(21)	858
Educ: Bachelors degree	43%	(113)	47%	(121)	8%	(21)	—	(1)	1%	(3)	259
Educ: Post-grad	40%	(51)	51%	(65)	7%	(9)	—	(1)	—	(0)	126
Income: Under 50k	49%	(327)	41%	(275)	7%	(49)	1%	(6)	1%	(8)	665
Income: 50k-100k	40%	(170)	49%	(209)	7%	(29)	1%	(6)	3%	(13)	427
Income: 100k+	48%	(72)	43%	(65)	6%	(10)	—	(1)	2%	(4)	150

Continued on next page

**Table BRD19\_6:** Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?  
 Streaming quality

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	46% (568)	44% (549)	7% (87)	1% (13)	2% (25)	1243
Ethnicity: White	45% (444)	45% (446)	7% (65)	1% (12)	2% (22)	989
Ethnicity: Hispanic	47% (94)	45% (91)	7% (15)	— (1)	1% (1)	202
Ethnicity: Afr. Am.	49% (75)	41% (64)	9% (13)	— (0)	1% (2)	154
Ethnicity: Other	49% (49)	40% (40)	9% (9)	1% (1)	1% (1)	100
Relig: Protestant	46% (139)	44% (133)	6% (17)	1% (3)	3% (10)	301
Relig: Roman Catholic	48% (122)	43% (109)	6% (14)	1% (2)	2% (5)	253
Relig: Ath./Agn./None	44% (162)	45% (165)	8% (29)	1% (5)	1% (5)	366
Relig: Something Else	42% (78)	46% (84)	9% (17)	1% (2)	2% (3)	185
Relig: Evangelical	49% (167)	42% (144)	6% (21)	1% (3)	2% (7)	342
Relig: Non-Evang. Catholics	46% (160)	45% (156)	6% (21)	1% (2)	3% (9)	348
Relig: All Christian	47% (326)	43% (300)	6% (42)	1% (5)	2% (17)	691
Relig: All Non-Christian	44% (240)	45% (249)	8% (45)	1% (8)	2% (8)	551
Community: Urban	49% (154)	39% (125)	8% (25)	1% (3)	3% (10)	317
Community: Suburban	45% (255)	48% (275)	6% (33)	1% (4)	1% (5)	572
Community: Rural	45% (159)	42% (150)	8% (29)	2% (6)	3% (9)	354
Employ: Private Sector	45% (187)	46% (192)	6% (24)	2% (7)	2% (9)	419
Employ: Government	52% (53)	36% (36)	12% (12)	1% (1)	— (0)	102
Employ: Self-Employed	45% (60)	42% (57)	10% (14)	— (1)	2% (2)	133
Employ: Homemaker	54% (76)	42% (60)	3% (4)	1% (1)	— (0)	141
Employ: Student	43% (23)	43% (23)	10% (5)	3% (2)	— (0)	53
Employ: Retired	41% (76)	48% (89)	6% (11)	— (0)	5% (10)	187
Employ: Unemployed	44% (50)	48% (54)	4% (5)	2% (2)	1% (2)	112
Employ: Other	45% (43)	41% (39)	12% (12)	— (0)	2% (2)	95
Military HH: Yes	48% (101)	42% (89)	7% (14)	1% (1)	2% (5)	211
Military HH: No	45% (467)	45% (460)	7% (73)	1% (12)	2% (20)	1032
RD/WT: Right Direction	49% (199)	41% (169)	6% (25)	1% (5)	3% (11)	408
RD/WT: Wrong Track	44% (370)	46% (380)	7% (62)	1% (8)	2% (14)	835

Continued on next page

**Table BRD19\_6:** Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?  
Streaming quality

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
Adults	46%	(568)	44%	(549)	7%	(87)	1%	(13)	2%	(25)	1243
Strongly Approve	46%	(101)	42%	(92)	7%	(14)	2%	(4)	3%	(7)	219
Somewhat Approve	45%	(115)	44%	(114)	9%	(24)	1%	(3)	1%	(3)	258
Somewhat Disapprove	42%	(74)	49%	(87)	6%	(11)	1%	(2)	1%	(2)	175
Strongly Disapprove	48%	(255)	43%	(227)	6%	(34)	1%	(3)	2%	(10)	529
Dont Know / No Opinion	37%	(23)	48%	(30)	7%	(4)	2%	(1)	5%	(3)	62
#1 Issue: Economy	47%	(168)	40%	(145)	9%	(31)	1%	(4)	3%	(11)	359
#1 Issue: Security	52%	(114)	39%	(86)	6%	(12)	2%	(5)	1%	(2)	220
#1 Issue: Health Care	42%	(120)	50%	(145)	5%	(16)	1%	(4)	1%	(4)	287
#1 Issue: Medicare / Social Security	41%	(51)	47%	(58)	7%	(9)	—	(1)	5%	(6)	123
#1 Issue: Women's Issues	50%	(38)	40%	(30)	9%	(7)	1%	(1)	—	(0)	76
#1 Issue: Education	48%	(42)	42%	(36)	9%	(8)	—	(0)	—	(0)	86
2016 Vote: Democrat Hillary Clinton	47%	(212)	45%	(205)	6%	(27)	—	(1)	1%	(6)	451
2016 Vote: Republican Donald Trump	46%	(181)	44%	(172)	6%	(22)	1%	(4)	3%	(11)	391
2016 Vote: Someone else	48%	(58)	40%	(49)	8%	(10)	1%	(2)	3%	(4)	122
2012 Vote: Barack Obama	47%	(242)	45%	(228)	6%	(30)	1%	(3)	1%	(6)	510
2012 Vote: Mitt Romney	45%	(133)	43%	(128)	7%	(22)	2%	(5)	3%	(10)	298
2012 Vote: Didn't Vote	45%	(175)	43%	(166)	8%	(31)	1%	(5)	2%	(9)	385
4-Region: Northeast	46%	(109)	43%	(103)	7%	(17)	1%	(2)	2%	(5)	237
4-Region: Midwest	46%	(121)	43%	(111)	9%	(24)	1%	(3)	1%	(2)	261
4-Region: South	46%	(213)	45%	(210)	5%	(25)	1%	(6)	2%	(11)	465
4-Region: West	45%	(126)	45%	(125)	7%	(20)	1%	(2)	2%	(7)	280

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



**Table BRD19\_7: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**

*Cost*

Demographic	Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	Don't Know / No Opinion	Total N
Adults	30% (379)	43% (531)	17% (217)	7% (82)	3% (35)	1243
Gender: Male	29% (160)	43% (238)	16% (90)	9% (49)	3% (19)	557
Gender: Female	32% (218)	43% (293)	18% (127)	5% (33)	2% (16)	686
Age: 18-29	32% (100)	41% (126)	18% (56)	7% (21)	2% (8)	310
Age: 30-44	35% (141)	45% (178)	13% (53)	5% (21)	1% (6)	399
Age: 45-54	30% (63)	44% (91)	20% (41)	7% (14)	— (1)	210
Age: 55-64	28% (52)	38% (69)	24% (43)	4% (7)	6% (10)	181
Age: 65+	17% (24)	46% (66)	17% (24)	13% (19)	7% (10)	142
PID: Dem (no lean)	33% (153)	42% (195)	16% (72)	6% (28)	3% (13)	462
PID: Ind (no lean)	28% (118)	44% (186)	20% (85)	6% (27)	2% (8)	424
PID: Rep (no lean)	30% (107)	42% (149)	17% (60)	8% (27)	4% (14)	357
PID/Gender: Dem Men	37% (67)	38% (68)	14% (26)	8% (14)	4% (7)	182
PID/Gender: Dem Women	31% (86)	45% (127)	17% (47)	5% (14)	2% (6)	280
PID/Gender: Ind Men	24% (47)	46% (93)	19% (39)	8% (15)	3% (7)	202
PID/Gender: Ind Women	32% (71)	42% (93)	20% (45)	5% (12)	1% (1)	222
PID/Gender: Rep Men	26% (46)	44% (77)	15% (25)	12% (20)	3% (5)	173
PID/Gender: Rep Women	33% (61)	39% (72)	19% (34)	4% (7)	5% (8)	184
Tea Party: Supporter	35% (120)	43% (146)	14% (46)	5% (19)	2% (8)	339
Tea Party: Not Supporter	29% (257)	42% (382)	19% (170)	7% (64)	3% (27)	899
Ideo: Liberal (1-3)	37% (183)	38% (191)	16% (79)	6% (30)	3% (15)	497
Ideo: Moderate (4)	27% (74)	44% (119)	20% (53)	7% (18)	3% (8)	273
Ideo: Conservative (5-7)	26% (92)	49% (169)	16% (56)	6% (22)	2% (7)	346
Educ: < College	33% (280)	40% (340)	18% (151)	7% (57)	4% (30)	858
Educ: Bachelors degree	24% (62)	51% (132)	18% (46)	6% (16)	1% (3)	259
Educ: Post-grad	29% (36)	47% (59)	16% (20)	7% (9)	1% (2)	126
Income: Under 50k	35% (236)	38% (252)	18% (117)	6% (43)	3% (17)	665
Income: 50k-100k	24% (101)	49% (208)	16% (69)	8% (34)	4% (15)	427
Income: 100k+	28% (42)	47% (71)	20% (31)	3% (5)	1% (2)	150

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**Table BRD19\_7: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(379)	43%	(531)	17%	(217)	7%	(82)	3%	(35)	1243
Ethnicity: White	30%	(292)	43%	(429)	17%	(173)	7%	(65)	3%	(31)	989
Ethnicity: Hispanic	39%	(79)	38%	(76)	16%	(32)	6%	(13)	1%	(2)	202
Ethnicity: Afr. Am.	32%	(49)	45%	(70)	15%	(24)	6%	(10)	1%	(2)	154
Ethnicity: Other	37%	(37)	32%	(32)	21%	(21)	8%	(8)	2%	(2)	100
Relig: Protestant	29%	(87)	46%	(139)	17%	(51)	5%	(14)	3%	(10)	301
Relig: Roman Catholic	35%	(88)	36%	(91)	18%	(45)	8%	(21)	4%	(9)	253
Relig: Ath./Agn./None	28%	(102)	46%	(169)	17%	(64)	6%	(21)	3%	(10)	366
Relig: Something Else	28%	(52)	42%	(78)	19%	(35)	8%	(14)	3%	(6)	185
Relig: Evangelical	38%	(130)	41%	(140)	13%	(46)	6%	(20)	2%	(6)	342
Relig: Non-Evang. Catholics	27%	(95)	41%	(143)	21%	(72)	7%	(26)	3%	(12)	348
Relig: All Christian	32%	(224)	41%	(284)	17%	(118)	7%	(46)	3%	(19)	691
Relig: All Non-Christian	28%	(154)	45%	(247)	18%	(99)	6%	(35)	3%	(16)	551
Community: Urban	34%	(109)	40%	(127)	15%	(48)	6%	(19)	4%	(14)	317
Community: Suburban	27%	(152)	45%	(260)	19%	(108)	8%	(43)	2%	(10)	572
Community: Rural	33%	(118)	41%	(144)	17%	(61)	6%	(20)	3%	(11)	354
Employ: Private Sector	28%	(118)	44%	(184)	18%	(77)	7%	(31)	2%	(9)	419
Employ: Government	40%	(40)	38%	(39)	14%	(14)	6%	(6)	2%	(2)	102
Employ: Self-Employed	27%	(36)	48%	(63)	17%	(23)	7%	(9)	1%	(2)	133
Employ: Homemaker	35%	(49)	44%	(62)	18%	(26)	3%	(4)	—	(1)	141
Employ: Student	28%	(15)	39%	(21)	25%	(13)	4%	(2)	4%	(2)	53
Employ: Retired	24%	(45)	45%	(84)	16%	(30)	8%	(16)	7%	(12)	187
Employ: Unemployed	35%	(39)	38%	(43)	16%	(18)	7%	(8)	3%	(4)	112
Employ: Other	38%	(36)	36%	(35)	16%	(16)	6%	(6)	4%	(4)	95
Military HH: Yes	23%	(48)	49%	(104)	19%	(40)	5%	(10)	4%	(9)	211
Military HH: No	32%	(330)	41%	(427)	17%	(177)	7%	(72)	2%	(26)	1032
RD/WT: Right Direction	37%	(151)	40%	(163)	16%	(64)	6%	(23)	2%	(7)	408
RD/WT: Wrong Track	27%	(228)	44%	(367)	18%	(153)	7%	(59)	3%	(28)	835

Continued on next page

**Table BRD19\_7: Are you satisfied or dissatisfied with the following aspects of your internet streaming service(s)?**

Demographic	Very satisfied		Somewhat satisfied		Somewhat dissatisfied		Very dissatisfied		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(379)	43%	(531)	17%	(217)	7%	(82)	3%	(35)	1243
Strongly Approve	37%	(81)	39%	(84)	15%	(33)	6%	(14)	3%	(7)	219
Somewhat Approve	26%	(68)	47%	(121)	19%	(50)	7%	(18)	—	(1)	258
Somewhat Disapprove	35%	(62)	39%	(68)	19%	(32)	4%	(8)	3%	(5)	175
Strongly Disapprove	29%	(152)	43%	(228)	17%	(91)	7%	(39)	4%	(19)	529
Dont Know / No Opinion	25%	(15)	47%	(29)	17%	(10)	6%	(4)	5%	(3)	62
#1 Issue: Economy	29%	(103)	43%	(154)	18%	(65)	7%	(25)	3%	(11)	359
#1 Issue: Security	36%	(78)	37%	(81)	21%	(47)	5%	(11)	1%	(2)	220
#1 Issue: Health Care	28%	(80)	49%	(139)	15%	(43)	6%	(19)	2%	(6)	287
#1 Issue: Medicare / Social Security	32%	(39)	36%	(45)	15%	(19)	9%	(11)	8%	(10)	123
#1 Issue: Women's Issues	42%	(32)	41%	(31)	12%	(9)	4%	(3)	2%	(2)	76
#1 Issue: Education	29%	(25)	46%	(40)	19%	(16)	5%	(4)	1%	(1)	86
2016 Vote: Democrat Hillary Clinton	33%	(151)	42%	(189)	16%	(71)	7%	(32)	2%	(7)	451
2016 Vote: Republican Donald Trump	31%	(123)	43%	(168)	16%	(63)	7%	(28)	2%	(9)	391
2016 Vote: Someone else	23%	(29)	46%	(56)	20%	(25)	6%	(8)	4%	(5)	122
2012 Vote: Barack Obama	35%	(177)	41%	(209)	17%	(85)	6%	(29)	2%	(10)	510
2012 Vote: Mitt Romney	27%	(80)	45%	(134)	18%	(53)	8%	(24)	2%	(7)	298
2012 Vote: Didn't Vote	29%	(113)	43%	(165)	17%	(64)	7%	(25)	4%	(17)	385
4-Region: Northeast	28%	(68)	41%	(97)	16%	(39)	10%	(23)	5%	(11)	237
4-Region: Midwest	28%	(73)	46%	(119)	19%	(49)	6%	(15)	2%	(5)	261
4-Region: South	32%	(149)	42%	(194)	18%	(84)	6%	(26)	2%	(11)	465
4-Region: West	32%	(89)	43%	(121)	16%	(45)	6%	(18)	2%	(7)	280

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

**Table BRD20\_1:** *In the last month, have you streamed a show or movie on any of the following devices, or not?*

Smartphone

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	49%	(611)	49%	(605)	2%	(27)	1243
Gender: Male	56%	(312)	42%	(234)	2%	(11)	557
Gender: Female	44%	(299)	54%	(371)	2%	(16)	686
Age: 18-29	65%	(202)	32%	(101)	2%	(8)	310
Age: 30-44	59%	(235)	39%	(157)	2%	(7)	399
Age: 45-54	46%	(96)	53%	(111)	1%	(2)	210
Age: 55-64	25%	(45)	74%	(133)	1%	(3)	181
Age: 65+	22%	(32)	72%	(103)	6%	(8)	142
PID: Dem (no lean)	49%	(228)	49%	(227)	2%	(7)	462
PID: Ind (no lean)	51%	(217)	46%	(195)	3%	(11)	424
PID: Rep (no lean)	46%	(166)	51%	(183)	2%	(8)	357
PID/Gender: Dem Men	57%	(104)	41%	(74)	2%	(3)	182
PID/Gender: Dem Women	44%	(124)	54%	(152)	1%	(4)	280
PID/Gender: Ind Men	56%	(112)	41%	(83)	3%	(6)	202
PID/Gender: Ind Women	47%	(105)	50%	(112)	2%	(5)	222
PID/Gender: Rep Men	55%	(96)	44%	(76)	1%	(2)	173
PID/Gender: Rep Women	38%	(70)	58%	(107)	4%	(7)	184
Tea Party: Supporter	57%	(194)	40%	(137)	2%	(8)	339
Tea Party: Not Supporter	46%	(412)	52%	(467)	2%	(20)	899
Ideo: Liberal (1-3)	54%	(267)	44%	(217)	3%	(13)	497
Ideo: Moderate (4)	44%	(120)	54%	(147)	2%	(6)	273
Ideo: Conservative (5-7)	45%	(154)	54%	(185)	2%	(6)	346
Educ: < College	50%	(433)	47%	(405)	2%	(20)	858
Educ: Bachelors degree	49%	(127)	49%	(128)	2%	(5)	259
Educ: Post-grad	41%	(51)	58%	(73)	2%	(2)	126
Income: Under 50k	51%	(342)	46%	(308)	2%	(15)	665
Income: 50k-100k	46%	(195)	52%	(220)	3%	(12)	427
Income: 100k+	49%	(74)	51%	(76)	—	(0)	150

