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Morning Consult
National Tracking Poll #180211
February 15-19, 2018

Crosstabulation Results

Methodology:

This poll was conducted from February 15-19, 2018, 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: Are you a MoviePass subscriber?

Demographic	Yes	No	Total N
Adults	8% (177)	92% (2024)	2201
Gender: Male	12% (123)	88% (937)	1060
Gender: Female	5% (54)	95% (1088)	1141
Age: 18-29	14% (64)	86% (389)	453
Age: 30-44	13% (78)	87% (504)	582
Age: 45-54	4% (14)	96% (362)	377
Age: 55-64	3% (13)	97% (379)	391
Age: 65+	2% (7)	98% (390)	398
PID: Dem (no lean)	9% (63)	91% (655)	718
PID: Ind (no lean)	6% (44)	94% (750)	794
PID: Rep (no lean)	10% (69)	90% (620)	689
PID/Gender: Dem Men	12% (38)	88% (291)	329
PID/Gender: Dem Women	7% (25)	93% (364)	389
PID/Gender: Ind Men	7% (27)	93% (330)	356
PID/Gender: Ind Women	4% (17)	96% (420)	437
PID/Gender: Rep Men	16% (58)	84% (316)	374
PID/Gender: Rep Women	4% (11)	96% (304)	315
Tea Party: Supporter	17% (94)	83% (458)	552
Tea Party: Not Supporter	5% (81)	95% (1561)	1641
Ideo: Liberal (1-3)	15% (108)	85% (612)	720
Ideo: Moderate (4)	6% (33)	94% (475)	508
Ideo: Conservative (5-7)	5% (31)	95% (643)	674
Educ: < College	7% (102)	93% (1464)	1567
Educ: Bachelors degree	8% (35)	92% (381)	416
Educ: Post-grad	18% (40)	82% (179)	219
Income: Under 50k	7% (95)	93% (1197)	1292
Income: 50k-100k	9% (55)	91% (579)	634
Income: 100k+	10% (27)	90% (249)	276
Ethnicity: White	7% (119)	93% (1631)	1750

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Table BRD1: Are you a MoviePass subscriber?

Demographic	Yes	No	Total N
Adults	8% (177)	92% (2024)	2201
Ethnicity: Hispanic	19% (62)	81% (268)	329
Ethnicity: Afr. Am.	13% (34)	87% (234)	269
Ethnicity: Other	13% (23)	87% (159)	182
Relig: Protestant	7% (34)	93% (485)	520
Relig: Roman Catholic	12% (56)	88% (400)	456
Relig: Ath./Agn./None	5% (31)	95% (603)	634
Relig: Something Else	12% (41)	88% (297)	338
Relig: Evangelical	10% (62)	90% (555)	617
Relig: Non-Evang. Catholics	7% (43)	93% (566)	609
Relig: All Christian	9% (105)	91% (1121)	1226
Relig: All Non-Christian	7% (72)	93% (899)	971
Community: Urban	11% (69)	89% (542)	611
Community: Suburban	8% (75)	92% (854)	929
Community: Rural	5% (33)	95% (628)	661
Employ: Private Sector	12% (82)	88% (578)	660
Employ: Government	15% (23)	85% (129)	153
Employ: Self-Employed	12% (24)	88% (181)	205
Employ: Homemaker	3% (6)	97% (202)	209
Employ: Student	9% (9)	91% (84)	92
Employ: Retired	3% (15)	97% (496)	512
Employ: Unemployed	6% (12)	94% (179)	191
Employ: Other	3% (5)	97% (175)	180
Military HH: Yes	14% (59)	86% (368)	427
Military HH: No	7% (118)	93% (1656)	1774
RD/WT: Right Direction	12% (105)	88% (790)	895
RD/WT: Wrong Track	5% (71)	95% (1235)	1306
Strongly Approve	11% (55)	89% (428)	483
Somewhat Approve	8% (39)	92% (447)	486
Somewhat Disapprove	8% (25)	92% (286)	311
Strongly Disapprove	7% (53)	93% (752)	805
Dont Know / No Opinion	4% (4)	96% (111)	116

Continued on next page

Table BRD1: Are you a MoviePass subscriber?

Demographic		Yes		No		Total N
Adults	8%	(177)		92%	(2024)	2201
#1 Issue: Economy	5%	(34)		95%	(589)	623
#1 Issue: Security	6%	(25)		94%	(388)	413
#1 Issue: Health Care	11%	(41)		89%	(327)	368
#1 Issue: Medicare / Social Security	6%	(21)		94%	(315)	336
#1 Issue: Women's Issues	13%	(14)		87%	(88)	102
#1 Issue: Education	17%	(27)		83%	(131)	158
#1 Issue: Energy	15%	(11)		85%	(62)	73
#1 Issue: Other	3%	(4)		97%	(123)	128
2016 Vote: Democrat Hillary Clinton	9%	(62)		91%	(624)	685
2016 Vote: Republican Donald Trump	10%	(74)		90%	(674)	747
2016 Vote: Someone else	5%	(11)		95%	(187)	198
2012 Vote: Barack Obama	10%	(88)		90%	(775)	863
2012 Vote: Mitt Romney	8%	(41)		92%	(497)	539
2012 Vote: Other	3%	(3)		97%	(97)	100
2012 Vote: Didn't Vote	6%	(42)		94%	(649)	691
4-Region: Northeast	8%	(34)		92%	(368)	402
4-Region: Midwest	6%	(30)		94%	(444)	474
4-Region: South	7%	(60)		93%	(754)	815
4-Region: West	10%	(53)		90%	(458)	511
Yes	100%	(177)		—	(0)	177
Yes	20%	(118)		80%	(481)	599

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

Table BRD2: How many movies do you see at the movie theater in the average month?

Demographic	0		1-2		3-5		5 or more		Don't Know / No Opinion		Total N
Adults	47%	(1029)	40%	(880)	7%	(158)	2%	(55)	4%	(80)	2201
Gender: Male	41%	(438)	43%	(452)	9%	(100)	3%	(28)	4%	(41)	1060
Gender: Female	52%	(591)	38%	(428)	5%	(58)	2%	(27)	3%	(38)	1141
Age: 18-29	30%	(135)	46%	(209)	15%	(67)	4%	(16)	6%	(25)	453
Age: 30-44	38%	(223)	43%	(252)	9%	(52)	6%	(33)	4%	(22)	582
Age: 45-54	50%	(189)	44%	(165)	3%	(11)	—	(1)	3%	(10)	377
Age: 55-64	55%	(214)	38%	(147)	4%	(17)	—	(1)	3%	(12)	391
Age: 65+	67%	(267)	27%	(107)	3%	(11)	1%	(3)	3%	(10)	398
PID: Dem (no lean)	44%	(315)	42%	(302)	8%	(61)	3%	(24)	2%	(17)	718
PID: Ind (no lean)	50%	(395)	38%	(298)	6%	(46)	2%	(14)	5%	(40)	794
PID: Rep (no lean)	46%	(319)	41%	(280)	8%	(52)	2%	(17)	3%	(22)	689
PID/Gender: Dem Men	38%	(124)	46%	(150)	10%	(34)	3%	(11)	3%	(9)	329
PID/Gender: Dem Women	49%	(191)	39%	(152)	7%	(26)	3%	(12)	2%	(8)	389
PID/Gender: Ind Men	45%	(161)	40%	(142)	8%	(29)	2%	(7)	5%	(18)	356
PID/Gender: Ind Women	54%	(235)	36%	(156)	4%	(17)	2%	(7)	5%	(23)	437
PID/Gender: Rep Men	41%	(153)	43%	(160)	10%	(37)	3%	(10)	4%	(14)	374
PID/Gender: Rep Women	53%	(165)	38%	(120)	5%	(15)	2%	(7)	2%	(8)	315
Tea Party: Supporter	37%	(202)	45%	(250)	11%	(62)	4%	(24)	2%	(13)	552
Tea Party: Not Supporter	50%	(822)	38%	(627)	6%	(96)	2%	(30)	4%	(66)	1641
Ideo: Liberal (1-3)	42%	(301)	43%	(309)	9%	(67)	4%	(25)	2%	(17)	720
Ideo: Moderate (4)	48%	(242)	39%	(197)	8%	(40)	3%	(14)	3%	(15)	508
Ideo: Conservative (5-7)	50%	(335)	41%	(279)	6%	(37)	1%	(10)	2%	(13)	674
Educ: < College	49%	(767)	38%	(599)	6%	(99)	2%	(34)	4%	(67)	1567
Educ: Bachelors degree	43%	(179)	44%	(185)	8%	(33)	2%	(10)	2%	(9)	416
Educ: Post-grad	38%	(82)	44%	(96)	12%	(26)	5%	(11)	2%	(4)	219
Income: Under 50k	52%	(676)	34%	(445)	7%	(90)	2%	(27)	4%	(55)	1292
Income: 50k-100k	40%	(254)	48%	(306)	7%	(42)	3%	(16)	3%	(16)	634
Income: 100k+	36%	(99)	47%	(129)	10%	(26)	4%	(12)	3%	(9)	276
Ethnicity: White	50%	(867)	39%	(677)	6%	(110)	2%	(38)	3%	(58)	1750
Ethnicity: Hispanic	26%	(87)	48%	(160)	15%	(48)	8%	(26)	3%	(9)	329

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Table BRD2: How many movies do you see at the movie theater in the average month?

Demographic	0		1-2		3-5		5 or more		Don't Know / No Opinion		Total N
Adults	47%	(1029)	40%	(880)	7%	(158)	2%	(55)	4%	(80)	2201
Ethnicity: Afr. Am.	38%	(103)	45%	(122)	11%	(29)	1%	(4)	4%	(11)	269
Ethnicity: Other	32%	(59)	45%	(81)	11%	(19)	7%	(13)	6%	(10)	182
Relig: Protestant	56%	(290)	38%	(196)	4%	(20)	1%	(4)	2%	(10)	520
Relig: Roman Catholic	38%	(172)	42%	(193)	13%	(60)	4%	(20)	2%	(10)	456
Relig: Ath./Agn./None	52%	(329)	37%	(235)	4%	(26)	2%	(12)	5%	(31)	634
Relig: Something Else	37%	(125)	44%	(150)	11%	(37)	4%	(12)	4%	(13)	338
Relig: Evangelical	44%	(273)	40%	(250)	8%	(50)	3%	(20)	4%	(25)	617
Relig: Non-Evang. Catholics	49%	(298)	40%	(244)	7%	(45)	2%	(11)	2%	(11)	609
Relig: All Christian	47%	(571)	40%	(494)	8%	(94)	2%	(31)	3%	(36)	1226
Relig: All Non-Christian	47%	(454)	40%	(385)	7%	(64)	2%	(24)	5%	(44)	971
Community: Urban	36%	(217)	44%	(266)	11%	(68)	4%	(26)	6%	(34)	611
Community: Suburban	49%	(456)	42%	(388)	5%	(49)	1%	(13)	3%	(24)	929
Community: Rural	54%	(355)	34%	(226)	6%	(42)	2%	(16)	3%	(23)	661
Employ: Private Sector	35%	(233)	51%	(335)	9%	(62)	4%	(25)	1%	(5)	660
Employ: Government	33%	(50)	50%	(76)	12%	(18)	4%	(7)	2%	(2)	153
Employ: Self-Employed	43%	(88)	35%	(72)	14%	(29)	2%	(5)	5%	(11)	205
Employ: Homemaker	58%	(121)	32%	(67)	4%	(9)	1%	(2)	5%	(11)	209
Employ: Student	33%	(30)	47%	(44)	12%	(11)	5%	(4)	3%	(3)	92
Employ: Retired	63%	(323)	29%	(148)	3%	(16)	1%	(6)	4%	(18)	512
Employ: Unemployed	46%	(89)	42%	(80)	2%	(5)	2%	(3)	8%	(15)	191
Employ: Other	53%	(96)	32%	(58)	4%	(8)	2%	(3)	9%	(15)	180
Military HH: Yes	47%	(199)	38%	(164)	9%	(38)	4%	(16)	2%	(10)	427
Military HH: No	47%	(830)	40%	(716)	7%	(120)	2%	(39)	4%	(69)	1774
RD/WT: Right Direction	43%	(387)	41%	(369)	9%	(82)	3%	(25)	3%	(31)	895
RD/WT: Wrong Track	49%	(641)	39%	(511)	6%	(76)	2%	(29)	4%	(49)	1306
Strongly Approve	43%	(209)	39%	(190)	10%	(50)	4%	(19)	3%	(15)	483
Somewhat Approve	48%	(232)	41%	(201)	6%	(29)	2%	(7)	3%	(16)	486
Somewhat Disapprove	47%	(145)	41%	(127)	8%	(26)	3%	(8)	2%	(6)	311
Strongly Disapprove	48%	(385)	40%	(324)	6%	(47)	2%	(19)	4%	(29)	805
Dont Know / No Opinion	49%	(57)	33%	(38)	5%	(6)	1%	(1)	12%	(14)	116

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Table BRD2: How many movies do you see at the movie theater in the average month?

Demographic	0		1-2		3-5		5 or more		Don't Know / No Opinion		Total N
Adults	47%	(1029)	40%	(880)	7%	(158)	2%	(55)	4%	(80)	2201
#1 Issue: Economy	47%	(295)	40%	(250)	7%	(43)	3%	(16)	3%	(18)	623
#1 Issue: Security	44%	(181)	44%	(183)	6%	(26)	1%	(4)	5%	(19)	413
#1 Issue: Health Care	44%	(161)	42%	(155)	6%	(23)	4%	(16)	4%	(13)	368
#1 Issue: Medicare / Social Security	58%	(193)	31%	(104)	6%	(21)	2%	(8)	3%	(9)	336
#1 Issue: Women's Issues	40%	(41)	42%	(43)	11%	(11)	3%	(3)	4%	(4)	102
#1 Issue: Education	31%	(48)	50%	(79)	13%	(20)	2%	(4)	4%	(7)	158
#1 Issue: Energy	42%	(31)	41%	(30)	9%	(7)	4%	(3)	4%	(3)	73
#1 Issue: Other	61%	(78)	28%	(35)	5%	(6)	1%	(1)	5%	(7)	128
2016 Vote: Democrat Hillary Clinton	44%	(303)	43%	(295)	7%	(50)	4%	(26)	2%	(12)	685
2016 Vote: Republican Donald Trump	46%	(342)	42%	(317)	7%	(52)	2%	(16)	3%	(20)	747
2016 Vote: Someone else	45%	(89)	41%	(81)	7%	(14)	3%	(6)	4%	(8)	198
2012 Vote: Barack Obama	47%	(402)	40%	(342)	8%	(72)	3%	(25)	3%	(22)	863
2012 Vote: Mitt Romney	50%	(270)	40%	(218)	6%	(33)	2%	(9)	2%	(10)	539
2012 Vote: Other	40%	(40)	48%	(48)	5%	(5)	2%	(2)	6%	(6)	100
2012 Vote: Didn't Vote	45%	(314)	39%	(270)	7%	(49)	3%	(17)	6%	(42)	691
4-Region: Northeast	49%	(196)	41%	(163)	5%	(22)	2%	(9)	3%	(12)	402
4-Region: Midwest	53%	(250)	35%	(167)	7%	(32)	1%	(6)	4%	(19)	474
4-Region: South	47%	(383)	40%	(324)	7%	(56)	2%	(19)	4%	(34)	815
4-Region: West	39%	(200)	44%	(226)	10%	(49)	4%	(21)	3%	(15)	511
Yes	4%	(6)	57%	(100)	29%	(51)	11%	(19)	—	(0)	177
Yes	31%	(187)	48%	(286)	14%	(84)	5%	(28)	3%	(15)	599

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

Table BRD3: *And would you say you are seeing more or fewer movies in theaters than you were five years ago?*

Demographic	More movies		Fewer movies		About the same amount		Don't Know / No Opinion		Total N
Adults	18%	(394)	44%	(973)	32%	(706)	6%	(128)	2201
Gender: Male	20%	(215)	44%	(462)	31%	(324)	6%	(60)	1060
Gender: Female	16%	(180)	45%	(511)	33%	(382)	6%	(69)	1141
Age: 18-29	26%	(118)	43%	(195)	22%	(101)	9%	(39)	453
Age: 30-44	25%	(146)	44%	(255)	25%	(146)	6%	(35)	582
Age: 45-54	13%	(50)	46%	(174)	34%	(130)	6%	(23)	377
Age: 55-64	13%	(49)	44%	(174)	39%	(154)	4%	(14)	391
Age: 65+	8%	(31)	44%	(176)	44%	(175)	4%	(17)	398
PID: Dem (no lean)	18%	(130)	45%	(324)	32%	(226)	5%	(38)	718
PID: Ind (no lean)	17%	(132)	45%	(357)	31%	(246)	7%	(58)	794
PID: Rep (no lean)	19%	(132)	42%	(292)	34%	(233)	5%	(32)	689
PID/Gender: Dem Men	18%	(59)	48%	(157)	29%	(96)	5%	(17)	329
PID/Gender: Dem Women	18%	(71)	43%	(167)	34%	(130)	5%	(21)	389
PID/Gender: Ind Men	18%	(62)	44%	(155)	32%	(115)	7%	(24)	356
PID/Gender: Ind Women	16%	(70)	46%	(202)	30%	(131)	8%	(34)	437
PID/Gender: Rep Men	25%	(93)	40%	(150)	30%	(113)	5%	(18)	374
PID/Gender: Rep Women	12%	(39)	45%	(142)	38%	(120)	4%	(14)	315
Tea Party: Supporter	27%	(151)	42%	(229)	29%	(158)	3%	(14)	552
Tea Party: Not Supporter	15%	(243)	45%	(737)	33%	(546)	7%	(114)	1641
Ideo: Liberal (1-3)	22%	(161)	46%	(328)	27%	(198)	5%	(33)	720
Ideo: Moderate (4)	16%	(81)	43%	(217)	37%	(187)	5%	(23)	508
Ideo: Conservative (5-7)	17%	(116)	45%	(302)	35%	(239)	2%	(17)	674
Educ: < College	16%	(252)	45%	(711)	31%	(489)	7%	(114)	1567
Educ: Bachelors degree	19%	(77)	45%	(186)	34%	(143)	2%	(9)	416
Educ: Post-grad	30%	(65)	35%	(76)	33%	(73)	2%	(5)	219
Income: Under 50k	16%	(210)	45%	(586)	31%	(396)	8%	(100)	1292
Income: 50k-100k	19%	(117)	44%	(277)	35%	(219)	3%	(20)	634
Income: 100k+	24%	(67)	40%	(110)	33%	(91)	3%	(9)	276
Ethnicity: White	17%	(293)	44%	(774)	34%	(597)	5%	(87)	1750
Ethnicity: Hispanic	33%	(109)	38%	(125)	23%	(75)	6%	(20)	329