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**Table BRD20\_1:** *In the last month, have you streamed a show or movie on any of the following devices, or not?*  
 Smartphone

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	49%	(611)	49%	(605)	2%	(27)	1243
Ethnicity: White	46%	(454)	52%	(514)	2%	(21)	989
Ethnicity: Hispanic	63%	(129)	36%	(73)	1%	(1)	202
Ethnicity: Afr. Am.	64%	(98)	34%	(52)	3%	(4)	154
Ethnicity: Other	58%	(58)	39%	(39)	3%	(3)	100
Relig: Protestant	39%	(119)	59%	(178)	2%	(5)	301
Relig: Roman Catholic	51%	(128)	46%	(116)	4%	(9)	253
Relig: Ath./Agn./None	49%	(180)	49%	(178)	2%	(8)	366
Relig: Something Else	58%	(107)	41%	(75)	2%	(3)	185
Relig: Evangelical	52%	(178)	46%	(157)	2%	(7)	342
Relig: Non-Evang. Catholics	42%	(145)	56%	(194)	3%	(9)	348
Relig: All Christian	47%	(323)	51%	(351)	2%	(16)	691
Relig: All Non-Christian	52%	(287)	46%	(253)	2%	(11)	551
Community: Urban	53%	(168)	42%	(133)	5%	(15)	317
Community: Suburban	50%	(285)	49%	(280)	1%	(8)	572
Community: Rural	44%	(157)	54%	(192)	1%	(5)	354
Employ: Private Sector	55%	(229)	44%	(185)	1%	(4)	419
Employ: Government	58%	(59)	42%	(43)	—	(1)	102
Employ: Self-Employed	46%	(61)	51%	(68)	3%	(4)	133
Employ: Homemaker	47%	(67)	52%	(74)	—	(1)	141
Employ: Student	69%	(36)	31%	(16)	—	(0)	53
Employ: Retired	24%	(44)	71%	(133)	5%	(10)	187
Employ: Unemployed	56%	(63)	40%	(45)	4%	(4)	112
Employ: Other	53%	(51)	43%	(40)	4%	(4)	95
Military HH: Yes	40%	(85)	57%	(121)	2%	(5)	211
Military HH: No	51%	(525)	47%	(484)	2%	(23)	1032
RD/WT: Right Direction	50%	(204)	47%	(191)	3%	(12)	408
RD/WT: Wrong Track	49%	(406)	50%	(414)	2%	(15)	835

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**Table BRD20\_1:** In the last month, have you streamed a show or movie on any of the following devices, or not?

Smartphone

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	49% (611)	49% (605)	2% (27)	1243
Strongly Approve	49% (107)	48% (105)	3% (7)	219
Somewhat Approve	51% (132)	47% (121)	2% (6)	258
Somewhat Disapprove	51% (89)	49% (86)	— (0)	175
Strongly Disapprove	47% (248)	51% (269)	2% (12)	529
Dont Know / No Opinion	58% (35)	38% (24)	4% (2)	62
#1 Issue: Economy	51% (183)	47% (167)	2% (8)	359
#1 Issue: Security	49% (108)	48% (106)	3% (6)	220
#1 Issue: Health Care	46% (133)	53% (152)	1% (2)	287
#1 Issue: Medicare / Social Security	29% (35)	68% (84)	3% (3)	123
#1 Issue: Women's Issues	58% (44)	36% (28)	5% (4)	76
#1 Issue: Education	63% (54)	35% (31)	2% (2)	86
2016 Vote: Democrat Hillary Clinton	48% (218)	50% (224)	2% (9)	451
2016 Vote: Republican Donald Trump	46% (179)	53% (206)	1% (5)	391
2016 Vote: Someone else	53% (64)	42% (51)	5% (6)	122
2012 Vote: Barack Obama	45% (231)	53% (269)	2% (10)	510
2012 Vote: Mitt Romney	46% (136)	52% (155)	2% (7)	298
2012 Vote: Didn't Vote	57% (218)	41% (158)	2% (9)	385
4-Region: Northeast	46% (110)	51% (121)	3% (7)	237
4-Region: Midwest	47% (122)	53% (138)	1% (2)	261
4-Region: South	51% (236)	47% (217)	3% (13)	465
4-Region: West	51% (143)	47% (130)	2% (6)	280

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

**Table BRD20\_4:** In the last month, have you streamed a show or movie on any of the following devices, or not?

Laptop

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	42%	(526)	55%	(679)	3%	(38)	1243
Gender: Male	47%	(259)	51%	(285)	2%	(13)	557
Gender: Female	39%	(267)	57%	(394)	4%	(25)	686
Age: 18-29	57%	(177)	40%	(124)	3%	(9)	310
Age: 30-44	48%	(193)	49%	(196)	2%	(10)	399
Age: 45-54	38%	(79)	60%	(127)	2%	(4)	210
Age: 55-64	29%	(53)	70%	(126)	1%	(2)	181
Age: 65+	17%	(24)	74%	(106)	9%	(13)	142
PID: Dem (no lean)	42%	(195)	55%	(252)	3%	(14)	462
PID: Ind (no lean)	48%	(202)	49%	(208)	3%	(14)	424
PID: Rep (no lean)	36%	(129)	61%	(219)	3%	(9)	357
PID/Gender: Dem Men	48%	(87)	50%	(90)	3%	(5)	182
PID/Gender: Dem Women	39%	(108)	58%	(162)	3%	(10)	280
PID/Gender: Ind Men	51%	(103)	46%	(93)	3%	(5)	202
PID/Gender: Ind Women	44%	(99)	52%	(115)	4%	(9)	222
PID/Gender: Rep Men	40%	(69)	58%	(101)	2%	(3)	173
PID/Gender: Rep Women	33%	(60)	64%	(117)	4%	(7)	184
Tea Party: Supporter	50%	(169)	47%	(160)	3%	(10)	339
Tea Party: Not Supporter	39%	(352)	58%	(518)	3%	(28)	899
Ideo: Liberal (1-3)	45%	(223)	51%	(254)	4%	(19)	497
Ideo: Moderate (4)	40%	(109)	57%	(156)	3%	(7)	273
Ideo: Conservative (5-7)	40%	(140)	58%	(199)	2%	(7)	346
Educ: < College	41%	(352)	55%	(472)	4%	(34)	858
Educ: Bachelors degree	48%	(126)	51%	(131)	1%	(2)	259
Educ: Post-grad	39%	(49)	60%	(76)	1%	(1)	126
Income: Under 50k	44%	(292)	52%	(347)	4%	(27)	665
Income: 50k-100k	39%	(168)	58%	(248)	3%	(11)	427
Income: 100k+	44%	(66)	56%	(84)	—	(0)	150

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**Table BRD20\_4:** In the last month, have you streamed a show or movie on any of the following devices, or not?

Laptop

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	42% (526)	55% (679)	3% (38)	1243
Ethnicity: White	40% (395)	57% (564)	3% (30)	989
Ethnicity: Hispanic	55% (111)	44% (90)	1% (1)	202
Ethnicity: Afr. Am.	51% (79)	45% (69)	4% (7)	154
Ethnicity: Other	52% (52)	46% (46)	2% (2)	100
Relig: Protestant	33% (99)	65% (195)	2% (7)	301
Relig: Roman Catholic	44% (110)	54% (135)	3% (7)	253
Relig: Ath./Agn./None	46% (167)	51% (188)	3% (11)	366
Relig: Something Else	47% (87)	50% (93)	3% (5)	185
Relig: Evangelical	44% (150)	54% (184)	3% (9)	342
Relig: Non-Evang. Catholics	35% (122)	61% (213)	4% (13)	348
Relig: All Christian	39% (272)	58% (397)	3% (21)	691
Relig: All Non-Christian	46% (254)	51% (281)	3% (16)	551
Community: Urban	47% (149)	46% (147)	6% (20)	317
Community: Suburban	42% (238)	57% (323)	2% (11)	572
Community: Rural	39% (139)	59% (208)	2% (7)	354
Employ: Private Sector	47% (199)	51% (212)	2% (8)	419
Employ: Government	49% (50)	50% (51)	1% (1)	102
Employ: Self-Employed	43% (57)	55% (74)	2% (3)	133
Employ: Homemaker	41% (57)	58% (81)	2% (3)	141
Employ: Student	73% (39)	27% (14)	— (0)	53
Employ: Retired	22% (41)	71% (133)	7% (13)	187
Employ: Unemployed	45% (51)	49% (55)	6% (7)	112
Employ: Other	34% (33)	62% (59)	4% (4)	95
Military HH: Yes	38% (81)	58% (122)	4% (8)	211
Military HH: No	43% (445)	54% (557)	3% (30)	1032
RD/WT: Right Direction	44% (178)	53% (215)	4% (15)	408
RD/WT: Wrong Track	42% (348)	56% (463)	3% (23)	835

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**Table BRD20\_4:** In the last month, have you streamed a show or movie on any of the following devices, or not?  
Laptop

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	42% (526)	55% (679)	3% (38)	1243
Strongly Approve	41% (89)	55% (121)	4% (8)	219
Somewhat Approve	39% (102)	58% (149)	3% (8)	258
Somewhat Disapprove	50% (88)	49% (85)	1% (2)	175
Strongly Disapprove	42% (220)	56% (294)	3% (16)	529
Dont Know / No Opinion	44% (27)	48% (30)	8% (5)	62
#1 Issue: Economy	40% (142)	57% (205)	3% (11)	359
#1 Issue: Security	45% (100)	52% (115)	2% (5)	220
#1 Issue: Health Care	39% (112)	59% (170)	2% (6)	287
#1 Issue: Medicare / Social Security	33% (40)	60% (74)	7% (9)	123
#1 Issue: Women's Issues	52% (40)	41% (31)	6% (5)	76
#1 Issue: Education	54% (47)	45% (39)	1% (1)	86
2016 Vote: Democrat Hillary Clinton	44% (196)	54% (243)	3% (12)	451
2016 Vote: Republican Donald Trump	39% (153)	58% (227)	3% (10)	391
2016 Vote: Someone else	43% (53)	52% (63)	5% (6)	122
2012 Vote: Barack Obama	43% (218)	55% (282)	2% (10)	510
2012 Vote: Mitt Romney	32% (96)	65% (193)	3% (9)	298
2012 Vote: Didn't Vote	50% (193)	45% (175)	4% (17)	385
4-Region: Northeast	45% (106)	53% (127)	2% (4)	237
4-Region: Midwest	38% (99)	61% (160)	1% (2)	261
4-Region: South	46% (213)	50% (232)	4% (20)	465
4-Region: West	39% (108)	57% (159)	4% (12)	280

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

**Table BRD20\_5:** *In the last month, have you streamed a show or movie on any of the following devices, or not?*  
Tablet

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	41%	(513)	56%	(691)	3%	(39)	1243
Gender: Male	43%	(241)	55%	(304)	2%	(12)	557
Gender: Female	40%	(272)	56%	(387)	4%	(27)	686
Age: 18-29	42%	(132)	55%	(169)	3%	(9)	310
Age: 30-44	50%	(201)	47%	(187)	3%	(10)	399
Age: 45-54	41%	(86)	57%	(120)	2%	(4)	210
Age: 55-64	32%	(59)	67%	(121)	1%	(2)	181
Age: 65+	25%	(35)	66%	(93)	10%	(14)	142
PID: Dem (no lean)	43%	(198)	54%	(248)	3%	(16)	462
PID: Ind (no lean)	39%	(165)	58%	(244)	3%	(14)	424
PID: Rep (no lean)	42%	(149)	56%	(199)	3%	(9)	357
PID/Gender: Dem Men	47%	(86)	51%	(93)	2%	(3)	182
PID/Gender: Dem Women	40%	(112)	56%	(155)	5%	(13)	280
PID/Gender: Ind Men	39%	(78)	58%	(116)	4%	(7)	202
PID/Gender: Ind Women	39%	(87)	58%	(128)	3%	(7)	222
PID/Gender: Rep Men	44%	(77)	55%	(95)	1%	(2)	173
PID/Gender: Rep Women	40%	(73)	56%	(104)	4%	(7)	184
Tea Party: Supporter	48%	(164)	49%	(167)	2%	(8)	339
Tea Party: Not Supporter	39%	(346)	58%	(522)	3%	(31)	899
Ideo: Liberal (1-3)	45%	(223)	51%	(255)	4%	(19)	497
Ideo: Moderate (4)	39%	(105)	59%	(160)	3%	(7)	273
Ideo: Conservative (5-7)	40%	(139)	58%	(202)	1%	(5)	346
Educ: < College	40%	(342)	56%	(484)	4%	(32)	858
Educ: Bachelors degree	45%	(118)	53%	(137)	2%	(4)	259
Educ: Post-grad	42%	(53)	56%	(70)	2%	(3)	126
Income: Under 50k	42%	(277)	55%	(367)	3%	(22)	665
Income: 50k-100k	39%	(165)	58%	(246)	4%	(16)	427
Income: 100k+	47%	(71)	52%	(78)	—	(1)	150

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**Table BRD20\_5:** In the last month, have you streamed a show or movie on any of the following devices, or not?  
Tablet

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(513)	56%	(691)	3%	(39)	1243
Ethnicity: White	40%	(391)	57%	(567)	3%	(30)	989
Ethnicity: Hispanic	46%	(93)	54%	(108)	1%	(1)	202
Ethnicity: Afr. Am.	50%	(77)	45%	(70)	5%	(7)	154
Ethnicity: Other	45%	(45)	54%	(53)	1%	(1)	100
Relig: Protestant	38%	(115)	59%	(177)	3%	(9)	301
Relig: Roman Catholic	41%	(104)	55%	(138)	4%	(11)	253
Relig: Ath./Agn./None	41%	(150)	55%	(203)	4%	(13)	366
Relig: Something Else	46%	(86)	53%	(97)	1%	(2)	185
Relig: Evangelical	45%	(152)	53%	(183)	2%	(7)	342
Relig: Non-Evang. Catholics	36%	(125)	59%	(207)	5%	(16)	348
Relig: All Christian	40%	(278)	56%	(390)	3%	(23)	691
Relig: All Non-Christian	43%	(235)	55%	(301)	3%	(16)	551
Community: Urban	42%	(132)	52%	(165)	6%	(20)	317
Community: Suburban	44%	(252)	54%	(308)	2%	(12)	572
Community: Rural	36%	(129)	61%	(218)	2%	(8)	354
Employ: Private Sector	47%	(197)	52%	(216)	1%	(6)	419
Employ: Government	45%	(46)	51%	(52)	4%	(4)	102
Employ: Self-Employed	37%	(50)	61%	(81)	2%	(3)	133
Employ: Homemaker	40%	(56)	58%	(82)	2%	(3)	141
Employ: Student	45%	(24)	55%	(29)	—	(0)	53
Employ: Retired	32%	(59)	61%	(114)	7%	(14)	187
Employ: Unemployed	38%	(43)	56%	(63)	6%	(6)	112
Employ: Other	41%	(39)	56%	(53)	3%	(3)	95
Military HH: Yes	38%	(80)	58%	(123)	4%	(8)	211
Military HH: No	42%	(433)	55%	(568)	3%	(31)	1032
RD/WT: Right Direction	42%	(169)	54%	(222)	4%	(17)	408
RD/WT: Wrong Track	41%	(343)	56%	(469)	3%	(22)	835

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**Table BRD20\_5:** In the last month, have you streamed a show or movie on any of the following devices, or not?