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Table BRD3: *And would you say you are seeing more or fewer movies in theaters than you were five years ago?*

Demographic	More movies		Fewer movies		About the same amount		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(394)	44%	(973)	32%	(706)	6%	(128)	2201
Ethnicity: Afr. Am.	21%	(57)	47%	(127)	24%	(64)	7%	(20)	269
Ethnicity: Other	24%	(45)	40%	(72)	24%	(44)	12%	(22)	182
Relig: Protestant	14%	(71)	40%	(207)	42%	(216)	5%	(27)	520
Relig: Roman Catholic	25%	(116)	40%	(185)	33%	(148)	2%	(7)	456
Relig: Ath./Agn./None	16%	(102)	45%	(284)	31%	(197)	8%	(51)	634
Relig: Something Else	20%	(68)	48%	(161)	26%	(86)	7%	(22)	338
Relig: Evangelical	20%	(124)	44%	(269)	30%	(185)	6%	(39)	617
Relig: Non-Evang. Catholics	16%	(100)	42%	(254)	39%	(237)	3%	(16)	609
Relig: All Christian	18%	(224)	43%	(524)	34%	(422)	5%	(55)	1226
Relig: All Non-Christian	18%	(170)	46%	(445)	29%	(283)	8%	(73)	971
Community: Urban	24%	(149)	40%	(243)	28%	(173)	8%	(46)	611
Community: Suburban	17%	(158)	46%	(424)	33%	(306)	4%	(41)	929
Community: Rural	13%	(88)	46%	(306)	34%	(227)	6%	(41)	661
Employ: Private Sector	25%	(168)	40%	(266)	31%	(206)	3%	(20)	660
Employ: Government	28%	(42)	36%	(54)	35%	(54)	2%	(2)	153
Employ: Self-Employed	21%	(42)	51%	(104)	25%	(51)	4%	(8)	205
Employ: Homemaker	12%	(26)	52%	(109)	29%	(61)	6%	(13)	209
Employ: Student	18%	(16)	46%	(43)	29%	(27)	7%	(6)	92
Employ: Retired	10%	(52)	42%	(214)	44%	(223)	4%	(23)	512
Employ: Unemployed	14%	(26)	51%	(97)	25%	(47)	11%	(21)	191
Employ: Other	12%	(22)	48%	(86)	21%	(37)	19%	(34)	180
Military HH: Yes	18%	(77)	44%	(190)	34%	(144)	4%	(16)	427
Military HH: No	18%	(317)	44%	(783)	32%	(561)	6%	(112)	1774
RD/WT: Right Direction	22%	(195)	41%	(367)	31%	(278)	6%	(54)	895
RD/WT: Wrong Track	15%	(199)	46%	(605)	33%	(427)	6%	(74)	1306
Strongly Approve	23%	(109)	42%	(205)	31%	(149)	4%	(19)	483
Somewhat Approve	16%	(76)	46%	(221)	34%	(165)	5%	(23)	486
Somewhat Disapprove	18%	(57)	47%	(145)	31%	(96)	4%	(13)	311
Strongly Disapprove	17%	(134)	45%	(364)	33%	(265)	5%	(42)	805
Dont Know / No Opinion	15%	(18)	32%	(38)	26%	(30)	26%	(30)	116

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Table BRD3: *And would you say you are seeing more or fewer movies in theaters than you were five years ago?*

Demographic	More movies		Fewer movies		About the same amount		Don't Know / No Opinion		Total N
Adults	18%	(394)	44%	(973)	32%	(706)	6%	(128)	2201
#1 Issue: Economy	19%	(120)	44%	(273)	33%	(204)	4%	(25)	623
#1 Issue: Security	18%	(73)	45%	(185)	34%	(140)	4%	(15)	413
#1 Issue: Health Care	21%	(76)	47%	(172)	27%	(99)	6%	(21)	368
#1 Issue: Medicare / Social Security	13%	(42)	42%	(140)	39%	(133)	6%	(21)	336
#1 Issue: Women's Issues	21%	(22)	48%	(49)	24%	(24)	7%	(7)	102
#1 Issue: Education	21%	(33)	44%	(70)	27%	(43)	7%	(11)	158
#1 Issue: Energy	23%	(17)	41%	(30)	28%	(20)	8%	(6)	73
#1 Issue: Other	8%	(11)	42%	(54)	33%	(42)	17%	(21)	128
2016 Vote: Democrat Hillary Clinton	19%	(131)	44%	(298)	33%	(229)	4%	(27)	685
2016 Vote: Republican Donald Trump	20%	(147)	41%	(304)	36%	(270)	4%	(27)	747
2016 Vote: Someone else	14%	(29)	47%	(92)	31%	(62)	8%	(15)	198
2012 Vote: Barack Obama	17%	(150)	45%	(388)	33%	(288)	4%	(36)	863
2012 Vote: Mitt Romney	20%	(105)	40%	(214)	38%	(205)	3%	(14)	539
2012 Vote: Other	12%	(12)	53%	(53)	28%	(28)	7%	(7)	100
2012 Vote: Didn't Vote	18%	(125)	46%	(315)	26%	(181)	10%	(70)	691
4-Region: Northeast	20%	(82)	41%	(165)	32%	(129)	6%	(26)	402
4-Region: Midwest	16%	(74)	43%	(202)	35%	(167)	7%	(32)	474
4-Region: South	17%	(139)	46%	(371)	31%	(253)	6%	(52)	815
4-Region: West	20%	(100)	46%	(235)	31%	(157)	4%	(19)	511
Yes	55%	(98)	32%	(56)	12%	(20)	1%	(2)	177
Yes	29%	(172)	42%	(250)	25%	(150)	4%	(27)	599

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

Table BRD4: What would you say is the primary reason you've seen fewer movies in theaters than you had five years ago?

Demographic	Cost of movie tickets		Cost of concessions		It's inconvenient		The movie selection		There are more options from streaming services		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(342)	11%	(104)	13%	(122)	15%	(142)	21%	(204)	6%	(58)	973
Gender: Male	28%	(132)	11%	(51)	13%	(60)	18%	(83)	23%	(104)	7%	(32)	462
Gender: Female	41%	(211)	10%	(53)	12%	(63)	12%	(59)	20%	(100)	5%	(26)	511
Age: 18-29	26%	(51)	9%	(18)	21%	(42)	15%	(30)	22%	(43)	6%	(11)	195
Age: 30-44	39%	(100)	12%	(31)	13%	(32)	9%	(22)	21%	(54)	6%	(16)	255
Age: 45-54	44%	(76)	14%	(25)	5%	(8)	8%	(14)	20%	(35)	9%	(16)	174
Age: 55-64	33%	(58)	10%	(18)	7%	(13)	23%	(39)	23%	(40)	4%	(6)	174
Age: 65+	33%	(58)	7%	(12)	15%	(27)	21%	(37)	18%	(31)	5%	(10)	176
PID: Dem (no lean)	38%	(123)	16%	(51)	10%	(33)	11%	(37)	20%	(64)	5%	(16)	324
PID: Ind (no lean)	33%	(118)	9%	(32)	12%	(44)	15%	(54)	24%	(86)	7%	(24)	357
PID: Rep (no lean)	35%	(101)	7%	(22)	16%	(45)	17%	(51)	19%	(54)	6%	(19)	292
PID/Gender: Dem Men	34%	(54)	16%	(26)	12%	(18)	15%	(23)	17%	(27)	6%	(9)	157
PID/Gender: Dem Women	41%	(69)	15%	(25)	9%	(15)	8%	(14)	22%	(37)	4%	(7)	167
PID/Gender: Ind Men	24%	(37)	9%	(13)	8%	(13)	22%	(34)	31%	(48)	6%	(9)	155
PID/Gender: Ind Women	40%	(81)	9%	(18)	15%	(31)	10%	(20)	19%	(38)	7%	(14)	202
PID/Gender: Rep Men	27%	(40)	8%	(12)	19%	(29)	17%	(26)	20%	(29)	9%	(13)	150
PID/Gender: Rep Women	43%	(61)	7%	(10)	12%	(17)	18%	(25)	18%	(25)	4%	(5)	142
Tea Party: Supporter	33%	(75)	10%	(23)	14%	(31)	19%	(44)	21%	(47)	4%	(9)	229
Tea Party: Not Supporter	36%	(263)	11%	(81)	12%	(90)	13%	(97)	21%	(156)	7%	(49)	737
Ideo: Liberal (1-3)	36%	(117)	14%	(44)	13%	(43)	13%	(43)	21%	(69)	3%	(11)	328
Ideo: Moderate (4)	34%	(74)	12%	(26)	13%	(29)	10%	(22)	26%	(57)	4%	(10)	217
Ideo: Conservative (5-7)	34%	(102)	8%	(25)	12%	(37)	21%	(62)	20%	(59)	6%	(17)	302
Educ: < College	34%	(241)	12%	(88)	13%	(89)	13%	(93)	21%	(149)	7%	(50)	711
Educ: Bachelors degree	38%	(71)	6%	(11)	11%	(20)	19%	(35)	23%	(44)	3%	(5)	186
Educ: Post-grad	41%	(31)	6%	(4)	17%	(13)	18%	(14)	15%	(11)	4%	(3)	76

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Table BRD4: What would you say is the primary reason you've seen fewer movies in theaters than you had five years ago?

Demographic	There are more options from streaming services										Total N
	Cost of movie tickets	Cost of concessions	It's inconvenient	The movie selection	streaming services	Don't Know / No Opinion					
Adults	35% (342)	11% (104)	13% (122)	15% (142)	21% (204)	6% (58)	973				
Income: Under 50k	37% (216)	12% (70)	12% (72)	12% (71)	20% (117)	7% (40)	586				
Income: 50k-100k	31% (86)	9% (24)	14% (38)	18% (49)	24% (66)	5% (14)	277				
Income: 100k+	36% (39)	9% (10)	11% (13)	20% (22)	20% (22)	4% (5)	110				
Ethnicity: White	36% (278)	11% (81)	12% (96)	15% (116)	21% (164)	5% (38)	774				
Ethnicity: Hispanic	33% (42)	14% (17)	12% (15)	19% (24)	13% (17)	9% (11)	125				
Ethnicity: Afr. Am.	29% (37)	11% (14)	14% (18)	8% (10)	23% (30)	14% (17)	127				
Ethnicity: Other	37% (27)	11% (8)	11% (8)	21% (15)	14% (10)	5% (3)	72				
Relig: Protestant	38% (78)	11% (24)	13% (26)	16% (34)	21% (43)	1% (3)	207				
Relig: Roman Catholic	38% (71)	12% (22)	15% (27)	17% (32)	13% (23)	6% (10)	185				
Relig: Ath./Agn./None	31% (88)	10% (28)	13% (36)	12% (35)	28% (80)	5% (16)	284				
Relig: Something Else	35% (57)	13% (21)	10% (17)	16% (26)	18% (29)	7% (11)	161				
Relig: Evangelical	34% (92)	8% (23)	14% (39)	15% (42)	20% (54)	8% (20)	269				
Relig: Non-Evang. Catholics	40% (101)	12% (32)	12% (30)	15% (39)	16% (41)	5% (12)	254				
Relig: All Christian	37% (194)	10% (54)	13% (69)	15% (80)	18% (95)	6% (32)	524				
Relig: All Non-Christian	33% (145)	11% (50)	12% (53)	14% (62)	25% (110)	6% (26)	445				
Community: Urban	38% (93)	10% (25)	10% (24)	14% (34)	18% (44)	10% (23)	243				
Community: Suburban	34% (145)	12% (50)	11% (45)	17% (70)	22% (92)	5% (21)	424				
Community: Rural	34% (104)	10% (30)	17% (53)	12% (37)	22% (68)	4% (14)	306				
Employ: Private Sector	38% (100)	11% (29)	12% (33)	14% (37)	21% (57)	4% (10)	266				
Employ: Government	31% (17)	18% (10)	25% (14)	11% (6)	13% (7)	2% (1)	54				
Employ: Self-Employed	35% (36)	8% (9)	8% (9)	17% (17)	23% (24)	9% (10)	104				
Employ: Homemaker	51% (56)	10% (11)	11% (12)	5% (6)	20% (22)	2% (2)	109				
Employ: Retired	29% (61)	7% (15)	15% (31)	25% (54)	20% (44)	4% (9)	214				
Employ: Unemployed	31% (30)	13% (12)	12% (11)	8% (8)	26% (25)	9% (9)	97				
Employ: Other	39% (33)	10% (9)	8% (7)	10% (8)	16% (14)	17% (14)	86				
Military HH: Yes	34% (64)	10% (18)	14% (26)	17% (33)	17% (32)	9% (16)	190				
Military HH: No	35% (278)	11% (86)	12% (96)	14% (109)	22% (173)	5% (42)	783				

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Table BRD4: What would you say is the primary reason you've seen fewer movies in theaters than you had five years ago?

Demographic	Cost of movie tickets		Cost of concessions		It's inconvenient		The movie selection		There are more options from streaming services		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	35%	(342)	11%	(104)	13%	(122)	15%	(142)	21%	(204)	6%	(58)	973
RD/WT: Right Direction	29%	(105)	10%	(37)	14%	(52)	18%	(65)	22%	(79)	8%	(29)	367
RD/WT: Wrong Track	39%	(237)	11%	(67)	12%	(70)	13%	(77)	21%	(125)	5%	(29)	605
Strongly Approve	33%	(68)	7%	(14)	16%	(32)	17%	(35)	21%	(44)	6%	(12)	205
Somewhat Approve	29%	(64)	15%	(33)	12%	(27)	16%	(36)	22%	(48)	6%	(14)	221
Somewhat Disapprove	40%	(59)	11%	(16)	18%	(26)	11%	(16)	17%	(24)	3%	(4)	145
Strongly Disapprove	40%	(144)	11%	(40)	9%	(32)	13%	(49)	22%	(79)	5%	(20)	364
#1 Issue: Economy	36%	(98)	12%	(32)	12%	(32)	13%	(36)	23%	(63)	5%	(13)	273
#1 Issue: Security	34%	(63)	10%	(19)	11%	(20)	20%	(37)	22%	(40)	4%	(6)	185
#1 Issue: Health Care	34%	(58)	12%	(21)	17%	(30)	10%	(17)	17%	(30)	10%	(17)	172
#1 Issue: Medicare / Social Security	36%	(51)	17%	(23)	9%	(12)	18%	(25)	15%	(21)	5%	(7)	140
#1 Issue: Education	44%	(31)	2%	(1)	11%	(8)	11%	(7)	24%	(17)	8%	(6)	70
#1 Issue: Other	34%	(18)	3%	(2)	21%	(11)	7%	(4)	24%	(13)	10%	(5)	54
2016 Vote: Democrat Hillary Clinton	40%	(118)	12%	(34)	12%	(36)	13%	(39)	20%	(60)	4%	(11)	298
2016 Vote: Republican Donald Trump	36%	(109)	7%	(23)	14%	(42)	19%	(58)	20%	(61)	4%	(12)	304
2016 Vote: Someone else	44%	(40)	13%	(12)	11%	(10)	14%	(13)	15%	(13)	4%	(4)	92
2012 Vote: Barack Obama	39%	(151)	11%	(42)	12%	(48)	14%	(55)	18%	(71)	5%	(20)	388
2012 Vote: Mitt Romney	40%	(85)	6%	(13)	15%	(32)	20%	(43)	16%	(34)	4%	(8)	214
2012 Vote: Other	33%	(18)	8%	(4)	9%	(5)	27%	(14)	16%	(8)	8%	(4)	53
2012 Vote: Didn't Vote	28%	(88)	14%	(45)	12%	(38)	9%	(29)	28%	(89)	8%	(26)	315
4-Region: Northeast	37%	(62)	9%	(15)	11%	(18)	16%	(26)	20%	(34)	7%	(11)	165
4-Region: Midwest	36%	(72)	12%	(25)	12%	(24)	17%	(35)	16%	(33)	6%	(13)	202
4-Region: South	30%	(113)	10%	(37)	13%	(49)	15%	(58)	26%	(95)	5%	(20)	371
4-Region: West	41%	(95)	12%	(27)	13%	(32)	10%	(24)	18%	(42)	6%	(15)	235
Yes	23%	(13)	19%	(11)	15%	(8)	23%	(13)	20%	(12)	—	(0)	56
Yes	31%	(77)	12%	(31)	17%	(43)	12%	(31)	21%	(54)	6%	(14)	250