Tablet

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	41%	(513)	56%	(691)	3%	(39)	1243
Strongly Approve	39%	(85)	57%	(125)	4%	(8)	219
Somewhat Approve	44%	(114)	53%	(138)	2%	(6)	258
Somewhat Disapprove	44%	(78)	55%	(96)	1%	(1)	175
Strongly Disapprove	40%	(214)	56%	(297)	3%	(18)	529
Dont Know / No Opinion	36%	(22)	55%	(34)	9%	(5)	62
#1 Issue: Economy	44%	(158)	53%	(191)	3%	(10)	359
#1 Issue: Security	40%	(88)	58%	(128)	2%	(4)	220
#1 Issue: Health Care	40%	(114)	59%	(169)	1%	(4)	287
#1 Issue: Medicare / Social Security	37%	(46)	56%	(68)	7%	(9)	123
#1 Issue: Women's Issues	41%	(31)	50%	(38)	9%	(6)	76
#1 Issue: Education	53%	(45)	43%	(37)	4%	(3)	86
2016 Vote: Democrat Hillary Clinton	44%	(199)	53%	(239)	3%	(13)	451
2016 Vote: Republican Donald Trump	41%	(160)	56%	(218)	3%	(12)	391
2016 Vote: Someone else	38%	(46)	56%	(68)	6%	(7)	122
2012 Vote: Barack Obama	43%	(220)	54%	(277)	2%	(13)	510
2012 Vote: Mitt Romney	38%	(114)	58%	(174)	3%	(10)	298
2012 Vote: Didn't Vote	41%	(159)	54%	(209)	4%	(17)	385
4-Region: Northeast	40%	(96)	57%	(134)	3%	(7)	237
4-Region: Midwest	41%	(106)	59%	(154)	—	(1)	261
4-Region: South	40%	(186)	55%	(256)	5%	(23)	465
4-Region: West	44%	(124)	53%	(147)	3%	(8)	280

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

**Table BRD20\_6:** In the last month, have you streamed a show or movie on any of the following devices, or not?

TV

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	77%	(961)	21%	(257)	2%	(26)	1243
Gender: Male	80%	(443)	18%	(101)	2%	(13)	557
Gender: Female	75%	(518)	23%	(155)	2%	(13)	686
Age: 18-29	80%	(248)	17%	(54)	3%	(8)	310
Age: 30-44	80%	(320)	18%	(71)	2%	(8)	399
Age: 45-54	74%	(155)	24%	(50)	2%	(5)	210
Age: 55-64	73%	(133)	26%	(48)	—	(1)	181
Age: 65+	73%	(104)	24%	(34)	3%	(4)	142
PID: Dem (no lean)	76%	(351)	22%	(102)	2%	(9)	462
PID: Ind (no lean)	78%	(330)	21%	(88)	1%	(5)	424
PID: Rep (no lean)	78%	(280)	19%	(67)	3%	(11)	357
PID/Gender: Dem Men	76%	(138)	21%	(38)	3%	(5)	182
PID/Gender: Dem Women	76%	(213)	23%	(63)	1%	(4)	280
PID/Gender: Ind Men	82%	(165)	17%	(34)	1%	(2)	202
PID/Gender: Ind Women	75%	(166)	24%	(54)	1%	(3)	222
PID/Gender: Rep Men	81%	(140)	16%	(28)	3%	(5)	173
PID/Gender: Rep Women	76%	(140)	21%	(38)	3%	(6)	184
Tea Party: Supporter	80%	(269)	17%	(58)	3%	(11)	339
Tea Party: Not Supporter	76%	(687)	22%	(197)	2%	(15)	899
Ideo: Liberal (1-3)	77%	(381)	21%	(103)	3%	(12)	497
Ideo: Moderate (4)	76%	(208)	21%	(56)	3%	(9)	273
Ideo: Conservative (5-7)	79%	(272)	20%	(70)	1%	(4)	346
Educ: < College	77%	(660)	21%	(179)	2%	(19)	858
Educ: Bachelors degree	80%	(208)	19%	(49)	1%	(2)	259
Educ: Post-grad	74%	(93)	23%	(28)	4%	(5)	126
Income: Under 50k	77%	(511)	21%	(137)	3%	(18)	665
Income: 50k-100k	79%	(339)	19%	(82)	1%	(6)	427
Income: 100k+	74%	(111)	25%	(38)	1%	(2)	150

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**Table BRD20\_6:** In the last month, have you streamed a show or movie on any of the following devices, or not?

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	77%	(961)	21%	(257)	2%	(26)	1243
Ethnicity: White	77%	(759)	22%	(213)	2%	(17)	989
Ethnicity: Hispanic	85%	(172)	12%	(25)	3%	(6)	202
Ethnicity: Afr. Am.	78%	(120)	18%	(27)	5%	(8)	154
Ethnicity: Other	82%	(82)	16%	(16)	1%	(1)	100
Relig: Protestant	74%	(224)	24%	(72)	2%	(5)	301
Relig: Roman Catholic	79%	(201)	17%	(43)	4%	(9)	253
Relig: Ath./Agn./None	76%	(278)	23%	(83)	2%	(6)	366
Relig: Something Else	82%	(152)	18%	(33)	—	(1)	185
Relig: Evangelical	77%	(265)	19%	(66)	3%	(12)	342
Relig: Non-Evang. Catholics	76%	(265)	22%	(75)	2%	(8)	348
Relig: All Christian	77%	(530)	20%	(141)	3%	(20)	691
Relig: All Non-Christian	78%	(430)	21%	(116)	1%	(6)	551
Community: Urban	76%	(239)	20%	(63)	5%	(14)	317
Community: Suburban	79%	(455)	19%	(109)	1%	(9)	572
Community: Rural	75%	(267)	24%	(85)	1%	(3)	354
Employ: Private Sector	79%	(332)	19%	(81)	1%	(6)	419
Employ: Government	81%	(83)	17%	(17)	2%	(2)	102
Employ: Self-Employed	74%	(98)	22%	(29)	4%	(6)	133
Employ: Homemaker	81%	(115)	18%	(26)	—	(1)	141
Employ: Student	80%	(43)	20%	(10)	—	(0)	53
Employ: Retired	69%	(130)	28%	(53)	3%	(5)	187
Employ: Unemployed	77%	(86)	20%	(23)	3%	(3)	112
Employ: Other	77%	(74)	18%	(17)	4%	(4)	95
Military HH: Yes	77%	(162)	21%	(45)	2%	(5)	211
Military HH: No	77%	(799)	21%	(212)	2%	(21)	1032
RD/WT: Right Direction	76%	(309)	19%	(79)	5%	(20)	408
RD/WT: Wrong Track	78%	(652)	21%	(177)	1%	(6)	835

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**Table BRD20\_6:** In the last month, have you streamed a show or movie on any of the following devices, or not?

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	77%	(961)	21%	(257)	2%	(26)	1243
Strongly Approve	74%	(162)	21%	(47)	4%	(10)	219
Somewhat Approve	81%	(210)	17%	(45)	1%	(4)	258
Somewhat Disapprove	79%	(139)	19%	(33)	2%	(4)	175
Strongly Disapprove	76%	(401)	23%	(120)	1%	(8)	529
Dont Know / No Opinion	79%	(48)	20%	(12)	2%	(1)	62
#1 Issue: Economy	76%	(274)	22%	(79)	2%	(6)	359
#1 Issue: Security	79%	(173)	19%	(43)	2%	(4)	220
#1 Issue: Health Care	79%	(226)	19%	(53)	3%	(8)	287
#1 Issue: Medicare / Social Security	76%	(93)	22%	(27)	2%	(3)	123
#1 Issue: Women's Issues	78%	(59)	21%	(16)	2%	(1)	76
#1 Issue: Education	71%	(62)	25%	(21)	4%	(3)	86
2016 Vote: Democrat Hillary Clinton	79%	(357)	20%	(92)	—	(2)	451
2016 Vote: Republican Donald Trump	76%	(295)	22%	(84)	3%	(11)	391
2016 Vote: Someone else	77%	(94)	18%	(22)	5%	(6)	122
2012 Vote: Barack Obama	79%	(402)	20%	(101)	1%	(7)	510
2012 Vote: Mitt Romney	74%	(219)	23%	(69)	3%	(10)	298
2012 Vote: Didn't Vote	79%	(306)	18%	(71)	2%	(9)	385
4-Region: Northeast	79%	(188)	18%	(42)	3%	(7)	237
4-Region: Midwest	73%	(191)	26%	(67)	1%	(2)	261
4-Region: South	78%	(361)	20%	(93)	2%	(12)	465
4-Region: West	79%	(220)	19%	(54)	2%	(5)	280

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

**Table BRD20\_7:** In the last month, have you streamed a show or movie on any of the following devices, or not?

Desktop computer

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	29%	(361)	67%	(832)	4%	(49)	1243
Gender: Male	35%	(196)	61%	(342)	3%	(18)	557
Gender: Female	24%	(165)	71%	(490)	5%	(31)	686
Age: 18-29	35%	(110)	59%	(183)	6%	(17)	310
Age: 30-44	30%	(119)	68%	(270)	3%	(11)	399
Age: 45-54	29%	(61)	68%	(143)	3%	(6)	210
Age: 55-64	27%	(48)	72%	(130)	1%	(3)	181
Age: 65+	17%	(24)	75%	(106)	9%	(12)	142
PID: Dem (no lean)	29%	(132)	67%	(310)	4%	(19)	462
PID: Ind (no lean)	29%	(125)	67%	(283)	4%	(16)	424
PID: Rep (no lean)	29%	(104)	67%	(239)	4%	(14)	357
PID/Gender: Dem Men	40%	(73)	56%	(101)	4%	(8)	182
PID/Gender: Dem Women	21%	(59)	75%	(209)	4%	(12)	280
PID/Gender: Ind Men	33%	(66)	63%	(128)	4%	(8)	202
PID/Gender: Ind Women	26%	(59)	70%	(155)	4%	(9)	222
PID/Gender: Rep Men	33%	(57)	65%	(113)	2%	(3)	173
PID/Gender: Rep Women	25%	(47)	69%	(126)	6%	(11)	184
Tea Party: Supporter	37%	(126)	58%	(196)	5%	(17)	339
Tea Party: Not Supporter	26%	(231)	71%	(636)	4%	(32)	899
Ideo: Liberal (1-3)	29%	(145)	65%	(325)	5%	(26)	497
Ideo: Moderate (4)	31%	(84)	66%	(180)	3%	(9)	273
Ideo: Conservative (5-7)	27%	(94)	71%	(246)	2%	(6)	346
Educ: < College	29%	(245)	67%	(573)	5%	(40)	858
Educ: Bachelors degree	34%	(88)	64%	(167)	2%	(5)	259
Educ: Post-grad	23%	(29)	73%	(92)	4%	(5)	126
Income: Under 50k	31%	(209)	64%	(427)	4%	(29)	665
Income: 50k-100k	27%	(114)	69%	(295)	4%	(17)	427
Income: 100k+	25%	(38)	73%	(110)	2%	(2)	150

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**Table BRD20\_7:** In the last month, have you streamed a show or movie on any of the following devices, or not?  
Desktop computer

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	29%	(361)	67%	(832)	4%	(49)	1243
Ethnicity: White	28%	(273)	69%	(679)	4%	(36)	989
Ethnicity: Hispanic	41%	(83)	56%	(114)	3%	(5)	202
Ethnicity: Afr. Am.	37%	(57)	58%	(89)	6%	(9)	154
Ethnicity: Other	31%	(31)	65%	(64)	4%	(4)	100
Relig: Protestant	23%	(70)	72%	(218)	4%	(13)	301
Relig: Roman Catholic	36%	(92)	60%	(151)	4%	(9)	253
Relig: Ath./Agn./None	29%	(105)	67%	(247)	4%	(14)	366
Relig: Something Else	32%	(60)	65%	(121)	2%	(4)	185
Relig: Evangelical	32%	(110)	63%	(217)	4%	(15)	342
Relig: Non-Evang. Catholics	24%	(85)	71%	(247)	5%	(16)	348
Relig: All Christian	28%	(196)	67%	(464)	5%	(31)	691
Relig: All Non-Christian	30%	(165)	67%	(368)	3%	(18)	551
Community: Urban	31%	(97)	62%	(196)	7%	(23)	317
Community: Suburban	29%	(169)	68%	(392)	2%	(12)	572
Community: Rural	27%	(95)	69%	(244)	4%	(15)	354
Employ: Private Sector	34%	(143)	64%	(268)	2%	(8)	419
Employ: Government	31%	(32)	60%	(61)	9%	(9)	102
Employ: Self-Employed	31%	(41)	65%	(87)	4%	(5)	133
Employ: Homemaker	26%	(37)	71%	(100)	3%	(4)	141
Employ: Student	35%	(19)	65%	(34)	—	(0)	53
Employ: Retired	18%	(33)	75%	(140)	7%	(14)	187
Employ: Unemployed	28%	(31)	68%	(76)	5%	(5)	112
Employ: Other	27%	(26)	68%	(65)	4%	(4)	95
Military HH: Yes	32%	(69)	64%	(135)	4%	(8)	211
Military HH: No	28%	(293)	68%	(698)	4%	(41)	1032
RD/WT: Right Direction	35%	(144)	59%	(240)	6%	(24)	408
RD/WT: Wrong Track	26%	(217)	71%	(593)	3%	(25)	835

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**Table BRD20\_7:** In the last month, have you streamed a show or movie on any of the following devices, or not?

Desktop computer

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	29% (361)	67% (832)	4% (49)	1243
Strongly Approve	33% (72)	60% (131)	7% (16)	219
Somewhat Approve	32% (84)	65% (168)	3% (7)	258
Somewhat Disapprove	34% (59)	66% (115)	1% (1)	175
Strongly Disapprove	24% (126)	72% (381)	4% (22)	529
Dont Know / No Opinion	34% (21)	59% (36)	7% (4)	62
#1 Issue: Economy	27% (96)	69% (248)	4% (14)	359
#1 Issue: Security	33% (73)	64% (141)	3% (6)	220
#1 Issue: Health Care	30% (86)	69% (199)	1% (2)	287
#1 Issue: Medicare / Social Security	25% (31)	69% (84)	6% (8)	123
#1 Issue: Women's Issues	29% (22)	56% (42)	15% (11)	76
#1 Issue: Education	31% (27)	63% (54)	6% (5)	86
2016 Vote: Democrat Hillary Clinton	25% (112)	71% (321)	4% (18)	451
2016 Vote: Republican Donald Trump	33% (127)	64% (251)	3% (13)	391
2016 Vote: Someone else	27% (33)	67% (81)	6% (8)	122
2012 Vote: Barack Obama	28% (144)	69% (350)	3% (16)	510
2012 Vote: Mitt Romney	26% (78)	71% (210)	3% (10)	298
2012 Vote: Didn't Vote	33% (126)	61% (236)	6% (22)	385
4-Region: Northeast	29% (70)	68% (161)	3% (7)	237
4-Region: Midwest	29% (75)	69% (179)	3% (7)	261
4-Region: South	29% (135)	66% (306)	5% (24)	465
4-Region: West	29% (82)	67% (186)	4% (11)	280

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

**Table BRD20\_8:** *In the last month, have you streamed a show or movie on any of the following devices, or not?  
 Streaming device, such as Apple TV or Amazon Fire TV*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	43%	(533)	53%	(662)	4%	(49)	1243
Gender: Male	45%	(253)	51%	(285)	3%	(19)	557
Gender: Female	41%	(280)	55%	(377)	4%	(30)	686
Age: 18-29	46%	(144)	49%	(153)	4%	(14)	310
Age: 30-44	51%	(202)	46%	(184)	3%	(13)	399
Age: 45-54	41%	(86)	55%	(116)	3%	(7)	210
Age: 55-64	36%	(65)	63%	(115)	1%	(1)	181
Age: 65+	25%	(35)	66%	(95)	9%	(13)	142
PID: Dem (no lean)	46%	(211)	50%	(230)	4%	(20)	462
PID: Ind (no lean)	41%	(172)	56%	(235)	4%	(16)	424
PID: Rep (no lean)	42%	(149)	55%	(196)	3%	(12)	357
PID/Gender: Dem Men	50%	(90)	46%	(83)	5%	(9)	182
PID/Gender: Dem Women	43%	(121)	53%	(147)	4%	(11)	280
PID/Gender: Ind Men	43%	(86)	54%	(108)	3%	(7)	202
PID/Gender: Ind Women	39%	(86)	57%	(127)	4%	(9)	222
PID/Gender: Rep Men	44%	(76)	54%	(94)	2%	(3)	173
PID/Gender: Rep Women	39%	(72)	56%	(102)	5%	(9)	184
Tea Party: Supporter	48%	(163)	48%	(161)	4%	(14)	339
Tea Party: Not Supporter	41%	(368)	55%	(497)	4%	(34)	899
Ideo: Liberal (1-3)	48%	(238)	47%	(234)	5%	(25)	497
Ideo: Moderate (4)	39%	(107)	59%	(160)	2%	(6)	273
Ideo: Conservative (5-7)	43%	(148)	55%	(188)	3%	(10)	346
Educ: < College	39%	(330)	56%	(484)	5%	(43)	858
Educ: Bachelors degree	52%	(134)	47%	(121)	2%	(4)	259
Educ: Post-grad	54%	(68)	45%	(56)	1%	(1)	126
Income: Under 50k	39%	(261)	56%	(371)	5%	(33)	665
Income: 50k-100k	45%	(190)	52%	(222)	3%	(15)	427
Income: 100k+	54%	(81)	46%	(69)	—	(0)	150

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**Table BRD20\_8:** In the last month, have you streamed a show or movie on any of the following devices, or not?  
Streaming device, such as Apple TV or Amazon Fire TV

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	43%	(533)	53%	(662)	4%	(49)	1243
Ethnicity: White	41%	(409)	55%	(542)	4%	(38)	989
Ethnicity: Hispanic	50%	(100)	48%	(98)	2%	(5)	202
Ethnicity: Afr. Am.	50%	(78)	45%	(69)	5%	(7)	154
Ethnicity: Other	46%	(46)	51%	(50)	3%	(3)	100
Relig: Protestant	40%	(120)	57%	(171)	3%	(10)	301
Relig: Roman Catholic	45%	(114)	51%	(129)	4%	(10)	253
Relig: Ath./Agn./None	43%	(159)	52%	(191)	4%	(16)	366
Relig: Something Else	46%	(86)	51%	(95)	2%	(4)	185
Relig: Evangelical	41%	(142)	55%	(187)	4%	(14)	342
Relig: Non-Evang. Catholics	42%	(145)	54%	(189)	4%	(14)	348
Relig: All Christian	42%	(287)	54%	(376)	4%	(28)	691
Relig: All Non-Christian	44%	(245)	52%	(286)	4%	(20)	551
Community: Urban	41%	(130)	52%	(164)	7%	(23)	317
Community: Suburban	47%	(269)	50%	(287)	3%	(16)	572
Community: Rural	38%	(133)	60%	(211)	3%	(9)	354
Employ: Private Sector	50%	(210)	47%	(199)	2%	(10)	419
Employ: Government	50%	(51)	46%	(46)	4%	(4)	102
Employ: Self-Employed	48%	(64)	50%	(67)	1%	(2)	133
Employ: Homemaker	44%	(61)	53%	(75)	3%	(5)	141
Employ: Student	34%	(18)	65%	(34)	1%	(1)	53
Employ: Retired	26%	(49)	66%	(124)	8%	(14)	187
Employ: Unemployed	37%	(42)	56%	(63)	7%	(7)	112
Employ: Other	38%	(36)	56%	(53)	6%	(6)	95
Military HH: Yes	42%	(89)	54%	(113)	4%	(8)	211
Military HH: No	43%	(443)	53%	(549)	4%	(40)	1032
RD/WT: Right Direction	44%	(178)	50%	(205)	6%	(25)	408
RD/WT: Wrong Track	42%	(355)	55%	(457)	3%	(24)	835