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

Table BRD5: How likely are you to buy concessions, such as soda, candy or popcorn, when you go to a movie theater?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	34% (758)	28% (617)	11% (245)	21% (461)	5% (119)	2201
Gender: Male	36% (383)	29% (310)	12% (127)	17% (184)	5% (56)	1060
Gender: Female	33% (376)	27% (307)	10% (118)	24% (278)	6% (63)	1141
Age: 18-29	34% (154)	30% (137)	12% (56)	15% (68)	8% (38)	453
Age: 30-44	41% (239)	27% (159)	10% (61)	16% (95)	5% (28)	582
Age: 45-54	32% (121)	32% (121)	11% (42)	19% (70)	6% (21)	377
Age: 55-64	37% (145)	25% (98)	9% (36)	27% (104)	2% (8)	391
Age: 65+	25% (99)	26% (102)	12% (49)	31% (124)	6% (23)	398
PID: Dem (no lean)	35% (252)	28% (204)	10% (71)	21% (151)	6% (41)	718
PID: Ind (no lean)	30% (241)	28% (222)	13% (101)	22% (174)	7% (56)	794
PID: Rep (no lean)	39% (266)	28% (192)	11% (73)	20% (136)	3% (22)	689
PID/Gender: Dem Men	36% (119)	30% (98)	10% (32)	19% (63)	5% (17)	329
PID/Gender: Dem Women	34% (132)	27% (106)	10% (39)	23% (88)	6% (24)	389
PID/Gender: Ind Men	31% (111)	29% (102)	15% (53)	18% (64)	7% (26)	356
PID/Gender: Ind Women	30% (129)	28% (120)	11% (48)	25% (110)	7% (30)	437
PID/Gender: Rep Men	41% (152)	30% (111)	11% (42)	15% (57)	3% (13)	374
PID/Gender: Rep Women	36% (114)	26% (81)	10% (31)	25% (79)	3% (9)	315
Tea Party: Supporter	45% (250)	26% (142)	10% (57)	16% (89)	3% (14)	552
Tea Party: Not Supporter	31% (507)	29% (472)	11% (187)	23% (371)	6% (105)	1641
Ideo: Liberal (1-3)	37% (267)	29% (211)	12% (85)	17% (124)	5% (32)	720
Ideo: Moderate (4)	35% (179)	30% (153)	10% (50)	20% (101)	5% (25)	508
Ideo: Conservative (5-7)	34% (230)	27% (182)	12% (83)	24% (160)	3% (19)	674
Educ: < College	35% (543)	27% (428)	11% (168)	21% (325)	7% (103)	1567
Educ: Bachelors degree	33% (136)	31% (129)	14% (56)	20% (84)	2% (9)	416
Educ: Post-grad	36% (79)	28% (60)	9% (21)	24% (52)	3% (7)	219
Income: Under 50k	32% (412)	27% (344)	11% (146)	23% (302)	7% (87)	1292
Income: 50k-100k	38% (240)	29% (182)	12% (74)	18% (115)	4% (23)	634
Income: 100k+	38% (106)	33% (92)	9% (24)	16% (44)	3% (9)	276
Ethnicity: White	34% (589)	28% (491)	11% (193)	22% (393)	5% (85)	1750
Ethnicity: Hispanic	43% (143)	28% (91)	8% (26)	17% (56)	4% (13)	329

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Table BRD5: How likely are you to buy concessions, such as soda, candy or popcorn, when you go to a movie theater?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	34% (758)	28% (617)	11% (245)	21% (461)	5% (119)	2201
Ethnicity: Afr. Am.	38% (102)	32% (85)	11% (30)	13% (35)	6% (16)	269
Ethnicity: Other	37% (68)	23% (41)	12% (22)	18% (33)	10% (18)	182
Relig: Protestant	32% (168)	30% (155)	13% (65)	21% (107)	5% (25)	520
Relig: Roman Catholic	38% (175)	30% (135)	10% (47)	19% (88)	2% (11)	456
Relig: Ath./Agn./None	31% (198)	26% (167)	13% (81)	22% (136)	8% (51)	634
Relig: Something Else	35% (119)	27% (91)	10% (35)	23% (78)	4% (15)	338
Relig: Evangelical	40% (245)	26% (161)	10% (64)	18% (114)	5% (33)	617
Relig: Non-Evang. Catholics	32% (196)	32% (196)	10% (64)	22% (133)	3% (20)	609
Relig: All Christian	36% (441)	29% (356)	10% (128)	20% (247)	4% (53)	1226
Relig: All Non-Christian	33% (316)	27% (258)	12% (116)	22% (214)	7% (66)	971
Community: Urban	37% (225)	31% (187)	8% (48)	18% (111)	6% (40)	611
Community: Suburban	33% (310)	28% (262)	13% (120)	21% (194)	5% (43)	929
Community: Rural	34% (223)	25% (168)	12% (77)	24% (157)	6% (37)	661
Employ: Private Sector	43% (283)	30% (195)	11% (71)	14% (96)	2% (15)	660
Employ: Government	37% (57)	30% (46)	10% (16)	16% (25)	6% (9)	153
Employ: Self-Employed	38% (78)	25% (52)	11% (22)	20% (41)	6% (13)	205
Employ: Homemaker	34% (71)	22% (47)	10% (22)	27% (57)	6% (12)	209
Employ: Student	26% (24)	38% (35)	18% (16)	13% (12)	6% (5)	92
Employ: Retired	26% (134)	28% (143)	12% (59)	30% (154)	4% (22)	512
Employ: Unemployed	32% (61)	30% (58)	11% (22)	17% (33)	9% (18)	191
Employ: Other	29% (51)	23% (42)	10% (17)	25% (45)	14% (25)	180
Military HH: Yes	39% (168)	29% (122)	10% (44)	17% (71)	5% (21)	427
Military HH: No	33% (590)	28% (495)	11% (200)	22% (390)	6% (98)	1774
RD/WT: Right Direction	39% (351)	27% (244)	10% (90)	19% (166)	5% (45)	895
RD/WT: Wrong Track	31% (407)	29% (374)	12% (155)	23% (296)	6% (74)	1306
Strongly Approve	45% (216)	22% (105)	10% (50)	20% (97)	3% (15)	483
Somewhat Approve	33% (159)	31% (152)	11% (56)	21% (101)	4% (18)	486
Somewhat Disapprove	29% (90)	34% (106)	13% (42)	20% (61)	4% (12)	311
Strongly Disapprove	33% (263)	28% (226)	11% (87)	22% (181)	6% (48)	805
Dont Know / No Opinion	27% (31)	24% (28)	9% (11)	18% (21)	22% (26)	116

Continued on next page

Table BRD5: How likely are you to buy concessions, such as soda, candy or popcorn, when you go to a movie theater?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	34% (758)	28% (617)	11% (245)	21% (461)	5% (119)	2201
#1 Issue: Economy	36% (223)	31% (190)	10% (64)	20% (125)	3% (20)	623
#1 Issue: Security	37% (154)	29% (119)	10% (42)	20% (83)	4% (15)	413
#1 Issue: Health Care	36% (133)	27% (100)	11% (41)	21% (78)	4% (16)	368
#1 Issue: Medicare / Social Security	30% (102)	23% (77)	12% (40)	26% (89)	9% (29)	336
#1 Issue: Women's Issues	29% (29)	30% (31)	12% (13)	18% (19)	10% (10)	102
#1 Issue: Education	34% (54)	33% (52)	11% (17)	18% (29)	5% (7)	158
#1 Issue: Energy	37% (27)	27% (20)	9% (7)	22% (16)	5% (4)	73
#1 Issue: Other	28% (36)	23% (29)	17% (21)	19% (25)	13% (17)	128
2016 Vote: Democrat Hillary Clinton	34% (235)	32% (219)	10% (69)	20% (140)	3% (22)	685
2016 Vote: Republican Donald Trump	38% (282)	26% (195)	11% (84)	21% (157)	4% (29)	747
2016 Vote: Someone else	25% (50)	31% (61)	11% (22)	24% (48)	9% (17)	198
2012 Vote: Barack Obama	36% (309)	30% (260)	9% (82)	20% (172)	5% (41)	863
2012 Vote: Mitt Romney	34% (182)	29% (158)	13% (69)	21% (113)	3% (17)	539
2012 Vote: Other	30% (30)	32% (32)	8% (8)	25% (25)	5% (5)	100
2012 Vote: Didn't Vote	34% (235)	24% (166)	12% (85)	22% (149)	8% (56)	691
4-Region: Northeast	27% (107)	30% (122)	11% (43)	27% (109)	5% (21)	402
4-Region: Midwest	36% (168)	26% (123)	13% (60)	18% (84)	8% (38)	474
4-Region: South	37% (299)	27% (218)	10% (81)	21% (173)	5% (43)	815
4-Region: West	36% (185)	30% (154)	12% (60)	19% (95)	3% (18)	511
Yes	54% (95)	30% (52)	9% (16)	3% (6)	4% (7)	177
Yes	46% (278)	30% (177)	9% (54)	13% (77)	2% (14)	599

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

Table BRD6: *And what is the main reason you wouldn't buy concessions at a movie theater?*

Demographic	Movie tickets										
	The options are unhealthy		They cost too much		are already too expensive		Other (please specify)		Don't Know / No Opinion		Total N
Adults	9%	(66)	69%	(485)	15%	(106)	4%	(31)	3%	(18)	
Gender: Male	11%	(33)	67%	(209)	15%	(46)	4%	(12)	3%	(11)	311
Gender: Female	8%	(33)	70%	(276)	15%	(60)	5%	(19)	2%	(7)	395
Age: 18-29	9%	(11)	64%	(79)	22%	(27)	—	(0)	5%	(6)	124
Age: 30-44	8%	(13)	71%	(111)	15%	(24)	2%	(3)	4%	(6)	156
Age: 45-54	4%	(4)	75%	(85)	15%	(17)	4%	(4)	2%	(2)	113
Age: 55-64	10%	(14)	69%	(97)	14%	(19)	5%	(7)	2%	(2)	140
Age: 65+	14%	(24)	65%	(113)	11%	(19)	9%	(16)	1%	(1)	174
PID: Dem (no lean)	8%	(17)	72%	(160)	15%	(33)	3%	(7)	2%	(5)	222
PID: Ind (no lean)	11%	(29)	63%	(174)	18%	(49)	4%	(12)	4%	(12)	275
PID: Rep (no lean)	10%	(20)	72%	(152)	11%	(23)	6%	(12)	1%	(2)	209
PID/Gender: Dem Men	8%	(8)	71%	(67)	13%	(13)	4%	(4)	3%	(3)	95
PID/Gender: Dem Women	7%	(9)	73%	(92)	16%	(21)	3%	(3)	1%	(2)	127
PID/Gender: Ind Men	14%	(16)	59%	(70)	17%	(21)	3%	(4)	6%	(7)	118
PID/Gender: Ind Women	8%	(13)	66%	(104)	18%	(29)	5%	(8)	3%	(4)	158
PID/Gender: Rep Men	9%	(9)	73%	(72)	13%	(13)	4%	(4)	1%	(1)	99
PID/Gender: Rep Women	10%	(11)	72%	(80)	9%	(10)	7%	(8)	1%	(1)	111
Tea Party: Supporter	8%	(12)	72%	(104)	14%	(20)	5%	(8)	1%	(1)	145
Tea Party: Not Supporter	10%	(54)	68%	(379)	15%	(86)	4%	(23)	3%	(16)	558
Ideo: Liberal (1-3)	10%	(20)	63%	(132)	21%	(43)	4%	(8)	3%	(6)	209
Ideo: Moderate (4)	7%	(11)	70%	(106)	16%	(24)	5%	(7)	2%	(3)	151
Ideo: Conservative (5-7)	11%	(27)	71%	(173)	10%	(24)	6%	(14)	2%	(4)	243
Educ: < College	7%	(35)	71%	(348)	15%	(76)	3%	(16)	3%	(17)	493
Educ: Bachelors degree	12%	(18)	66%	(93)	14%	(20)	6%	(9)	1%	(1)	141
Educ: Post-grad	18%	(13)	60%	(43)	14%	(10)	7%	(5)	1%	(1)	72
Income: Under 50k	6%	(26)	69%	(308)	17%	(78)	5%	(21)	3%	(15)	448
Income: 50k-100k	14%	(26)	70%	(133)	11%	(21)	3%	(6)	1%	(2)	189
Income: 100k+	20%	(14)	64%	(44)	10%	(7)	5%	(3)	1%	(1)	69
Ethnicity: White	9%	(53)	68%	(400)	15%	(90)	5%	(29)	2%	(14)	585

Continued on next page

Table BRD6: *And what is the main reason you wouldn't buy concessions at a movie theater?*

Demographic	The options are unhealthy		They cost too much		Movie tickets are already too expensive		Other (please specify)		Don't Know / No Opinion		Total N
Adults	9%	(66)	69%	(485)	15%	(106)	4%	(31)	3%	(18)	706
Ethnicity: Hispanic	5%	(4)	79%	(65)	12%	(10)	2%	(2)	3%	(2)	82
Ethnicity: Afr. Am.	10%	(6)	68%	(45)	16%	(10)	1%	(1)	5%	(3)	66
Ethnicity: Other	11%	(6)	74%	(41)	11%	(6)	2%	(1)	2%	(1)	55
Relig: Protestant	9%	(15)	74%	(128)	11%	(19)	5%	(8)	1%	(2)	172
Relig: Roman Catholic	11%	(15)	66%	(90)	14%	(19)	6%	(9)	2%	(3)	136
Relig: Ath./Agn./None	11%	(24)	66%	(143)	18%	(40)	2%	(4)	3%	(6)	218
Relig: Something Else	5%	(6)	70%	(79)	14%	(16)	7%	(8)	4%	(5)	113
Relig: Evangelical	9%	(16)	73%	(130)	13%	(23)	3%	(5)	2%	(4)	178
Relig: Non-Evang. Catholics	10%	(20)	67%	(133)	14%	(28)	7%	(13)	2%	(3)	197
Relig: All Christian	10%	(36)	70%	(263)	13%	(51)	5%	(19)	2%	(7)	375
Relig: All Non-Christian	9%	(30)	67%	(222)	17%	(56)	4%	(12)	3%	(11)	331
Community: Urban	9%	(14)	75%	(119)	13%	(21)	1%	(1)	2%	(3)	159
Community: Suburban	9%	(27)	70%	(220)	14%	(45)	5%	(16)	2%	(6)	314
Community: Rural	10%	(24)	62%	(145)	17%	(41)	6%	(14)	4%	(9)	233
Employ: Private Sector	11%	(19)	68%	(113)	17%	(28)	2%	(4)	2%	(3)	167
Employ: Self-Employed	6%	(4)	75%	(47)	14%	(9)	1%	(0)	5%	(3)	62
Employ: Homemaker	4%	(3)	67%	(53)	18%	(14)	7%	(5)	3%	(3)	79
Employ: Retired	12%	(25)	66%	(140)	12%	(26)	8%	(17)	2%	(5)	213
Employ: Unemployed	6%	(3)	79%	(43)	5%	(3)	3%	(2)	6%	(3)	54
Employ: Other	1%	(1)	72%	(45)	25%	(15)	2%	(1)	—	(0)	62
Military HH: Yes	12%	(13)	70%	(81)	9%	(11)	7%	(8)	2%	(2)	115
Military HH: No	9%	(53)	68%	(404)	16%	(96)	4%	(23)	3%	(16)	591
RD/WT: Right Direction	8%	(21)	71%	(182)	13%	(32)	5%	(12)	3%	(8)	255
RD/WT: Wrong Track	10%	(45)	67%	(303)	16%	(74)	4%	(19)	2%	(10)	451
Strongly Approve	8%	(12)	71%	(104)	12%	(18)	7%	(11)	2%	(3)	147
Somewhat Approve	11%	(17)	69%	(109)	15%	(24)	3%	(5)	2%	(3)	157
Somewhat Disapprove	9%	(10)	70%	(72)	14%	(15)	1%	(1)	5%	(5)	103
Strongly Disapprove	8%	(22)	70%	(187)	16%	(44)	4%	(12)	1%	(3)	268

Continued on next page

Table BRD6: *And what is the main reason you wouldn't buy concessions at a movie theater?*

Demographic	The options are unhealthy		They cost too much		Movie tickets are already too expensive		Other (please specify)		Don't Know / No Opinion		Total N
Adults	9%	(66)	69%	(485)	15%	(106)	4%	(31)	3%	(18)	706
#1 Issue: Economy	12%	(23)	68%	(128)	15%	(29)	4%	(7)	1%	(1)	189
#1 Issue: Security	12%	(15)	69%	(86)	10%	(12)	7%	(8)	2%	(3)	125
#1 Issue: Health Care	5%	(6)	69%	(82)	21%	(25)	1%	(1)	5%	(6)	119
#1 Issue: Medicare / Social Security	11%	(14)	69%	(88)	14%	(17)	7%	(9)	—	(1)	129
2016 Vote: Democrat Hillary Clinton	10%	(22)	64%	(134)	19%	(40)	4%	(9)	2%	(4)	209
2016 Vote: Republican Donald Trump	9%	(23)	72%	(173)	12%	(30)	4%	(11)	2%	(6)	241
2016 Vote: Someone else	8%	(6)	68%	(47)	10%	(7)	9%	(6)	4%	(3)	69
2012 Vote: Barack Obama	11%	(29)	63%	(160)	18%	(45)	6%	(15)	2%	(4)	254
2012 Vote: Mitt Romney	11%	(20)	73%	(132)	9%	(17)	7%	(12)	—	(1)	182
2012 Vote: Didn't Vote	7%	(16)	71%	(167)	17%	(39)	1%	(2)	4%	(10)	234
4-Region: Northeast	12%	(19)	61%	(93)	18%	(28)	5%	(8)	3%	(5)	152
4-Region: Midwest	8%	(12)	73%	(105)	10%	(15)	3%	(4)	6%	(9)	145
4-Region: South	8%	(21)	71%	(182)	16%	(40)	3%	(7)	1%	(3)	254
4-Region: West	9%	(14)	68%	(106)	15%	(23)	8%	(12)	1%	(1)	155
Yes	9%	(11)	68%	(89)	18%	(23)	2%	(2)	4%	(5)	130