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**Table BRD20\_8:** In the last month, have you streamed a show or movie on any of the following devices, or not?  
Streaming device, such as Apple TV or Amazon Fire TV

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (533)	53% (662)	4% (49)	1243
Strongly Approve	40% (87)	54% (118)	6% (14)	219
Somewhat Approve	47% (122)	49% (128)	3% (9)	258
Somewhat Disapprove	39% (69)	59% (104)	2% (3)	175
Strongly Disapprove	43% (227)	53% (283)	4% (20)	529
Dont Know / No Opinion	46% (29)	49% (30)	5% (3)	62
#1 Issue: Economy	40% (143)	56% (201)	4% (14)	359
#1 Issue: Security	42% (92)	55% (122)	3% (6)	220
#1 Issue: Health Care	49% (140)	50% (144)	1% (3)	287
#1 Issue: Medicare / Social Security	36% (44)	58% (71)	6% (8)	123
#1 Issue: Women's Issues	40% (30)	50% (38)	10% (8)	76
#1 Issue: Education	54% (47)	43% (37)	3% (3)	86
2016 Vote: Democrat Hillary Clinton	48% (217)	49% (219)	3% (15)	451
2016 Vote: Republican Donald Trump	44% (174)	52% (204)	3% (12)	391
2016 Vote: Someone else	36% (44)	55% (67)	9% (11)	122
2012 Vote: Barack Obama	48% (246)	49% (249)	3% (15)	510
2012 Vote: Mitt Romney	40% (119)	57% (168)	3% (10)	298
2012 Vote: Didn't Vote	39% (151)	55% (211)	6% (23)	385
4-Region: Northeast	43% (103)	53% (126)	4% (9)	237
4-Region: Midwest	42% (110)	56% (147)	1% (4)	261
4-Region: South	43% (198)	53% (247)	4% (20)	465
4-Region: West	44% (122)	51% (141)	6% (16)	280

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

**Table BRD21:** Which of the following comes closest to your view, even if none is exactly right?

Demographic	I am watching traditional TV more than I am using streaming services		I am using streaming services more than I am watching traditional TV		I am watching traditional TV and using streaming services about the same amount		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	42%	(931)	32%	(698)	14%	(306)	12%	(266)	2201
Gender: Male	41%	(434)	30%	(320)	14%	(144)	15%	(161)	1060
Gender: Female	44%	(497)	33%	(377)	14%	(162)	9%	(105)	1141
Age: 18-29	27%	(119)	47%	(209)	14%	(61)	13%	(58)	446
Age: 30-44	31%	(180)	44%	(259)	15%	(90)	10%	(60)	589
Age: 45-54	44%	(170)	27%	(105)	16%	(60)	13%	(49)	384
Age: 55-64	56%	(216)	19%	(72)	14%	(53)	11%	(43)	384
Age: 65+	62%	(247)	13%	(52)	11%	(42)	14%	(57)	398
PID: Dem (no lean)	42%	(324)	36%	(275)	12%	(94)	10%	(75)	769
PID: Ind (no lean)	37%	(284)	32%	(248)	15%	(120)	16%	(122)	775
PID: Rep (no lean)	49%	(323)	27%	(174)	14%	(92)	10%	(68)	658
PID/Gender: Dem Men	38%	(127)	36%	(120)	12%	(38)	14%	(45)	331
PID/Gender: Dem Women	45%	(197)	35%	(155)	13%	(56)	7%	(30)	438
PID/Gender: Ind Men	37%	(148)	30%	(118)	16%	(62)	17%	(69)	397
PID/Gender: Ind Women	36%	(136)	35%	(131)	15%	(58)	14%	(53)	378
PID/Gender: Rep Men	48%	(159)	25%	(82)	13%	(44)	14%	(46)	332
PID/Gender: Rep Women	50%	(164)	28%	(92)	14%	(47)	7%	(22)	326
Tea Party: Supporter	47%	(258)	33%	(182)	13%	(73)	7%	(37)	550
Tea Party: Not Supporter	41%	(663)	32%	(516)	14%	(231)	14%	(224)	1634
Ideo: Liberal (1-3)	41%	(314)	39%	(300)	13%	(100)	7%	(58)	772
Ideo: Moderate (4)	43%	(208)	31%	(149)	16%	(79)	10%	(50)	486
Ideo: Conservative (5-7)	48%	(323)	27%	(181)	14%	(91)	11%	(71)	666
Educ: < College	42%	(650)	30%	(464)	14%	(227)	14%	(225)	1567
Educ: Bachelors degree	43%	(179)	39%	(163)	12%	(49)	6%	(25)	416
Educ: Post-grad	47%	(102)	32%	(71)	14%	(30)	7%	(16)	219

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**Table BRD21:** Which of the following comes closest to your view, even if none is exactly right?

Demographic	I am watching traditional TV more than I am using streaming services		I am using streaming services more than I am watching traditional TV		I am watching traditional TV and using streaming services about the same amount		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	42%	(931)	32%	(698)	14%	(306)	12%	(266)	2201
Income: Under 50k	41%	(530)	31%	(397)	13%	(172)	15%	(193)	1292
Income: 50k-100k	44%	(294)	33%	(222)	14%	(97)	9%	(60)	673
Income: 100k+	45%	(107)	33%	(78)	15%	(37)	6%	(14)	236
Ethnicity: White	44%	(769)	31%	(537)	14%	(244)	11%	(200)	1750
Ethnicity: Hispanic	39%	(127)	37%	(123)	13%	(42)	11%	(38)	329
Ethnicity: Afr. Am.	40%	(108)	34%	(91)	12%	(33)	14%	(36)	269
Ethnicity: Other	30%	(54)	38%	(70)	16%	(29)	16%	(30)	182
Relig: Protestant	52%	(293)	26%	(144)	15%	(83)	8%	(43)	563
Relig: Roman Catholic	49%	(231)	28%	(131)	13%	(59)	10%	(47)	468
Relig: Ath./Agn./None	33%	(206)	37%	(228)	14%	(87)	16%	(100)	621
Relig: Something Else	34%	(104)	38%	(116)	15%	(47)	14%	(43)	309
Relig: Evangelical	45%	(276)	30%	(187)	15%	(90)	10%	(65)	618
Relig: Non-Evang. Catholics	53%	(344)	26%	(168)	12%	(81)	9%	(59)	653
Relig: All Christian	49%	(621)	28%	(354)	13%	(171)	10%	(124)	1270
Relig: All Non-Christian	33%	(310)	37%	(343)	14%	(134)	15%	(142)	930
Community: Urban	43%	(251)	34%	(198)	12%	(68)	12%	(71)	589
Community: Suburban	43%	(414)	31%	(293)	15%	(143)	11%	(103)	953
Community: Rural	40%	(266)	31%	(207)	14%	(94)	14%	(92)	659
Employ: Private Sector	41%	(267)	36%	(234)	14%	(92)	8%	(54)	646
Employ: Government	36%	(54)	44%	(65)	15%	(22)	6%	(9)	150
Employ: Self-Employed	34%	(74)	41%	(88)	18%	(40)	7%	(15)	217
Employ: Homemaker	40%	(81)	38%	(77)	17%	(34)	5%	(10)	202
Employ: Student	26%	(24)	52%	(48)	6%	(5)	17%	(16)	92
Employ: Retired	62%	(292)	14%	(65)	9%	(44)	14%	(67)	468
Employ: Unemployed	35%	(82)	26%	(62)	17%	(40)	23%	(54)	237
Employ: Other	31%	(58)	32%	(60)	15%	(29)	22%	(42)	189
Military HH: Yes	50%	(196)	26%	(101)	13%	(50)	12%	(48)	394
Military HH: No	41%	(736)	33%	(597)	14%	(256)	12%	(218)	1807

Continued on next page

**Table BRD21:** Which of the following comes closest to your view, even if none is exactly right?

Demographic	I am watching traditional TV more than I am using streaming services		I am using streaming services more than I am watching traditional TV		I am watching traditional TV and using streaming services about the same amount		Don't Know / No Opinion		Total N
Adults	42%	(931)	32%	(698)	14%	(306)	12%	(266)	2201
RD/WT: Right Direction	47%	(375)	25%	(202)	14%	(111)	13%	(107)	795
RD/WT: Wrong Track	40%	(556)	35%	(496)	14%	(195)	11%	(159)	1406
Strongly Approve	49%	(217)	25%	(113)	14%	(60)	12%	(56)	445
Somewhat Approve	45%	(199)	30%	(134)	15%	(65)	10%	(43)	441
Somewhat Disapprove	44%	(133)	34%	(102)	16%	(47)	6%	(19)	301
Strongly Disapprove	40%	(348)	36%	(315)	13%	(115)	10%	(88)	866
Dont Know / No Opinion	24%	(35)	23%	(34)	12%	(18)	41%	(60)	147
#1 Issue: Economy	40%	(228)	35%	(204)	15%	(88)	10%	(57)	577
#1 Issue: Security	49%	(210)	29%	(127)	12%	(52)	10%	(43)	432
#1 Issue: Health Care	43%	(208)	32%	(155)	13%	(65)	12%	(58)	487
#1 Issue: Medicare / Social Security	55%	(157)	17%	(50)	13%	(38)	15%	(43)	288
#1 Issue: Women's Issues	36%	(38)	39%	(41)	16%	(17)	8%	(9)	106
#1 Issue: Education	29%	(37)	44%	(56)	19%	(24)	9%	(11)	129
#1 Issue: Energy	30%	(25)	43%	(36)	17%	(14)	11%	(9)	84
#1 Issue: Other	28%	(28)	28%	(28)	8%	(8)	36%	(36)	99
2016 Vote: Democrat Hillary Clinton	43%	(312)	35%	(258)	13%	(96)	9%	(67)	734
2016 Vote: Republican Donald Trump	51%	(368)	26%	(190)	13%	(96)	10%	(71)	725
2016 Vote: Someone else	42%	(85)	32%	(65)	17%	(34)	10%	(21)	204
2012 Vote: Barack Obama	43%	(376)	32%	(275)	16%	(135)	10%	(83)	869
2012 Vote: Mitt Romney	53%	(304)	24%	(136)	14%	(78)	10%	(56)	574
2012 Vote: Other	38%	(35)	37%	(34)	11%	(10)	14%	(12)	90
2012 Vote: Didn't Vote	32%	(215)	38%	(253)	12%	(82)	17%	(114)	664
4-Region: Northeast	47%	(188)	28%	(114)	13%	(51)	12%	(49)	402
4-Region: Midwest	41%	(193)	33%	(157)	15%	(71)	11%	(53)	474
4-Region: South	43%	(353)	31%	(255)	14%	(113)	11%	(94)	815
4-Region: West	39%	(197)	34%	(172)	14%	(72)	14%	(70)	511

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



**Table BRD22:** Compared to two years ago, would you say you are watching traditional television more, using streaming services more, or your TV habits have not changed?

Demographic	I am watching traditional TV more than I was two years ago		I am using streaming services more than I was two years ago		My TV habits have not changed over the last two years		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(451)	37%	(815)	32%	(702)	11%	(233)	2201
Gender: Male	23%	(241)	36%	(379)	29%	(303)	13%	(137)	1060
Gender: Female	18%	(210)	38%	(437)	35%	(399)	8%	(95)	1141
Age: 18-29	24%	(106)	47%	(211)	14%	(63)	15%	(67)	446
Age: 30-44	19%	(112)	47%	(277)	23%	(134)	11%	(66)	589
Age: 45-54	19%	(73)	37%	(143)	32%	(123)	12%	(45)	384
Age: 55-64	19%	(75)	27%	(104)	47%	(182)	6%	(23)	384
Age: 65+	22%	(86)	20%	(80)	50%	(200)	8%	(32)	398
PID: Dem (no lean)	22%	(171)	42%	(319)	27%	(208)	9%	(71)	769
PID: Ind (no lean)	17%	(132)	36%	(280)	33%	(258)	14%	(106)	775
PID: Rep (no lean)	23%	(148)	33%	(217)	36%	(236)	9%	(56)	658
PID/Gender: Dem Men	28%	(91)	38%	(125)	21%	(69)	14%	(45)	331
PID/Gender: Dem Women	18%	(79)	44%	(194)	32%	(139)	6%	(26)	438
PID/Gender: Ind Men	18%	(70)	37%	(147)	31%	(124)	14%	(56)	397
PID/Gender: Ind Women	16%	(62)	35%	(133)	35%	(134)	13%	(49)	378
PID/Gender: Rep Men	24%	(79)	32%	(107)	33%	(109)	11%	(36)	332
PID/Gender: Rep Women	21%	(69)	34%	(110)	39%	(127)	6%	(20)	326
Tea Party: Supporter	28%	(152)	37%	(203)	30%	(163)	6%	(32)	550
Tea Party: Not Supporter	18%	(296)	37%	(607)	33%	(533)	12%	(199)	1634
Ideo: Liberal (1-3)	24%	(188)	43%	(334)	25%	(194)	7%	(56)	772
Ideo: Moderate (4)	20%	(97)	35%	(171)	36%	(173)	9%	(45)	486
Ideo: Conservative (5-7)	19%	(129)	34%	(228)	39%	(262)	7%	(46)	666
Educ: < College	22%	(349)	35%	(551)	29%	(461)	13%	(206)	1567
Educ: Bachelors degree	16%	(65)	44%	(182)	37%	(155)	3%	(14)	416
Educ: Post-grad	17%	(37)	38%	(82)	40%	(87)	6%	(12)	219

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**Table BRD22:** Compared to two years ago, would you say you are watching traditional television more, using streaming services more, or your TV habits have not changed?

Demographic	I am watching traditional TV more than I was two years ago		I am using streaming services more than I was two years ago		My TV habits have not changed over the last two years		Don't Know / No Opinion		Total N
Adults	20%	(451)	37%	(815)	32%	(702)	11%	(233)	2201
Income: Under 50k	23%	(291)	35%	(454)	30%	(389)	12%	(158)	1292
Income: 50k-100k	18%	(122)	39%	(264)	34%	(232)	8%	(55)	673
Income: 100k+	16%	(38)	41%	(97)	34%	(81)	8%	(19)	236
Ethnicity: White	19%	(330)	37%	(647)	34%	(596)	10%	(178)	1750
Ethnicity: Hispanic	27%	(90)	41%	(135)	18%	(60)	13%	(44)	329
Ethnicity: Afr. Am.	28%	(76)	38%	(102)	24%	(64)	10%	(26)	269
Ethnicity: Other	25%	(46)	36%	(66)	23%	(42)	16%	(28)	182
Relig: Protestant	21%	(116)	33%	(186)	40%	(228)	6%	(34)	563
Relig: Roman Catholic	26%	(120)	35%	(165)	30%	(142)	9%	(42)	468
Relig: Ath./Agn./None	16%	(100)	41%	(255)	28%	(175)	15%	(91)	621
Relig: Something Else	17%	(53)	42%	(130)	30%	(91)	11%	(35)	309
Relig: Evangelical	25%	(154)	33%	(207)	33%	(205)	8%	(52)	618
Relig: Non-Evang. Catholics	22%	(143)	34%	(224)	35%	(231)	8%	(55)	653
Relig: All Christian	23%	(298)	34%	(431)	34%	(435)	8%	(107)	1270
Relig: All Non-Christian	16%	(153)	41%	(384)	29%	(267)	14%	(126)	930
Community: Urban	26%	(153)	35%	(207)	28%	(165)	11%	(63)	589
Community: Suburban	19%	(177)	39%	(373)	33%	(319)	9%	(84)	953
Community: Rural	18%	(120)	36%	(235)	33%	(218)	13%	(86)	659
Employ: Private Sector	19%	(123)	43%	(277)	30%	(196)	8%	(50)	646
Employ: Government	27%	(41)	43%	(64)	25%	(37)	5%	(7)	150
Employ: Self-Employed	22%	(48)	43%	(94)	26%	(56)	9%	(19)	217
Employ: Homemaker	14%	(29)	49%	(99)	28%	(56)	9%	(18)	202
Employ: Student	12%	(11)	53%	(49)	13%	(12)	22%	(20)	92
Employ: Retired	23%	(107)	19%	(88)	52%	(243)	7%	(31)	468
Employ: Unemployed	22%	(52)	31%	(73)	24%	(57)	23%	(55)	237
Employ: Other	21%	(39)	38%	(72)	24%	(45)	17%	(33)	189
Military HH: Yes	20%	(80)	33%	(132)	38%	(152)	8%	(31)	394
Military HH: No	21%	(371)	38%	(684)	30%	(550)	11%	(202)	1807

Continued on next page

**Table BRD22:** Compared to two years ago, would you say you are watching traditional television more, using streaming services more, or your TV habits have not changed?