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

Table BRD7_1: *If it cost less to see a movie in theaters, would you be more or less likely to do each of the following?*
See movies in theaters more often

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	37%	(824)	37%	(820)	6%	(126)	6%	(135)	13%	(296)	2201
Gender: Male	36%	(384)	37%	(397)	6%	(64)	7%	(71)	14%	(143)	1060
Gender: Female	39%	(440)	37%	(423)	5%	(62)	6%	(64)	13%	(153)	1141
Age: 18-29	43%	(194)	29%	(130)	10%	(45)	5%	(21)	14%	(64)	453
Age: 30-44	50%	(290)	32%	(188)	4%	(22)	5%	(27)	10%	(56)	582
Age: 45-54	35%	(132)	40%	(152)	5%	(20)	8%	(30)	11%	(43)	377
Age: 55-64	31%	(120)	44%	(171)	4%	(17)	5%	(20)	16%	(63)	391
Age: 65+	22%	(88)	45%	(179)	6%	(23)	9%	(36)	18%	(71)	398
PID: Dem (no lean)	40%	(288)	36%	(256)	7%	(48)	6%	(41)	12%	(85)	718
PID: Ind (no lean)	35%	(278)	39%	(311)	6%	(44)	5%	(36)	16%	(125)	794
PID: Rep (no lean)	37%	(258)	37%	(253)	5%	(34)	8%	(58)	13%	(87)	689
PID/Gender: Dem Men	39%	(129)	34%	(113)	8%	(27)	7%	(24)	11%	(36)	329
PID/Gender: Dem Women	41%	(159)	37%	(143)	5%	(21)	4%	(17)	13%	(49)	389
PID/Gender: Ind Men	32%	(112)	43%	(152)	5%	(17)	5%	(18)	16%	(57)	356
PID/Gender: Ind Women	38%	(165)	36%	(159)	6%	(27)	4%	(18)	16%	(68)	437
PID/Gender: Rep Men	38%	(143)	35%	(132)	5%	(20)	8%	(29)	14%	(51)	374
PID/Gender: Rep Women	37%	(115)	38%	(121)	5%	(14)	9%	(29)	11%	(36)	315
Tea Party: Supporter	48%	(266)	33%	(185)	4%	(25)	6%	(31)	8%	(46)	552
Tea Party: Not Supporter	34%	(554)	39%	(634)	6%	(101)	6%	(103)	15%	(249)	1641
Ideo: Liberal (1-3)	42%	(303)	37%	(266)	6%	(46)	4%	(28)	11%	(76)	720
Ideo: Moderate (4)	37%	(190)	37%	(189)	6%	(30)	8%	(42)	11%	(57)	508
Ideo: Conservative (5-7)	34%	(227)	41%	(276)	5%	(34)	7%	(49)	13%	(87)	674
Educ: < College	38%	(590)	35%	(549)	6%	(92)	7%	(107)	15%	(230)	1567
Educ: Bachelors degree	36%	(150)	44%	(182)	6%	(24)	4%	(16)	10%	(43)	416
Educ: Post-grad	39%	(84)	41%	(89)	5%	(10)	5%	(12)	11%	(23)	219
Income: Under 50k	36%	(468)	35%	(449)	6%	(80)	8%	(100)	15%	(194)	1292
Income: 50k-100k	39%	(245)	42%	(263)	5%	(34)	4%	(24)	11%	(67)	634
Income: 100k+	40%	(110)	39%	(107)	4%	(12)	4%	(11)	13%	(35)	276

Continued on next page

Table BRD7_1: *If it cost less to see a movie in theaters, would you be more or less likely to do each of the following?*
See movies in theaters more often

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	37% (824)	37% (820)	6% (126)	6% (135)	13% (296)	2201
Ethnicity: White	36% (633)	39% (683)	6% (101)	6% (103)	13% (231)	1750
Ethnicity: Hispanic	52% (170)	25% (83)	9% (29)	4% (13)	10% (34)	329
Ethnicity: Afr. Am.	42% (114)	30% (82)	6% (16)	7% (19)	14% (39)	269
Ethnicity: Other	42% (77)	30% (55)	5% (10)	7% (13)	15% (27)	182
Relig: Protestant	32% (168)	44% (230)	4% (23)	6% (30)	13% (69)	520
Relig: Roman Catholic	41% (185)	37% (168)	7% (31)	8% (35)	8% (37)	456
Relig: Ath./Agn./None	34% (217)	35% (222)	5% (33)	6% (38)	20% (124)	634
Relig: Something Else	44% (149)	37% (124)	5% (16)	5% (16)	10% (33)	338
Relig: Evangelical	40% (250)	37% (230)	6% (35)	6% (39)	10% (63)	617
Relig: Non-Evang. Catholics	34% (207)	40% (242)	7% (41)	7% (42)	13% (77)	609
Relig: All Christian	37% (457)	38% (472)	6% (77)	7% (81)	11% (139)	1226
Relig: All Non-Christian	38% (366)	36% (345)	5% (49)	6% (54)	16% (157)	971
Community: Urban	43% (262)	33% (201)	6% (39)	5% (28)	13% (81)	611
Community: Suburban	34% (311)	42% (392)	5% (50)	6% (58)	13% (117)	929
Community: Rural	38% (250)	34% (227)	6% (37)	7% (48)	15% (99)	661
Employ: Private Sector	44% (288)	37% (247)	6% (40)	4% (24)	9% (62)	660
Employ: Government	44% (67)	42% (65)	3% (5)	5% (8)	5% (8)	153
Employ: Self-Employed	38% (77)	39% (80)	8% (15)	5% (10)	11% (23)	205
Employ: Homemaker	45% (95)	31% (65)	3% (7)	7% (14)	13% (28)	209
Employ: Student	39% (36)	32% (29)	11% (11)	9% (8)	9% (8)	92
Employ: Retired	23% (118)	45% (232)	6% (30)	8% (42)	18% (90)	512
Employ: Unemployed	37% (71)	28% (54)	5% (10)	10% (19)	19% (37)	191
Employ: Other	40% (72)	27% (48)	5% (9)	5% (10)	23% (41)	180
Military HH: Yes	37% (159)	37% (157)	6% (24)	7% (30)	13% (57)	427
Military HH: No	37% (665)	37% (662)	6% (102)	6% (105)	14% (240)	1774
RD/WT: Right Direction	38% (344)	38% (340)	5% (46)	6% (55)	12% (109)	895
RD/WT: Wrong Track	37% (480)	37% (480)	6% (80)	6% (80)	14% (187)	1306

Continued on next page

Table BRD7_1: *If it cost less to see a movie in theaters, would you be more or less likely to do each of the following?*
See movies in theaters more often

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	37% (824)	37% (820)	6% (126)	6% (135)	13% (296)	2201
Strongly Approve	43% (209)	34% (164)	6% (27)	5% (26)	12% (57)	483
Somewhat Approve	33% (160)	46% (222)	4% (18)	6% (30)	11% (56)	486
Somewhat Disapprove	33% (104)	39% (120)	8% (26)	9% (27)	11% (34)	311
Strongly Disapprove	42% (334)	34% (271)	6% (48)	6% (46)	13% (106)	805
Dont Know / No Opinion	14% (17)	36% (41)	6% (7)	6% (7)	38% (44)	116
#1 Issue: Economy	41% (256)	37% (230)	5% (33)	6% (37)	11% (67)	623
#1 Issue: Security	41% (168)	37% (153)	5% (22)	5% (21)	12% (50)	413
#1 Issue: Health Care	39% (145)	38% (139)	7% (27)	4% (16)	11% (40)	368
#1 Issue: Medicare / Social Security	31% (104)	38% (127)	5% (17)	10% (32)	16% (55)	336
#1 Issue: Women's Issues	34% (34)	39% (40)	8% (8)	4% (4)	16% (16)	102
#1 Issue: Education	35% (56)	35% (55)	5% (8)	9% (14)	16% (25)	158
#1 Issue: Energy	38% (28)	40% (29)	4% (3)	4% (3)	13% (10)	73
#1 Issue: Other	25% (32)	36% (46)	6% (7)	6% (8)	27% (34)	128
2016 Vote: Democrat Hillary Clinton	40% (277)	38% (257)	6% (44)	5% (34)	11% (72)	685
2016 Vote: Republican Donald Trump	38% (285)	38% (287)	5% (38)	6% (48)	12% (89)	747
2016 Vote: Someone else	34% (68)	42% (83)	4% (8)	5% (10)	15% (29)	198
2012 Vote: Barack Obama	39% (339)	36% (311)	7% (59)	6% (50)	12% (105)	863
2012 Vote: Mitt Romney	36% (196)	41% (220)	4% (20)	7% (40)	12% (64)	539
2012 Vote: Other	30% (30)	49% (49)	4% (4)	4% (4)	13% (13)	100
2012 Vote: Didn't Vote	37% (257)	34% (238)	6% (44)	6% (39)	16% (113)	691
4-Region: Northeast	32% (130)	36% (144)	7% (28)	6% (24)	19% (76)	402
4-Region: Midwest	35% (165)	39% (186)	5% (26)	6% (27)	15% (70)	474
4-Region: South	38% (307)	37% (302)	6% (48)	7% (60)	12% (97)	815
4-Region: West	43% (222)	37% (187)	5% (24)	5% (24)	10% (53)	511
Yes	51% (91)	37% (65)	6% (11)	2% (4)	3% (6)	177
Yes	53% (316)	30% (180)	6% (37)	3% (20)	8% (45)	599