Demographic	I am watching traditional TV more than I was two years ago		I am using streaming services more than I was two years ago		My TV habits have not changed over the last two years		Don't Know / No Opinion		Total N
Adults	20%	(451)	37%	(815)	32%	(702)	11%	(233)	2201
RD/WT: Right Direction	27%	(211)	28%	(219)	33%	(266)	12%	(99)	795
RD/WT: Wrong Track	17%	(240)	42%	(596)	31%	(436)	10%	(134)	1406
Strongly Approve	26%	(117)	26%	(118)	35%	(157)	12%	(54)	445
Somewhat Approve	20%	(90)	40%	(176)	32%	(143)	7%	(32)	441
Somewhat Disapprove	22%	(65)	42%	(126)	29%	(88)	7%	(22)	301
Strongly Disapprove	18%	(155)	41%	(357)	32%	(279)	9%	(75)	866
Dont Know / No Opinion	16%	(24)	26%	(39)	23%	(34)	34%	(50)	147
#1 Issue: Economy	19%	(111)	41%	(239)	31%	(179)	8%	(48)	577
#1 Issue: Security	23%	(97)	30%	(132)	38%	(163)	9%	(40)	432
#1 Issue: Health Care	19%	(91)	40%	(196)	31%	(152)	10%	(48)	487
#1 Issue: Medicare / Social Security	27%	(79)	25%	(72)	37%	(108)	10%	(29)	288
#1 Issue: Women's Issues	17%	(18)	47%	(49)	24%	(25)	12%	(13)	106
#1 Issue: Education	22%	(29)	48%	(61)	19%	(25)	11%	(14)	129
#1 Issue: Energy	19%	(16)	46%	(38)	23%	(20)	12%	(10)	84
#1 Issue: Other	9%	(9)	28%	(28)	31%	(31)	31%	(31)	99
2016 Vote: Democrat Hillary Clinton	19%	(140)	40%	(297)	31%	(231)	9%	(66)	734
2016 Vote: Republican Donald Trump	23%	(165)	32%	(230)	38%	(275)	7%	(54)	725
2016 Vote: Someone else	21%	(43)	38%	(78)	36%	(75)	4%	(8)	204
2012 Vote: Barack Obama	20%	(170)	39%	(338)	33%	(285)	9%	(76)	869
2012 Vote: Mitt Romney	21%	(121)	31%	(180)	41%	(237)	6%	(36)	574
2012 Vote: Other	17%	(16)	32%	(29)	45%	(40)	6%	(5)	90
2012 Vote: Didn't Vote	21%	(142)	40%	(269)	21%	(138)	17%	(115)	664
4-Region: Northeast	21%	(83)	34%	(137)	36%	(143)	10%	(39)	402
4-Region: Midwest	17%	(79)	39%	(186)	34%	(160)	10%	(49)	474
4-Region: South	21%	(173)	37%	(300)	32%	(258)	10%	(83)	815
4-Region: West	23%	(116)	38%	(192)	27%	(140)	12%	(62)	511

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

**Table BRD23\_1:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
Amount of shows and movies available

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	48% (1060)	32% (706)	9% (194)	3% (63)	8% (177)	2201
Gender: Male	45% (477)	30% (323)	11% (116)	4% (37)	10% (106)	1060
Gender: Female	51% (583)	34% (383)	7% (78)	2% (26)	6% (71)	1141
Age: 18-29	49% (219)	27% (120)	8% (38)	3% (14)	13% (57)	446
Age: 30-44	53% (312)	28% (167)	7% (40)	2% (14)	9% (56)	589
Age: 45-54	46% (178)	35% (134)	10% (38)	3% (13)	6% (21)	384
Age: 55-64	44% (168)	39% (149)	9% (35)	4% (16)	4% (16)	384
Age: 65+	46% (183)	34% (136)	11% (44)	2% (7)	7% (27)	398
PID: Dem (no lean)	53% (406)	32% (245)	7% (53)	2% (18)	6% (47)	769
PID: Ind (no lean)	44% (344)	32% (245)	9% (73)	3% (21)	12% (91)	775
PID: Rep (no lean)	47% (311)	33% (216)	10% (68)	4% (24)	6% (39)	658
PID/Gender: Dem Men	52% (173)	28% (94)	8% (26)	3% (8)	9% (30)	331
PID/Gender: Dem Women	53% (233)	34% (151)	6% (27)	2% (10)	4% (18)	438
PID/Gender: Ind Men	38% (151)	34% (134)	13% (50)	3% (12)	13% (51)	397
PID/Gender: Ind Women	51% (193)	30% (112)	6% (24)	3% (10)	11% (40)	378
PID/Gender: Rep Men	46% (154)	29% (95)	12% (40)	5% (17)	8% (26)	332
PID/Gender: Rep Women	48% (157)	37% (121)	9% (28)	2% (6)	4% (13)	326
Tea Party: Supporter	50% (277)	34% (189)	9% (48)	3% (18)	3% (18)	550
Tea Party: Not Supporter	47% (772)	31% (513)	9% (145)	3% (45)	10% (159)	1634
Ideo: Liberal (1-3)	51% (396)	33% (254)	8% (65)	3% (22)	4% (35)	772
Ideo: Moderate (4)	47% (231)	35% (169)	9% (45)	2% (9)	7% (32)	486
Ideo: Conservative (5-7)	48% (317)	34% (226)	10% (64)	3% (23)	5% (35)	666
Educ: < College	50% (776)	29% (456)	9% (141)	3% (41)	10% (153)	1567
Educ: Bachelors degree	47% (194)	39% (162)	8% (33)	3% (13)	3% (13)	416
Educ: Post-grad	42% (91)	40% (88)	9% (20)	4% (9)	5% (11)	219
Income: Under 50k	49% (632)	29% (369)	10% (123)	3% (38)	10% (129)	1292
Income: 50k-100k	47% (319)	36% (244)	8% (51)	3% (17)	6% (42)	673
Income: 100k+	46% (110)	39% (93)	8% (20)	3% (8)	2% (6)	236

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**Table BRD23\_1:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
 Amount of shows and movies available

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	48% (1060)	32% (706)	9% (194)	3% (63)	8% (177)	2201
Ethnicity: White	48% (846)	33% (574)	9% (153)	3% (49)	7% (128)	1750
Ethnicity: Hispanic	49% (162)	29% (94)	9% (31)	4% (13)	9% (29)	329
Ethnicity: Afr. Am.	47% (125)	32% (85)	10% (27)	2% (6)	9% (25)	269
Ethnicity: Other	49% (89)	26% (47)	8% (15)	4% (8)	13% (23)	182
Relig: Protestant	51% (285)	34% (189)	9% (51)	3% (18)	4% (20)	563
Relig: Roman Catholic	48% (224)	34% (159)	9% (43)	2% (10)	7% (31)	468
Relig: Ath./Agn./None	47% (293)	29% (179)	8% (47)	3% (21)	13% (80)	621
Relig: Something Else	46% (143)	34% (104)	8% (26)	3% (8)	9% (27)	309
Relig: Evangelical	50% (310)	32% (196)	9% (56)	3% (18)	6% (38)	618
Relig: Non-Evang. Catholics	48% (314)	35% (227)	10% (64)	2% (16)	5% (32)	653
Relig: All Christian	49% (624)	33% (423)	9% (120)	3% (34)	5% (69)	1270
Relig: All Non-Christian	47% (436)	30% (283)	8% (73)	3% (29)	12% (108)	930
Community: Urban	49% (289)	27% (160)	10% (57)	4% (22)	10% (61)	589
Community: Suburban	48% (455)	35% (333)	9% (90)	2% (24)	5% (51)	953
Community: Rural	48% (317)	32% (213)	7% (47)	3% (17)	10% (65)	659
Employ: Private Sector	48% (311)	34% (219)	9% (60)	3% (21)	5% (34)	646
Employ: Government	38% (57)	43% (65)	9% (13)	5% (7)	5% (8)	150
Employ: Self-Employed	51% (111)	31% (68)	9% (20)	2% (5)	6% (13)	217
Employ: Homemaker	59% (119)	29% (58)	4% (8)	2% (4)	7% (13)	202
Employ: Student	48% (44)	23% (21)	9% (8)	1% (1)	19% (18)	92
Employ: Retired	47% (219)	35% (164)	11% (52)	3% (13)	4% (21)	468
Employ: Unemployed	44% (105)	28% (67)	9% (20)	2% (5)	17% (41)	237
Employ: Other	50% (94)	24% (45)	7% (13)	3% (7)	16% (30)	189
Military HH: Yes	44% (172)	38% (148)	11% (45)	2% (10)	5% (20)	394
Military HH: No	49% (888)	31% (558)	8% (149)	3% (54)	9% (157)	1807
RD/WT: Right Direction	46% (367)	33% (260)	10% (78)	4% (30)	8% (60)	795
RD/WT: Wrong Track	49% (693)	32% (446)	8% (116)	2% (33)	8% (117)	1406

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**Table BRD23\_1:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
Amount of shows and movies available

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	48% (1060)	32% (706)	9% (194)	3% (63)	8% (177)	2201
Strongly Approve	50% (222)	30% (134)	8% (36)	4% (19)	8% (34)	445
Somewhat Approve	45% (199)	36% (157)	11% (50)	2% (11)	5% (24)	441
Somewhat Disapprove	47% (140)	33% (98)	13% (38)	2% (7)	6% (18)	301
Strongly Disapprove	52% (451)	32% (276)	7% (61)	3% (26)	6% (51)	866
Dont Know / No Opinion	33% (48)	27% (40)	6% (9)	— (1)	34% (50)	147
#1 Issue: Economy	53% (305)	30% (170)	7% (43)	3% (17)	7% (42)	577
#1 Issue: Security	45% (195)	35% (150)	10% (44)	2% (8)	8% (35)	432
#1 Issue: Health Care	43% (210)	37% (180)	9% (46)	4% (18)	7% (32)	487
#1 Issue: Medicare / Social Security	56% (160)	26% (76)	9% (25)	3% (9)	6% (17)	288
#1 Issue: Women's Issues	48% (51)	32% (34)	7% (8)	1% (1)	12% (13)	106
#1 Issue: Education	49% (64)	31% (40)	6% (8)	4% (5)	9% (12)	129
#1 Issue: Energy	48% (40)	34% (29)	9% (8)	3% (2)	6% (5)	84
#1 Issue: Other	35% (34)	27% (27)	12% (12)	4% (4)	22% (22)	99
2016 Vote: Democrat Hillary Clinton	53% (385)	33% (241)	7% (53)	2% (17)	5% (37)	734
2016 Vote: Republican Donald Trump	48% (348)	35% (253)	9% (65)	3% (23)	5% (36)	725
2016 Vote: Someone else	45% (91)	35% (71)	12% (25)	4% (8)	4% (9)	204
2012 Vote: Barack Obama	51% (440)	34% (299)	7% (61)	3% (23)	5% (46)	869
2012 Vote: Mitt Romney	44% (255)	37% (215)	9% (54)	4% (22)	5% (29)	574
2012 Vote: Other	42% (38)	35% (32)	12% (11)	— (0)	10% (9)	90
2012 Vote: Didn't Vote	49% (325)	24% (160)	10% (68)	3% (19)	14% (92)	664
4-Region: Northeast	45% (182)	37% (149)	8% (31)	3% (12)	7% (28)	402
4-Region: Midwest	46% (219)	35% (166)	8% (38)	3% (16)	7% (35)	474
4-Region: South	49% (396)	31% (250)	9% (72)	3% (24)	9% (73)	815
4-Region: West	51% (263)	28% (142)	10% (53)	2% (11)	8% (41)	511

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

**Table BRD23\_4:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
 Quality of shows and movies available

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	55% (1208)	30% (671)	6% (125)	2% (43)	7% (154)	2201
Gender: Male	50% (525)	32% (338)	7% (69)	2% (24)	10% (103)	1060
Gender: Female	60% (683)	29% (333)	5% (56)	2% (19)	4% (50)	1141
Age: 18-29	51% (226)	27% (118)	9% (42)	1% (6)	12% (54)	446
Age: 30-44	55% (325)	26% (156)	7% (40)	3% (19)	8% (50)	589
Age: 45-54	57% (217)	33% (126)	6% (22)	1% (6)	3% (13)	384
Age: 55-64	54% (209)	36% (138)	3% (12)	3% (10)	4% (16)	384
Age: 65+	58% (232)	33% (133)	2% (9)	1% (3)	5% (21)	398
PID: Dem (no lean)	58% (446)	31% (236)	4% (33)	1% (11)	6% (44)	769
PID: Ind (no lean)	51% (397)	29% (227)	7% (54)	3% (21)	10% (76)	775
PID: Rep (no lean)	56% (365)	32% (208)	6% (38)	2% (12)	5% (34)	658
PID/Gender: Dem Men	56% (184)	28% (93)	5% (16)	2% (5)	10% (32)	331
PID/Gender: Dem Women	60% (262)	33% (143)	4% (16)	1% (5)	3% (11)	438
PID/Gender: Ind Men	42% (168)	34% (137)	9% (35)	3% (12)	11% (45)	397
PID/Gender: Ind Women	60% (228)	24% (90)	5% (19)	2% (9)	8% (31)	378
PID/Gender: Rep Men	52% (172)	33% (108)	6% (18)	2% (8)	8% (26)	332
PID/Gender: Rep Women	59% (193)	31% (100)	6% (20)	1% (4)	3% (8)	326
Tea Party: Supporter	57% (315)	29% (162)	8% (44)	2% (11)	3% (18)	550
Tea Party: Not Supporter	54% (885)	31% (501)	5% (80)	2% (32)	8% (135)	1634
Ideo: Liberal (1-3)	56% (434)	29% (226)	8% (59)	3% (21)	4% (32)	772
Ideo: Moderate (4)	51% (247)	37% (181)	5% (22)	1% (6)	6% (30)	486
Ideo: Conservative (5-7)	59% (394)	31% (207)	5% (34)	1% (6)	4% (26)	666
Educ: < College	54% (850)	29% (451)	6% (97)	2% (37)	8% (131)	1567
Educ: Bachelors degree	55% (230)	36% (152)	4% (16)	1% (4)	3% (14)	416
Educ: Post-grad	58% (127)	31% (69)	5% (11)	1% (2)	4% (9)	219
Income: Under 50k	53% (687)	29% (381)	6% (82)	2% (31)	9% (111)	1292
Income: 50k-100k	57% (382)	32% (217)	4% (30)	1% (8)	5% (36)	673
Income: 100k+	59% (138)	31% (73)	6% (14)	2% (5)	3% (7)	236

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**Table BRD23\_4: How important are the following when it comes to deciding how to view video content, such as television shows or movies?**  
*Quality of shows and movies available*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	55% (1208)	30% (671)	6% (125)	2% (43)	7% (154)	2201
Ethnicity: White	56% (972)	31% (543)	5% (90)	2% (29)	7% (116)	1750
Ethnicity: Hispanic	49% (162)	32% (105)	10% (32)	1% (5)	8% (26)	329
Ethnicity: Afr. Am.	52% (140)	28% (76)	9% (25)	4% (10)	6% (17)	269
Ethnicity: Other	52% (95)	29% (52)	5% (10)	2% (4)	12% (21)	182
Relig: Protestant	58% (329)	33% (188)	4% (23)	— (3)	4% (20)	563
Relig: Roman Catholic	54% (255)	32% (152)	6% (30)	2% (9)	5% (23)	468
Relig: Ath./Agn./None	53% (327)	29% (178)	4% (24)	3% (18)	12% (74)	621
Relig: Something Else	51% (158)	32% (97)	8% (25)	3% (10)	6% (18)	309
Relig: Evangelical	60% (369)	28% (171)	6% (37)	1% (8)	5% (33)	618
Relig: Non-Evang. Catholics	54% (353)	34% (225)	6% (38)	1% (8)	4% (29)	653
Relig: All Christian	57% (722)	31% (396)	6% (75)	1% (15)	5% (62)	1270
Relig: All Non-Christian	52% (485)	30% (275)	5% (49)	3% (28)	10% (92)	930
Community: Urban	53% (315)	30% (174)	7% (41)	2% (12)	8% (47)	589
Community: Suburban	55% (529)	32% (307)	5% (51)	2% (19)	5% (48)	953
Community: Rural	55% (364)	29% (191)	5% (33)	2% (12)	9% (60)	659
Employ: Private Sector	54% (348)	33% (214)	6% (39)	2% (13)	5% (31)	646
Employ: Government	53% (79)	33% (49)	8% (12)	4% (6)	2% (3)	150
Employ: Self-Employed	55% (118)	31% (68)	6% (13)	2% (5)	6% (13)	217
Employ: Homemaker	62% (126)	25% (51)	7% (15)	— (1)	5% (10)	202
Employ: Student	47% (44)	24% (22)	10% (10)	1% (1)	17% (16)	92
Employ: Retired	57% (266)	35% (163)	3% (14)	1% (6)	4% (20)	468
Employ: Unemployed	50% (119)	27% (64)	5% (13)	4% (10)	14% (32)	237
Employ: Other	57% (108)	21% (40)	6% (10)	1% (2)	15% (28)	189
Military HH: Yes	54% (213)	36% (140)	5% (18)	2% (6)	4% (16)	394
Military HH: No	55% (995)	29% (531)	6% (107)	2% (37)	8% (138)	1807
RD/WT: Right Direction	52% (416)	32% (256)	6% (51)	3% (20)	6% (52)	795
RD/WT: Wrong Track	56% (791)	30% (415)	5% (74)	2% (23)	7% (102)	1406

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**Table BRD23\_4:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
Quality of shows and movies available

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	55% (1208)	30% (671)	6% (125)	2% (43)	7% (154)	2201
Strongly Approve	56% (249)	30% (132)	5% (24)	3% (12)	6% (28)	445
Somewhat Approve	54% (239)	34% (150)	6% (25)	1% (4)	5% (23)	441
Somewhat Disapprove	53% (161)	35% (105)	7% (21)	2% (5)	3% (10)	301
Strongly Disapprove	58% (504)	30% (256)	4% (39)	2% (19)	6% (49)	866
Dont Know / No Opinion	37% (55)	20% (29)	11% (16)	2% (4)	30% (43)	147
#1 Issue: Economy	58% (337)	28% (163)	4% (25)	1% (7)	8% (45)	577
#1 Issue: Security	55% (237)	30% (131)	7% (29)	2% (7)	7% (29)	432
#1 Issue: Health Care	51% (249)	34% (167)	5% (26)	3% (15)	6% (29)	487
#1 Issue: Medicare / Social Security	56% (162)	34% (99)	4% (11)	3% (7)	3% (9)	288
#1 Issue: Women's Issues	60% (63)	24% (25)	6% (6)	1% (1)	9% (9)	106
#1 Issue: Education	51% (66)	32% (41)	7% (9)	3% (3)	7% (9)	129
#1 Issue: Energy	51% (43)	31% (26)	10% (8)	3% (2)	6% (5)	84
#1 Issue: Other	51% (51)	19% (19)	11% (10)	1% (1)	19% (19)	99
2016 Vote: Democrat Hillary Clinton	57% (416)	31% (229)	6% (40)	2% (11)	5% (36)	734
2016 Vote: Republican Donald Trump	58% (423)	31% (222)	5% (37)	2% (14)	4% (29)	725
2016 Vote: Someone else	52% (106)	38% (77)	6% (12)	2% (3)	3% (5)	204
2012 Vote: Barack Obama	57% (492)	33% (282)	5% (42)	2% (15)	4% (38)	869
2012 Vote: Mitt Romney	58% (330)	32% (186)	4% (24)	2% (9)	4% (25)	574
2012 Vote: Other	57% (51)	34% (31)	5% (4)	— (0)	5% (4)	90
2012 Vote: Didn't Vote	50% (331)	26% (173)	8% (55)	3% (19)	13% (86)	664
4-Region: Northeast	54% (217)	34% (135)	4% (18)	1% (6)	7% (26)	402
4-Region: Midwest	54% (255)	32% (150)	6% (27)	3% (14)	6% (28)	474
4-Region: South	56% (456)	29% (233)	6% (48)	2% (17)	7% (60)	815
4-Region: West	55% (280)	30% (153)	6% (32)	1% (6)	8% (39)	511

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

**Table BRD23\_5: How important are the following when it comes to deciding how to view video content, such as television shows or movies?**  
*Ability to watch whenever you want*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Dont Know / No Opinion		Total N
Adults	53%	(1163)	25%	(559)	10%	(224)	4%	(86)	8%	(169)	2201
Gender: Male	50%	(534)	25%	(263)	11%	(114)	4%	(43)	10%	(106)	1060
Gender: Female	55%	(629)	26%	(296)	10%	(110)	4%	(43)	6%	(64)	1141
Age: 18-29	51%	(228)	24%	(105)	10%	(46)	3%	(13)	12%	(55)	446
Age: 30-44	59%	(345)	23%	(134)	8%	(47)	2%	(14)	8%	(50)	589
Age: 45-54	51%	(195)	27%	(102)	12%	(47)	4%	(16)	6%	(23)	384
Age: 55-64	53%	(204)	26%	(98)	10%	(40)	7%	(26)	4%	(16)	384
Age: 65+	48%	(191)	30%	(120)	11%	(44)	4%	(17)	6%	(25)	398
PID: Dem (no lean)	56%	(433)	25%	(192)	8%	(65)	4%	(27)	7%	(51)	769
PID: Ind (no lean)	49%	(380)	24%	(188)	12%	(96)	4%	(29)	11%	(82)	775
PID: Rep (no lean)	53%	(351)	27%	(178)	10%	(63)	5%	(30)	6%	(36)	658
PID/Gender: Dem Men	55%	(184)	24%	(80)	7%	(23)	3%	(10)	10%	(33)	331
PID/Gender: Dem Women	57%	(249)	26%	(112)	9%	(42)	4%	(17)	4%	(18)	438
PID/Gender: Ind Men	45%	(177)	25%	(98)	15%	(61)	4%	(15)	11%	(45)	397
PID/Gender: Ind Women	54%	(202)	24%	(90)	9%	(35)	4%	(14)	10%	(36)	378
PID/Gender: Rep Men	52%	(173)	26%	(85)	9%	(29)	5%	(18)	8%	(27)	332
PID/Gender: Rep Women	54%	(178)	29%	(94)	10%	(33)	4%	(12)	3%	(9)	326
Tea Party: Supporter	57%	(314)	26%	(144)	10%	(54)	3%	(16)	4%	(21)	550
Tea Party: Not Supporter	51%	(838)	25%	(409)	10%	(170)	4%	(69)	9%	(147)	1634
Ideo: Liberal (1-3)	54%	(418)	26%	(201)	11%	(87)	4%	(32)	4%	(34)	772
Ideo: Moderate (4)	52%	(252)	29%	(139)	9%	(46)	3%	(14)	7%	(35)	486
Ideo: Conservative (5-7)	55%	(368)	25%	(168)	11%	(74)	4%	(29)	4%	(27)	666
Educ: < College	55%	(863)	22%	(348)	9%	(143)	4%	(69)	9%	(145)	1567
Educ: Bachelors degree	49%	(205)	33%	(138)	11%	(46)	2%	(10)	4%	(16)	416
Educ: Post-grad	44%	(95)	33%	(73)	16%	(35)	3%	(7)	4%	(8)	219
Income: Under 50k	52%	(676)	24%	(310)	10%	(127)	4%	(53)	10%	(126)	1292
Income: 50k-100k	55%	(370)	26%	(174)	10%	(67)	4%	(28)	5%	(35)	673
Income: 100k+	50%	(118)	32%	(75)	13%	(30)	2%	(5)	4%	(8)	236

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**Table BRD23\_5: How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
 Ability to watch whenever you want**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	53% (1163)	25% (559)	10% (224)	4% (86)	8% (169)	2201
Ethnicity: White	53% (920)	26% (461)	10% (180)	4% (66)	7% (123)	1750
Ethnicity: Hispanic	52% (171)	25% (84)	10% (33)	3% (9)	10% (33)	329
Ethnicity: Afr. Am.	56% (150)	21% (56)	10% (28)	5% (13)	8% (22)	269
Ethnicity: Other	51% (93)	23% (42)	9% (16)	4% (7)	13% (24)	182
Relig: Protestant	54% (301)	28% (155)	11% (61)	4% (21)	4% (24)	563
Relig: Roman Catholic	54% (251)	28% (129)	9% (42)	3% (16)	6% (30)	468
Relig: Ath./Agn./None	50% (310)	23% (146)	11% (67)	4% (25)	12% (72)	621
Relig: Something Else	51% (158)	26% (79)	10% (32)	5% (16)	8% (23)	309
Relig: Evangelical	58% (361)	24% (151)	8% (51)	2% (15)	6% (39)	618
Relig: Non-Evang. Catholics	51% (333)	28% (183)	11% (74)	4% (29)	5% (34)	653
Relig: All Christian	55% (694)	26% (334)	10% (125)	3% (44)	6% (73)	1270
Relig: All Non-Christian	50% (468)	24% (225)	11% (99)	4% (42)	10% (96)	930
Community: Urban	54% (316)	22% (128)	10% (61)	4% (26)	10% (57)	589
Community: Suburban	52% (497)	28% (263)	11% (105)	4% (35)	5% (52)	953
Community: Rural	53% (350)	25% (167)	9% (58)	4% (25)	9% (60)	659
Employ: Private Sector	53% (345)	28% (180)	10% (67)	3% (22)	5% (32)	646
Employ: Government	53% (79)	28% (42)	11% (17)	3% (5)	5% (7)	150
Employ: Self-Employed	55% (120)	21% (46)	14% (30)	4% (8)	6% (13)	217
Employ: Homemaker	57% (116)	23% (47)	9% (18)	5% (11)	5% (11)	202
Employ: Student	51% (47)	23% (21)	6% (5)	3% (2)	18% (16)	92
Employ: Retired	52% (241)	27% (128)	10% (47)	6% (28)	5% (24)	468
Employ: Unemployed	49% (116)	23% (54)	11% (26)	3% (6)	15% (35)	237
Employ: Other	52% (99)	23% (43)	7% (13)	1% (3)	16% (31)	189
Military HH: Yes	51% (203)	27% (105)	11% (44)	5% (18)	6% (25)	394
Military HH: No	53% (961)	25% (454)	10% (180)	4% (67)	8% (144)	1807
RD/WT: Right Direction	51% (406)	27% (217)	10% (79)	4% (34)	7% (59)	795
RD/WT: Wrong Track	54% (757)	24% (342)	10% (145)	4% (51)	8% (110)	1406

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**Table BRD23\_5: How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
Ability to watch whenever you want**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	53% (1163)	25% (559)	10% (224)	4% (86)	8% (169)	2201
Strongly Approve	55% (247)	22% (97)	10% (46)	5% (22)	7% (33)	445
Somewhat Approve	51% (226)	31% (137)	9% (41)	3% (15)	5% (22)	441
Somewhat Disapprove	52% (157)	28% (84)	14% (42)	3% (8)	4% (11)	301
Strongly Disapprove	55% (475)	25% (214)	10% (89)	4% (33)	6% (56)	866
Dont Know / No Opinion	39% (58)	19% (27)	5% (7)	6% (8)	32% (47)	147
#1 Issue: Economy	59% (342)	23% (131)	8% (47)	3% (15)	7% (43)	577
#1 Issue: Security	54% (234)	24% (105)	12% (50)	3% (14)	7% (29)	432
#1 Issue: Health Care	48% (236)	29% (142)	10% (50)	5% (26)	7% (33)	487
#1 Issue: Medicare / Social Security	56% (162)	24% (69)	9% (25)	6% (18)	5% (14)	288
#1 Issue: Women's Issues	57% (60)	26% (27)	4% (4)	2% (2)	11% (12)	106
#1 Issue: Education	49% (62)	29% (37)	10% (13)	4% (5)	9% (12)	129
#1 Issue: Energy	44% (37)	33% (28)	15% (13)	4% (3)	4% (3)	84
#1 Issue: Other	30% (30)	21% (20)	22% (22)	4% (4)	23% (23)	99
2016 Vote: Democrat Hillary Clinton	53% (391)	28% (205)	10% (71)	4% (27)	5% (39)	734
2016 Vote: Republican Donald Trump	58% (421)	25% (179)	9% (65)	3% (24)	5% (36)	725
2016 Vote: Someone else	49% (100)	25% (50)	17% (35)	6% (13)	4% (7)	204
2012 Vote: Barack Obama	56% (483)	26% (226)	10% (86)	4% (34)	5% (40)	869
2012 Vote: Mitt Romney	53% (303)	27% (156)	11% (63)	4% (22)	5% (31)	574
2012 Vote: Other	47% (43)	28% (25)	18% (16)	2% (1)	5% (4)	90
2012 Vote: Didn't Vote	50% (335)	22% (149)	9% (59)	4% (28)	14% (92)	664
4-Region: Northeast	53% (215)	24% (94)	13% (53)	4% (14)	6% (26)	402
4-Region: Midwest	51% (240)	26% (122)	10% (45)	6% (28)	8% (38)	474
4-Region: South	52% (427)	26% (210)	10% (85)	4% (31)	8% (62)	815
4-Region: West	55% (282)	26% (132)	8% (40)	2% (13)	9% (44)	511

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

**Table BRD23\_6: How important are the following when it comes to deciding how to view video content, such as television shows or movies?**  
 Cost

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	63% (1397)	22% (482)	5% (113)	2% (41)	8% (168)	2201
Gender: Male	55% (587)	26% (274)	6% (65)	2% (25)	10% (108)	1060
Gender: Female	71% (810)	18% (208)	4% (48)	1% (16)	5% (60)	1141
Age: 18-29	53% (238)	27% (119)	6% (25)	3% (12)	12% (53)	446
Age: 30-44	60% (353)	24% (139)	6% (36)	2% (11)	8% (49)	589
Age: 45-54	67% (257)	20% (79)	5% (21)	2% (8)	5% (20)	384
Age: 55-64	73% (280)	17% (66)	3% (13)	2% (7)	5% (18)	384
Age: 65+	67% (268)	20% (79)	5% (19)	1% (4)	7% (28)	398
PID: Dem (no lean)	65% (503)	21% (163)	5% (39)	1% (11)	7% (52)	769
PID: Ind (no lean)	58% (449)	24% (183)	5% (40)	2% (19)	11% (84)	775
PID: Rep (no lean)	68% (444)	21% (136)	5% (34)	2% (11)	5% (32)	658
PID/Gender: Dem Men	58% (190)	23% (76)	6% (21)	2% (6)	11% (37)	331
PID/Gender: Dem Women	72% (313)	20% (88)	4% (17)	1% (5)	3% (15)	438
PID/Gender: Ind Men	48% (192)	30% (119)	6% (25)	3% (13)	12% (48)	397
PID/Gender: Ind Women	68% (257)	17% (64)	4% (15)	2% (6)	10% (36)	378
PID/Gender: Rep Men	62% (205)	24% (79)	5% (18)	2% (7)	7% (23)	332
PID/Gender: Rep Women	73% (240)	17% (57)	5% (16)	1% (4)	3% (9)	326
Tea Party: Supporter	63% (349)	25% (137)	7% (36)	2% (10)	3% (18)	550
Tea Party: Not Supporter	64% (1038)	21% (339)	5% (77)	2% (31)	9% (149)	1634
Ideo: Liberal (1-3)	62% (479)	24% (183)	7% (55)	2% (15)	5% (40)	772
Ideo: Moderate (4)	65% (317)	23% (110)	4% (18)	2% (10)	6% (31)	486
Ideo: Conservative (5-7)	68% (455)	22% (147)	4% (27)	1% (9)	4% (28)	666
Educ: < College	63% (984)	20% (320)	6% (87)	2% (35)	9% (140)	1567
Educ: Bachelors degree	66% (276)	25% (102)	4% (18)	1% (5)	3% (14)	416
Educ: Post-grad	63% (137)	27% (60)	4% (8)	— (1)	6% (13)	219
Income: Under 50k	64% (829)	18% (236)	6% (76)	2% (29)	9% (122)	1292
Income: 50k-100k	63% (425)	26% (178)	4% (25)	1% (7)	6% (38)	673
Income: 100k+	61% (143)	29% (68)	5% (12)	2% (5)	3% (8)	236

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**Table BRD23\_6:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	63% (1397)	22% (482)	5% (113)	2% (41)	8% (168)	2201
Ethnicity: White	65% (1132)	22% (389)	5% (83)	1% (26)	7% (121)	1750
Ethnicity: Hispanic	58% (192)	24% (80)	6% (20)	2% (7)	9% (29)	329
Ethnicity: Afr. Am.	54% (144)	25% (66)	7% (20)	5% (13)	9% (26)	269
Ethnicity: Other	67% (121)	15% (27)	6% (11)	1% (2)	11% (21)	182
Relig: Protestant	70% (395)	22% (126)	3% (18)	1% (6)	3% (19)	563
Relig: Roman Catholic	64% (302)	21% (100)	7% (34)	1% (4)	6% (29)	468
Relig: Ath./Agn./None	56% (345)	24% (149)	6% (35)	3% (16)	12% (76)	621
Relig: Something Else	63% (195)	21% (66)	4% (13)	2% (7)	9% (28)	309
Relig: Evangelical	67% (415)	21% (129)	5% (28)	2% (11)	6% (34)	618
Relig: Non-Evang. Catholics	68% (441)	21% (138)	6% (36)	1% (7)	5% (30)	653
Relig: All Christian	67% (856)	21% (267)	5% (65)	1% (18)	5% (64)	1270
Relig: All Non-Christian	58% (540)	23% (215)	5% (48)	3% (23)	11% (104)	930
Community: Urban	59% (346)	24% (140)	5% (30)	2% (13)	10% (60)	589
Community: Suburban	65% (620)	22% (214)	5% (50)	2% (19)	5% (50)	953
Community: Rural	65% (430)	19% (128)	5% (33)	1% (10)	9% (58)	659
Employ: Private Sector	65% (419)	24% (153)	5% (32)	1% (9)	5% (34)	646
Employ: Government	62% (93)	27% (40)	4% (6)	3% (5)	4% (7)	150
Employ: Self-Employed	58% (125)	28% (60)	6% (12)	3% (7)	6% (12)	217
Employ: Homemaker	68% (138)	16% (33)	9% (19)	1% (2)	5% (10)	202
Employ: Student	53% (49)	19% (17)	6% (6)	3% (2)	19% (18)	92
Employ: Retired	70% (327)	20% (93)	3% (16)	2% (8)	5% (24)	468
Employ: Unemployed	52% (124)	24% (58)	5% (13)	3% (7)	15% (36)	237
Employ: Other	64% (121)	15% (28)	6% (11)	1% (1)	15% (28)	189
Military HH: Yes	59% (232)	26% (102)	8% (31)	1% (5)	6% (23)	394
Military HH: No	64% (1165)	21% (380)	5% (82)	2% (36)	8% (144)	1807
RD/WT: Right Direction	62% (497)	23% (180)	6% (48)	2% (17)	7% (55)	795
RD/WT: Wrong Track	64% (900)	21% (302)	5% (66)	2% (25)	8% (113)	1406

Continued on next page

**Table BRD23\_6:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
Cost

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	63% (1397)	22% (482)	5% (113)	2% (41)	8% (168)	2201
Strongly Approve	65% (287)	22% (97)	4% (18)	2% (10)	8% (33)	445
Somewhat Approve	67% (294)	23% (101)	5% (24)	1% (4)	4% (19)	441
Somewhat Disapprove	60% (182)	29% (87)	6% (17)	1% (4)	4% (12)	301
Strongly Disapprove	66% (568)	21% (179)	5% (45)	2% (17)	7% (58)	866
Dont Know / No Opinion	45% (67)	13% (19)	7% (10)	4% (6)	31% (46)	147
#1 Issue: Economy	67% (385)	22% (124)	3% (18)	1% (7)	7% (43)	577
#1 Issue: Security	61% (264)	26% (112)	5% (22)	2% (7)	6% (27)	432
#1 Issue: Health Care	64% (314)	21% (101)	6% (27)	2% (9)	7% (35)	487
#1 Issue: Medicare / Social Security	72% (206)	15% (44)	6% (18)	2% (6)	5% (14)	288
#1 Issue: Women's Issues	57% (60)	28% (30)	4% (4)	— (0)	11% (12)	106
#1 Issue: Education	55% (71)	21% (27)	9% (12)	6% (8)	8% (11)	129
#1 Issue: Energy	57% (48)	29% (24)	6% (5)	4% (3)	5% (4)	84
#1 Issue: Other	50% (49)	19% (19)	8% (8)	1% (1)	22% (22)	99
2016 Vote: Democrat Hillary Clinton	64% (472)	23% (169)	6% (43)	1% (8)	6% (41)	734
2016 Vote: Republican Donald Trump	70% (504)	22% (157)	4% (27)	1% (8)	4% (29)	725
2016 Vote: Someone else	62% (127)	24% (49)	7% (14)	3% (7)	4% (8)	204
2012 Vote: Barack Obama	65% (564)	24% (212)	5% (43)	1% (9)	5% (42)	869
2012 Vote: Mitt Romney	70% (399)	21% (119)	4% (23)	1% (8)	4% (25)	574
2012 Vote: Other	59% (53)	27% (24)	7% (6)	1% (1)	6% (6)	90
2012 Vote: Didn't Vote	57% (378)	19% (127)	6% (42)	4% (24)	14% (93)	664
4-Region: Northeast	64% (259)	23% (92)	4% (18)	1% (4)	7% (28)	402
4-Region: Midwest	65% (309)	20% (96)	5% (24)	2% (11)	7% (33)	474
4-Region: South	63% (515)	21% (174)	5% (41)	2% (19)	8% (65)	815
4-Region: West	61% (313)	23% (119)	6% (31)	1% (7)	8% (41)	511

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

**Table BRD23\_7: How important are the following when it comes to deciding how to view video content, such as television shows or movies?**  
*Amount of commercials*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	34% (756)	32% (701)	19% (423)	6% (136)	8% (184)	2201
Gender: Male	35% (374)	29% (311)	18% (194)	6% (66)	11% (113)	1060
Gender: Female	33% (382)	34% (390)	20% (228)	6% (70)	6% (71)	1141
Age: 18-29	40% (179)	26% (117)	16% (71)	5% (20)	13% (58)	446
Age: 30-44	36% (213)	33% (196)	17% (99)	5% (28)	9% (52)	589
Age: 45-54	28% (108)	36% (138)	24% (94)	5% (20)	6% (24)	384
Age: 55-64	33% (126)	33% (125)	20% (77)	9% (33)	6% (23)	384
Age: 65+	32% (129)	31% (125)	21% (82)	9% (35)	7% (27)	398
PID: Dem (no lean)	35% (271)	32% (245)	20% (152)	5% (42)	8% (58)	769
PID: Ind (no lean)	33% (256)	30% (234)	20% (154)	6% (48)	11% (83)	775
PID: Rep (no lean)	35% (230)	34% (222)	18% (117)	7% (46)	7% (43)	658
PID/Gender: Dem Men	39% (130)	28% (92)	17% (55)	6% (18)	11% (36)	331
PID/Gender: Dem Women	32% (141)	35% (153)	22% (97)	5% (23)	5% (22)	438
PID/Gender: Ind Men	30% (119)	30% (121)	22% (86)	6% (23)	12% (48)	397
PID/Gender: Ind Women	36% (137)	30% (113)	18% (68)	7% (25)	9% (35)	378
PID/Gender: Rep Men	38% (126)	30% (98)	16% (53)	7% (24)	9% (30)	332
PID/Gender: Rep Women	32% (104)	38% (124)	19% (63)	7% (22)	4% (13)	326
Tea Party: Supporter	39% (212)	31% (169)	20% (113)	6% (34)	4% (22)	550
Tea Party: Not Supporter	33% (540)	32% (521)	19% (309)	6% (101)	10% (162)	1634
Ideo: Liberal (1-3)	37% (287)	34% (259)	19% (145)	6% (48)	4% (33)	772
Ideo: Moderate (4)	33% (159)	36% (177)	18% (87)	6% (29)	7% (33)	486
Ideo: Conservative (5-7)	34% (226)	33% (219)	21% (142)	6% (41)	6% (38)	666
Educ: < College	35% (551)	29% (459)	19% (297)	6% (100)	10% (160)	1567
Educ: Bachelors degree	35% (144)	37% (152)	19% (81)	6% (23)	4% (15)	416
Educ: Post-grad	28% (61)	42% (91)	21% (45)	6% (13)	4% (9)	219
Income: Under 50k	34% (444)	30% (382)	19% (244)	6% (84)	11% (138)	1292
Income: 50k-100k	34% (230)	34% (227)	21% (138)	6% (38)	6% (40)	673
Income: 100k+	35% (82)	39% (92)	17% (41)	6% (15)	3% (6)	236

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**Table BRD23\_7: How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
 Amount of commercials**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	34% (756)	32% (701)	19% (423)	6% (136)	8% (184)	2201
Ethnicity: White	34% (598)	32% (560)	20% (342)	7% (116)	8% (134)	1750
Ethnicity: Hispanic	34% (114)	34% (111)	16% (53)	6% (19)	10% (33)	329
Ethnicity: Afr. Am.	34% (91)	32% (86)	22% (59)	4% (12)	8% (21)	269
Ethnicity: Other	37% (68)	31% (56)	12% (22)	4% (8)	16% (29)	182
Relig: Protestant	35% (200)	34% (193)	20% (115)	5% (30)	4% (25)	563
Relig: Roman Catholic	35% (165)	32% (151)	17% (79)	8% (37)	8% (35)	468
Relig: Ath./Agn./None	34% (208)	28% (171)	20% (126)	6% (38)	13% (78)	621
Relig: Something Else	32% (99)	33% (102)	21% (65)	5% (17)	8% (26)	309
Relig: Evangelical	36% (221)	32% (197)	19% (118)	7% (42)	6% (40)	618
Relig: Non-Evang. Catholics	35% (227)	35% (231)	17% (113)	6% (40)	6% (40)	653
Relig: All Christian	35% (449)	34% (428)	18% (231)	6% (82)	6% (80)	1270
Relig: All Non-Christian	33% (308)	29% (273)	21% (192)	6% (54)	11% (103)	930
Community: Urban	37% (217)	29% (170)	20% (115)	6% (33)	9% (54)	589
Community: Suburban	32% (305)	35% (338)	19% (184)	6% (60)	7% (66)	953
Community: Rural	36% (234)	29% (194)	19% (124)	7% (43)	10% (64)	659
Employ: Private Sector	35% (225)	37% (236)	18% (116)	6% (36)	5% (32)	646
Employ: Government	40% (60)	32% (49)	14% (21)	7% (11)	6% (10)	150
Employ: Self-Employed	35% (75)	34% (74)	18% (40)	6% (14)	6% (14)	217
Employ: Homemaker	33% (66)	31% (62)	25% (51)	4% (7)	8% (15)	202
Employ: Student	40% (37)	28% (25)	11% (10)	2% (2)	20% (18)	92
Employ: Retired	34% (161)	30% (143)	20% (92)	10% (47)	5% (25)	468
Employ: Unemployed	27% (65)	27% (65)	25% (61)	4% (10)	16% (38)	237
Employ: Other	35% (67)	25% (48)	17% (32)	5% (10)	18% (33)	189
Military HH: Yes	34% (133)	38% (149)	17% (67)	7% (28)	5% (18)	394
Military HH: No	35% (624)	31% (552)	20% (356)	6% (108)	9% (166)	1807
RD/WT: Right Direction	36% (287)	31% (248)	17% (135)	8% (60)	8% (65)	795
RD/WT: Wrong Track	33% (469)	32% (453)	20% (288)	5% (76)	8% (119)	1406

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**Table BRD23\_7: How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
Amount of commercials**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	34% (756)	32% (701)	19% (423)	6% (136)	8% (184)	2201
Strongly Approve	40% (178)	23% (104)	19% (86)	8% (37)	9% (40)	445
Somewhat Approve	33% (146)	41% (183)	14% (61)	6% (25)	6% (26)	441
Somewhat Disapprove	33% (98)	37% (111)	21% (62)	5% (14)	5% (16)	301
Strongly Disapprove	35% (300)	31% (271)	22% (191)	6% (49)	6% (56)	866
Dont Know / No Opinion	23% (34)	22% (33)	15% (22)	8% (11)	32% (47)	147
#1 Issue: Economy	37% (211)	31% (180)	20% (114)	4% (26)	8% (47)	577
#1 Issue: Security	32% (138)	36% (155)	19% (84)	6% (25)	7% (31)	432
#1 Issue: Health Care	28% (138)	34% (167)	22% (105)	7% (33)	9% (43)	487
#1 Issue: Medicare / Social Security	44% (126)	26% (75)	17% (50)	7% (21)	5% (16)	288
#1 Issue: Women's Issues	41% (44)	29% (30)	13% (14)	7% (8)	10% (10)	106
#1 Issue: Education	30% (39)	38% (49)	16% (20)	9% (11)	8% (10)	129
#1 Issue: Energy	44% (37)	24% (20)	18% (15)	8% (7)	5% (4)	84
#1 Issue: Other	24% (24)	25% (25)	21% (21)	5% (5)	25% (25)	99
2016 Vote: Democrat Hillary Clinton	35% (258)	34% (247)	20% (148)	5% (37)	6% (43)	734
2016 Vote: Republican Donald Trump	37% (268)	31% (227)	18% (130)	8% (56)	6% (45)	725
2016 Vote: Someone else	38% (78)	34% (70)	19% (38)	6% (12)	3% (6)	204
2012 Vote: Barack Obama	36% (310)	35% (307)	18% (157)	6% (49)	5% (46)	869
2012 Vote: Mitt Romney	33% (191)	33% (187)	22% (127)	6% (35)	6% (34)	574
2012 Vote: Other	36% (32)	33% (30)	20% (18)	5% (5)	6% (6)	90
2012 Vote: Didn't Vote	33% (221)	27% (178)	18% (121)	7% (47)	15% (97)	664
4-Region: Northeast	32% (128)	30% (122)	24% (96)	6% (26)	8% (30)	402
4-Region: Midwest	34% (161)	33% (156)	20% (94)	6% (28)	7% (35)	474
4-Region: South	37% (299)	29% (236)	19% (153)	7% (58)	9% (70)	815
4-Region: West	33% (168)	37% (188)	16% (80)	5% (25)	10% (49)	511

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

**Table BRD23\_8:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
 The device(s) you can watch on

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	40% (890)	30% (671)	15% (337)	6% (128)	8% (175)	2201
Gender: Male	40% (425)	28% (299)	16% (169)	6% (61)	10% (106)	1060
Gender: Female	41% (465)	33% (371)	15% (168)	6% (68)	6% (70)	1141
Age: 18-29	43% (193)	27% (121)	15% (69)	2% (10)	12% (53)	446
Age: 30-44	46% (269)	31% (181)	11% (64)	4% (21)	9% (54)	589
Age: 45-54	38% (145)	33% (126)	17% (67)	7% (26)	5% (20)	384
Age: 55-64	39% (149)	31% (118)	16% (63)	9% (35)	5% (19)	384
Age: 65+	33% (133)	32% (126)	19% (74)	9% (36)	7% (29)	398
PID: Dem (no lean)	43% (333)	32% (245)	14% (111)	4% (32)	6% (47)	769
PID: Ind (no lean)	38% (291)	29% (228)	16% (123)	6% (48)	11% (85)	775
PID: Rep (no lean)	40% (266)	30% (197)	16% (103)	7% (49)	7% (43)	658
PID/Gender: Dem Men	46% (152)	28% (91)	13% (44)	5% (15)	9% (29)	331
PID/Gender: Dem Women	41% (181)	35% (154)	15% (67)	4% (17)	4% (18)	438
PID/Gender: Ind Men	35% (139)	30% (117)	18% (71)	5% (20)	12% (49)	397
PID/Gender: Ind Women	40% (152)	29% (111)	14% (52)	7% (27)	9% (36)	378
PID/Gender: Rep Men	40% (134)	27% (91)	16% (54)	8% (25)	8% (27)	332
PID/Gender: Rep Women	40% (132)	33% (106)	15% (49)	7% (23)	5% (16)	326
Tea Party: Supporter	45% (246)	32% (174)	15% (82)	4% (25)	4% (23)	550
Tea Party: Not Supporter	39% (639)	30% (490)	15% (252)	6% (102)	9% (151)	1634
Ideo: Liberal (1-3)	44% (340)	34% (261)	12% (94)	5% (40)	5% (37)	772
Ideo: Moderate (4)	41% (201)	30% (145)	18% (87)	5% (24)	6% (30)	486
Ideo: Conservative (5-7)	38% (256)	30% (201)	18% (120)	8% (52)	6% (38)	666
Educ: < College	42% (662)	28% (445)	15% (230)	5% (86)	9% (144)	1567
Educ: Bachelors degree	37% (154)	36% (150)	18% (73)	5% (20)	5% (19)	416
Educ: Post-grad	34% (74)	35% (76)	16% (34)	10% (22)	6% (12)	219
Income: Under 50k	43% (558)	26% (335)	16% (201)	6% (74)	10% (124)	1292
Income: 50k-100k	37% (249)	37% (246)	15% (100)	5% (34)	7% (44)	673
Income: 100k+	35% (84)	38% (89)	15% (36)	8% (20)	3% (7)	236

Continued on next page

**Table BRD23\_8:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
The device(s) you can watch on

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	40% (890)	30% (671)	15% (337)	6% (128)	8% (175)	2201
Ethnicity: White	40% (695)	31% (550)	15% (269)	6% (104)	8% (132)	1750
Ethnicity: Hispanic	45% (149)	31% (102)	12% (39)	3% (11)	9% (29)	329
Ethnicity: Afr. Am.	46% (123)	25% (68)	17% (46)	4% (9)	8% (23)	269
Ethnicity: Other	40% (73)	29% (52)	12% (23)	8% (15)	11% (20)	182
Relig: Protestant	40% (224)	32% (180)	17% (98)	7% (37)	4% (24)	563
Relig: Roman Catholic	41% (194)	34% (157)	14% (66)	5% (24)	6% (27)	468
Relig: Ath./Agn./None	38% (235)	29% (179)	15% (92)	6% (35)	13% (80)	621
Relig: Something Else	42% (129)	29% (89)	16% (48)	6% (18)	8% (25)	309
Relig: Evangelical	43% (265)	31% (190)	16% (96)	5% (29)	6% (39)	618
Relig: Non-Evang. Catholics	40% (260)	32% (212)	16% (102)	7% (47)	5% (32)	653
Relig: All Christian	41% (525)	32% (401)	16% (198)	6% (75)	6% (71)	1270
Relig: All Non-Christian	39% (364)	29% (269)	15% (139)	6% (53)	11% (104)	930
Community: Urban	41% (243)	29% (173)	15% (86)	5% (30)	10% (56)	589
Community: Suburban	40% (378)	31% (296)	17% (165)	6% (60)	6% (54)	953
Community: Rural	41% (269)	31% (201)	13% (86)	6% (38)	10% (65)	659
Employ: Private Sector	42% (270)	33% (212)	16% (102)	5% (30)	5% (32)	646
Employ: Government	42% (64)	33% (49)	13% (20)	7% (11)	4% (6)	150
Employ: Self-Employed	47% (102)	31% (67)	10% (22)	5% (11)	7% (15)	217
Employ: Homemaker	45% (91)	33% (67)	10% (21)	4% (9)	7% (15)	202
Employ: Student	37% (34)	27% (25)	16% (15)	1% (1)	19% (18)	92
Employ: Retired	35% (164)	30% (142)	19% (90)	10% (46)	5% (25)	468
Employ: Unemployed	36% (84)	26% (61)	19% (46)	5% (12)	14% (34)	237
Employ: Other	42% (80)	25% (48)	12% (22)	4% (8)	16% (31)	189
Military HH: Yes	37% (146)	31% (123)	18% (71)	9% (36)	5% (19)	394
Military HH: No	41% (744)	30% (548)	15% (266)	5% (93)	9% (157)	1807
RD/WT: Right Direction	41% (322)	28% (222)	16% (125)	7% (59)	8% (67)	795
RD/WT: Wrong Track	40% (567)	32% (448)	15% (212)	5% (70)	8% (108)	1406

Continued on next page

**Table BRD23\_8:** How important are the following when it comes to deciding how to view video content, such as television shows or movies?  
The device(s) you can watch on

Demographic	Very important	Somewhat important	Not too important	Not at all important	Dont Know / No Opinion	Total N
Adults	40% (890)	30% (671)	15% (337)	6% (128)	8% (175)	2201
Strongly Approve	43% (190)	28% (125)	14% (60)	7% (31)	9% (39)	445
Somewhat Approve	37% (162)	34% (150)	17% (74)	6% (26)	7% (31)	441
Somewhat Disapprove	39% (119)	32% (98)	18% (56)	6% (17)	4% (12)	301
Strongly Disapprove	45% (388)	29% (253)	15% (127)	6% (50)	6% (48)	866
Dont Know / No Opinion	21% (32)	31% (46)	14% (20)	4% (5)	30% (45)	147
#1 Issue: Economy	44% (254)	30% (171)	13% (77)	5% (30)	8% (44)	577
#1 Issue: Security	36% (156)	35% (151)	15% (66)	5% (20)	9% (38)	432
#1 Issue: Health Care	40% (195)	30% (148)	17% (83)	6% (29)	7% (32)	487
#1 Issue: Medicare / Social Security	43% (125)	26% (74)	17% (48)	10% (29)	4% (12)	288
#1 Issue: Women's Issues	42% (45)	33% (35)	11% (11)	2% (2)	12% (13)	106
#1 Issue: Education	47% (60)	25% (32)	15% (19)	5% (6)	8% (11)	129
#1 Issue: Energy	32% (27)	39% (33)	19% (16)	3% (3)	6% (5)	84
#1 Issue: Other	28% (27)	26% (26)	17% (16)	9% (9)	21% (21)	99
2016 Vote: Democrat Hillary Clinton	44% (325)	32% (231)	14% (104)	5% (35)	5% (39)	734
2016 Vote: Republican Donald Trump	38% (278)	33% (237)	16% (118)	7% (48)	6% (44)	725
2016 Vote: Someone else	42% (86)	27% (56)	17% (35)	10% (20)	4% (9)	204
2012 Vote: Barack Obama	42% (369)	33% (285)	15% (130)	5% (43)	5% (43)	869
2012 Vote: Mitt Romney	37% (214)	33% (189)	17% (96)	7% (40)	6% (36)	574
2012 Vote: Other	40% (36)	30% (27)	15% (13)	8% (8)	7% (7)	90
2012 Vote: Didn't Vote	40% (269)	26% (170)	15% (98)	6% (38)	13% (89)	664
4-Region: Northeast	41% (163)	33% (131)	15% (62)	5% (19)	7% (26)	402
4-Region: Midwest	38% (182)	31% (148)	16% (75)	7% (33)	7% (35)	474
4-Region: South	41% (334)	28% (227)	16% (132)	6% (46)	9% (76)	815
4-Region: West	41% (211)	32% (164)	13% (68)	6% (30)	8% (38)	511

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

**Table BRD24:** Which of the following is the most important when it comes to choosing which medium to use to watch television?

Demographic	Amount of shows and movies available	Quality of shows and movies available	Ability to watch whenever you want	Cost	Amount of commercials	The device(s) you can watch on	Don't Know / No Opinion	Total N
Adults	12% (270)	19% (408)	14% (311)	35% (761)	5% (111)	6% (132)	9% (209)	2201
Gender: Male	11% (122)	16% (174)	14% (144)	33% (352)	6% (62)	7% (75)	12% (132)	1060
Gender: Female	13% (148)	21% (234)	15% (167)	36% (409)	4% (49)	5% (57)	7% (77)	1141
Age: 18-29	21% (92)	16% (70)	10% (45)	26% (117)	10% (44)	5% (23)	12% (56)	446
Age: 30-44	12% (73)	16% (93)	12% (72)	35% (206)	5% (28)	9% (50)	11% (65)	589
Age: 45-54	13% (51)	22% (84)	15% (57)	34% (130)	3% (13)	5% (19)	8% (30)	384
Age: 55-64	9% (35)	17% (64)	18% (68)	40% (152)	5% (18)	7% (28)	5% (20)	384
Age: 65+	5% (19)	24% (97)	18% (70)	39% (156)	2% (7)	3% (12)	9% (38)	398
PID: Dem (no lean)	12% (91)	20% (157)	14% (110)	35% (267)	4% (34)	7% (54)	7% (56)	769
PID: Ind (no lean)	13% (99)	18% (140)	13% (103)	32% (245)	7% (51)	5% (40)	13% (97)	775
PID: Rep (no lean)	12% (80)	17% (112)	15% (98)	38% (248)	4% (26)	6% (38)	9% (56)	658
PID/Gender: Dem Men	12% (41)	15% (49)	14% (46)	32% (106)	7% (23)	8% (27)	12% (39)	331
PID/Gender: Dem Women	12% (51)	25% (108)	14% (63)	37% (161)	3% (11)	6% (27)	4% (17)	438
PID/Gender: Ind Men	12% (47)	18% (70)	12% (47)	31% (123)	7% (27)	7% (27)	14% (56)	397
PID/Gender: Ind Women	14% (52)	19% (70)	15% (56)	32% (122)	6% (24)	3% (13)	11% (41)	378
PID/Gender: Rep Men	10% (34)	17% (55)	15% (50)	37% (123)	4% (12)	6% (21)	11% (37)	332
PID/Gender: Rep Women	14% (46)	17% (56)	15% (48)	38% (125)	4% (14)	5% (17)	6% (19)	326
Tea Party: Supporter	14% (77)	19% (104)	16% (90)	31% (173)	7% (36)	8% (41)	5% (29)	550
Tea Party: Not Supporter	12% (190)	19% (303)	14% (221)	36% (583)	5% (74)	5% (88)	11% (175)	1634
Ideo: Liberal (1-3)	13% (99)	21% (159)	15% (119)	32% (248)	6% (49)	8% (61)	5% (38)	772
Ideo: Moderate (4)	12% (60)	18% (89)	12% (58)	39% (189)	5% (23)	6% (29)	8% (38)	486
Ideo: Conservative (5-7)	11% (71)	21% (138)	16% (105)	37% (244)	4% (30)	5% (31)	7% (46)	666
Educ: < College	13% (201)	15% (242)	15% (235)	34% (533)	6% (89)	6% (93)	11% (173)	1567
Educ: Bachelors degree	13% (54)	23% (97)	13% (53)	35% (147)	3% (12)	7% (28)	6% (25)	416
Educ: Post-grad	7% (15)	32% (69)	11% (24)	37% (80)	5% (10)	5% (10)	5% (11)	219
Income: Under 50k	13% (162)	16% (202)	14% (182)	35% (456)	5% (68)	6% (78)	11% (144)	1292
Income: 50k-100k	11% (77)	22% (148)	14% (91)	36% (240)	5% (34)	6% (40)	6% (43)	673
Income: 100k+	13% (31)	25% (59)	16% (38)	27% (65)	4% (9)	6% (14)	9% (21)	236

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**Table BRD24:** Which of the following is the most important when it comes to choosing which medium to use to watch television?

Demographic	Amount of shows and movies available	Quality of shows and movies available	Ability to watch whenever you want	Cost	Amount of commercials	The device(s) you can watch on	Don't Know / No Opinion	Total N
Adults	12% (270)	19% (408)	14% (311)	35% (761)	5% (111)	6% (132)	9% (209)	2201
Ethnicity: White	12% (213)	20% (348)	14% (246)	35% (613)	5% (79)	5% (95)	9% (156)	1750
Ethnicity: Hispanic	17% (57)	15% (49)	9% (31)	30% (98)	12% (38)	6% (20)	11% (36)	329
Ethnicity: Afr. Am.	13% (34)	11% (31)	18% (47)	34% (91)	7% (19)	8% (22)	9% (24)	269
Ethnicity: Other	13% (23)	16% (30)	9% (17)	31% (56)	7% (13)	8% (15)	15% (28)	182
Relig: Protestant	8% (45)	22% (123)	14% (79)	39% (218)	5% (29)	5% (28)	7% (41)	563
Relig: Roman Catholic	13% (60)	18% (86)	15% (71)	36% (168)	5% (23)	6% (27)	7% (33)	468
Relig: Ath./Agn./None	15% (94)	19% (117)	13% (80)	27% (170)	5% (32)	7% (43)	14% (85)	621
Relig: Something Else	12% (36)	16% (50)	14% (44)	34% (104)	6% (20)	7% (23)	10% (32)	309
Relig: Evangelical	12% (75)	17% (105)	16% (97)	39% (240)	4% (27)	5% (28)	7% (44)	618
Relig: Non-Evang. Catholics	10% (65)	21% (136)	14% (89)	38% (246)	5% (32)	6% (38)	7% (48)	653
Relig: All Christian	11% (141)	19% (241)	15% (186)	38% (485)	5% (59)	5% (66)	7% (92)	1270
Relig: All Non-Christian	14% (129)	18% (167)	13% (124)	30% (275)	6% (51)	7% (66)	13% (117)	930
Community: Urban	12% (70)	17% (103)	13% (77)	33% (195)	6% (38)	7% (39)	12% (68)	589
Community: Suburban	12% (115)	22% (206)	14% (133)	36% (341)	3% (33)	5% (51)	8% (74)	953
Community: Rural	13% (85)	15% (100)	15% (101)	34% (225)	6% (40)	6% (42)	10% (66)	659
Employ: Private Sector	11% (72)	21% (133)	14% (93)	33% (212)	6% (40)	8% (53)	7% (43)	646
Employ: Government	12% (18)	20% (30)	15% (22)	35% (52)	9% (13)	7% (10)	3% (5)	150
Employ: Self-Employed	14% (31)	14% (30)	12% (26)	33% (73)	6% (13)	10% (21)	10% (23)	217
Employ: Homemaker	16% (33)	21% (43)	12% (25)	38% (76)	3% (6)	4% (8)	6% (11)	202
Employ: Student	15% (13)	11% (10)	12% (11)	34% (31)	10% (9)	3% (2)	16% (15)	92
Employ: Retired	7% (32)	21% (99)	18% (86)	40% (188)	3% (13)	3% (14)	8% (36)	468
Employ: Unemployed	16% (38)	14% (34)	11% (26)	34% (82)	2% (4)	5% (11)	18% (43)	237
Employ: Other	17% (32)	15% (29)	12% (22)	25% (47)	6% (12)	7% (12)	18% (34)	189
Military HH: Yes	9% (36)	21% (83)	17% (68)	35% (138)	6% (25)	5% (19)	6% (25)	394
Military HH: No	13% (234)	18% (325)	13% (242)	34% (623)	5% (85)	6% (113)	10% (184)	1807
RD/WT: Right Direction	14% (111)	17% (135)	15% (120)	32% (252)	6% (45)	7% (54)	10% (79)	795
RD/WT: Wrong Track	11% (159)	19% (273)	14% (191)	36% (509)	5% (66)	6% (78)	9% (129)	1406

Continued on next page

**Table BRD24:** Which of the following is the most important when it comes to choosing which medium to use to watch television?

Demographic	Amount of shows and movies available	Quality of shows and movies available	Ability to watch whenever you want	Cost	Amount of commercials	The device(s) you can watch on	Don't Know / No Opinion	Total N
Adults	12% (270)	19% (408)	14% (311)	35% (761)	5% (111)	6% (132)	9% (209)	2201
Strongly Approve	14% (61)	15% (66)	15% (65)	34% (151)	5% (21)	7% (33)	11% (49)	445
Somewhat Approve	11% (49)	20% (86)	17% (74)	35% (155)	5% (22)	6% (26)	6% (28)	441
Somewhat Disapprove	14% (41)	23% (68)	12% (38)	34% (102)	6% (20)	6% (20)	5% (14)	301
Strongly Disapprove	12% (107)	20% (176)	13% (114)	37% (316)	5% (39)	6% (48)	8% (67)	866
Dont Know / No Opinion	9% (13)	8% (12)	14% (20)	25% (37)	6% (9)	3% (5)	35% (51)	147
#1 Issue: Economy	14% (80)	19% (107)	14% (82)	34% (194)	5% (31)	6% (35)	8% (48)	577
#1 Issue: Security	10% (45)	20% (88)	14% (60)	36% (154)	5% (23)	6% (24)	9% (38)	432
#1 Issue: Health Care	11% (53)	21% (100)	15% (74)	34% (167)	4% (18)	6% (31)	9% (43)	487
#1 Issue: Medicare / Social Security	8% (23)	14% (40)	19% (54)	44% (126)	5% (14)	4% (10)	7% (20)	288
#1 Issue: Women's Issues	15% (16)	22% (23)	14% (15)	29% (31)	6% (6)	5% (5)	9% (10)	106
#1 Issue: Education	21% (28)	15% (19)	10% (13)	25% (32)	8% (10)	12% (15)	9% (12)	129
#1 Issue: Energy	16% (13)	22% (18)	11% (10)	32% (27)	8% (7)	3% (2)	8% (6)	84
#1 Issue: Other	11% (11)	12% (12)	3% (3)	29% (29)	3% (3)	10% (10)	32% (32)	99
2016 Vote: Democrat Hillary Clinton	11% (83)	21% (155)	14% (106)	37% (270)	4% (29)	6% (47)	6% (45)	734
2016 Vote: Republican Donald Trump	12% (85)	19% (140)	17% (120)	34% (246)	5% (35)	6% (46)	7% (53)	725
2016 Vote: Someone else	7% (15)	19% (39)	13% (27)	36% (73)	10% (20)	9% (19)	6% (12)	204
2012 Vote: Barack Obama	13% (109)	21% (180)	14% (120)	36% (311)	5% (40)	6% (55)	6% (54)	869
2012 Vote: Mitt Romney	9% (54)	20% (115)	16% (94)	36% (205)	4% (22)	6% (37)	8% (48)	574
2012 Vote: Other	10% (9)	18% (16)	12% (11)	41% (37)	10% (9)	5% (5)	3% (3)	90
2012 Vote: Didn't Vote	15% (98)	15% (97)	13% (87)	31% (206)	6% (40)	5% (35)	15% (102)	664
4-Region: Northeast	10% (42)	21% (83)	15% (60)	35% (142)	3% (13)	7% (29)	8% (33)	402
4-Region: Midwest	11% (51)	17% (82)	14% (68)	36% (173)	4% (19)	7% (34)	10% (47)	474
4-Region: South	15% (122)	20% (160)	13% (106)	34% (274)	4% (34)	5% (41)	9% (77)	815
4-Region: West	11% (55)	16% (83)	15% (76)	34% (172)	9% (45)	5% (28)	10% (52)	511

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	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	446	20%
	Age: 30-44	589	27%
	Age: 45-54	384	17%
	Age: 55-64	384	17%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	769	35%
	PID: Ind (no lean)	775	35%
	PID: Rep (no lean)	658	30%
	N	2201	
xpidGender	PID/Gender: Dem Men	331	15%
	PID/Gender: Dem Women	438	20%
	PID/Gender: Ind Men	397	18%
	PID/Gender: Ind Women	378	17%
	PID/Gender: Rep Men	332	15%
	PID/Gender: Rep Women	326	15%
	N	2201	
xdemTea	Tea Party: Supporter	550	25%
	Tea Party: Not Supporter	1634	74%
	N	2184	
xdemIdeo3	Ideo: Liberal (1-3)	772	35%
	Ideo: Moderate (4)	486	22%
	Ideo: Conservative (5-7)	666	30%
	N	1924	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1292	59%
	Income: 50k-100k	673	31%
	Income: 100k+	236	11%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	563	26%
	Relig: Roman Catholic	468	21%
	Relig: Ath./Agn./None	621	28%
	Relig: Something Else	309	14%
	N	1961	
xreligion1	Relig: Jewish	44	2%
xreligion2	Relig: Evangelical	618	28%
	Relig: Non-Evang. Catholics	653	30%
	N	1270	
xreligion3	Relig: All Christian	1270	58%
	Relig: All Non-Christian	930	42%
	N	2200	
xdemUsr	Community: Urban	589	27%
	Community: Suburban	953	43%
	Community: Rural	659	30%
	N	2201	
xdemEmploy	Employ: Private Sector	646	29%
	Employ: Government	150	7%
	Employ: Self-Employed	217	10%
	Employ: Homemaker	202	9%
	Employ: Student	92	4%
	Employ: Retired	468	21%
	Employ: Unemployed	237	11%
	Employ: Other	189	9%
	N	2201	
xdemMilHH1	Military HH: Yes	394	18%
	Military HH: No	1807	82%
	N	2201	
xnr1	RD/WT: Right Direction	795	36%
	RD/WT: Wrong Track	1406	64%
	N	2201	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	445	20%
	Somewhat Approve	441	20%
	Somewhat Disapprove	301	14%
	Strongly Disapprove	866	39%
	Dont Know / No Opinion	147	7%
	N	2201	
xnr3	#1 Issue: Economy	577	26%
	#1 Issue: Security	432	20%
	#1 Issue: Health Care	487	22%
	#1 Issue: Medicare / Social Security	288	13%
	#1 Issue: Women's Issues	106	5%
	#1 Issue: Education	129	6%
	#1 Issue: Energy	84	4%
	#1 Issue: Other	99	5%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	734	33%
	2016 Vote: Republican Donald Trump	725	33%
	2016 Vote: Someone else	204	9%
	N	1663	
xsubVote12O	2012 Vote: Barack Obama	869	39%
	2012 Vote: Mitt Romney	574	26%
	2012 Vote: Other	90	4%
	2012 Vote: Didn't Vote	664	30%
	N	2198	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	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.