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

Table BRD7_4: *If it cost less to see a movie in theaters, would you be more or less likely to do each of the following?*
Spend more on concessions

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	25%	(545)	37%	(812)	12%	(258)	9%	(197)	18%	(389)	2201
Gender: Male	24%	(259)	39%	(414)	11%	(118)	8%	(86)	17%	(182)	1060
Gender: Female	25%	(286)	35%	(398)	12%	(139)	10%	(111)	18%	(207)	1141
Age: 18-29	32%	(145)	33%	(148)	12%	(52)	7%	(32)	17%	(75)	453
Age: 30-44	35%	(204)	38%	(220)	9%	(54)	6%	(33)	12%	(71)	582
Age: 45-54	20%	(75)	42%	(158)	14%	(53)	8%	(31)	16%	(61)	377
Age: 55-64	20%	(80)	39%	(153)	12%	(47)	9%	(37)	19%	(75)	391
Age: 65+	10%	(40)	33%	(133)	13%	(52)	16%	(65)	27%	(108)	398
PID: Dem (no lean)	24%	(173)	37%	(267)	13%	(93)	9%	(62)	17%	(123)	718
PID: Ind (no lean)	22%	(176)	37%	(292)	12%	(96)	8%	(64)	21%	(165)	794
PID: Rep (no lean)	28%	(196)	37%	(253)	10%	(69)	10%	(71)	15%	(101)	689
PID/Gender: Dem Men	24%	(79)	39%	(127)	12%	(40)	8%	(27)	17%	(56)	329
PID/Gender: Dem Women	24%	(93)	36%	(140)	14%	(54)	9%	(35)	17%	(67)	389
PID/Gender: Ind Men	19%	(68)	41%	(145)	11%	(40)	7%	(24)	22%	(80)	356
PID/Gender: Ind Women	25%	(108)	34%	(147)	13%	(56)	9%	(40)	20%	(86)	437
PID/Gender: Rep Men	30%	(111)	38%	(143)	10%	(39)	9%	(35)	12%	(47)	374
PID/Gender: Rep Women	27%	(85)	35%	(110)	9%	(30)	11%	(36)	17%	(54)	315
Tea Party: Supporter	36%	(199)	35%	(191)	11%	(60)	7%	(40)	11%	(63)	552
Tea Party: Not Supporter	21%	(345)	38%	(617)	12%	(197)	10%	(156)	20%	(326)	1641
Ideo: Liberal (1-3)	30%	(215)	37%	(266)	12%	(86)	8%	(54)	14%	(99)	720
Ideo: Moderate (4)	23%	(115)	40%	(205)	10%	(53)	9%	(47)	17%	(88)	508
Ideo: Conservative (5-7)	22%	(149)	37%	(250)	14%	(96)	11%	(73)	16%	(106)	674
Educ: < College	27%	(422)	34%	(539)	11%	(178)	9%	(142)	18%	(285)	1567
Educ: Bachelors degree	19%	(78)	44%	(183)	12%	(52)	9%	(36)	16%	(67)	416
Educ: Post-grad	21%	(45)	41%	(90)	13%	(28)	8%	(18)	17%	(37)	219
Income: Under 50k	26%	(336)	34%	(439)	11%	(146)	9%	(120)	19%	(249)	1292
Income: 50k-100k	23%	(144)	40%	(256)	13%	(80)	9%	(59)	15%	(95)	634
Income: 100k+	23%	(64)	42%	(116)	12%	(32)	6%	(18)	16%	(45)	276

Continued on next page

Table BRD7_4: *If it cost less to see a movie in theaters, would you be more or less likely to do each of the following?*
Spend more on concessions

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	25%	(545)	37%	(812)	12%	(258)	9%	(197)	18%	(389)	2201
Ethnicity: White	24%	(413)	37%	(656)	12%	(204)	10%	(166)	18%	(311)	1750
Ethnicity: Hispanic	37%	(121)	33%	(110)	11%	(37)	5%	(18)	13%	(42)	329
Ethnicity: Afr. Am.	31%	(84)	33%	(90)	12%	(31)	8%	(21)	16%	(42)	269
Ethnicity: Other	26%	(47)	37%	(67)	12%	(23)	5%	(10)	20%	(36)	182
Relig: Protestant	20%	(104)	40%	(206)	11%	(59)	9%	(47)	20%	(104)	520
Relig: Roman Catholic	26%	(118)	40%	(183)	12%	(56)	9%	(40)	13%	(59)	456
Relig: Ath./Agn./None	24%	(153)	32%	(205)	11%	(73)	9%	(60)	23%	(143)	634
Relig: Something Else	29%	(99)	39%	(132)	14%	(48)	7%	(23)	11%	(36)	338
Relig: Evangelical	28%	(173)	36%	(221)	11%	(67)	9%	(55)	16%	(101)	617
Relig: Non-Evang. Catholics	20%	(120)	41%	(250)	11%	(69)	10%	(60)	18%	(110)	609
Relig: All Christian	24%	(293)	38%	(471)	11%	(137)	9%	(114)	17%	(211)	1226
Relig: All Non-Christian	26%	(252)	35%	(338)	12%	(120)	8%	(82)	18%	(179)	971
Community: Urban	31%	(187)	33%	(200)	12%	(71)	7%	(46)	18%	(107)	611
Community: Suburban	19%	(180)	41%	(378)	11%	(104)	10%	(89)	19%	(178)	929
Community: Rural	27%	(177)	35%	(234)	13%	(83)	9%	(62)	16%	(105)	661
Employ: Private Sector	31%	(205)	37%	(246)	12%	(79)	7%	(45)	13%	(84)	660
Employ: Government	23%	(35)	47%	(71)	15%	(23)	5%	(8)	10%	(15)	153
Employ: Self-Employed	27%	(55)	37%	(76)	14%	(29)	9%	(18)	13%	(27)	205
Employ: Homemaker	32%	(67)	33%	(70)	8%	(17)	8%	(16)	18%	(39)	209
Employ: Student	24%	(22)	39%	(36)	13%	(12)	11%	(10)	13%	(12)	92
Employ: Retired	12%	(63)	37%	(191)	13%	(66)	13%	(68)	24%	(123)	512
Employ: Unemployed	24%	(46)	34%	(65)	11%	(22)	9%	(17)	22%	(42)	191
Employ: Other	28%	(51)	31%	(56)	5%	(9)	9%	(15)	27%	(48)	180
Military HH: Yes	28%	(119)	36%	(153)	10%	(44)	11%	(49)	15%	(62)	427
Military HH: No	24%	(426)	37%	(660)	12%	(214)	8%	(148)	18%	(327)	1774
RD/WT: Right Direction	28%	(251)	38%	(342)	10%	(86)	9%	(78)	15%	(138)	895
RD/WT: Wrong Track	23%	(294)	36%	(470)	13%	(172)	9%	(119)	19%	(251)	1306

Continued on next page

Table BRD7_4: *If it cost less to see a movie in theaters, would you be more or less likely to do each of the following?*
Spend more on concessions

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	25%	(545)	37%	(812)	12%	(258)	9%	(197)	18%	(389)	2201
Strongly Approve	32%	(152)	36%	(174)	10%	(46)	9%	(42)	14%	(68)	483
Somewhat Approve	22%	(105)	41%	(198)	12%	(58)	10%	(49)	15%	(75)	486
Somewhat Disapprove	23%	(72)	42%	(131)	13%	(41)	8%	(25)	14%	(42)	311
Strongly Disapprove	25%	(204)	34%	(276)	13%	(101)	9%	(69)	19%	(154)	805
Dont Know / No Opinion	10%	(11)	28%	(33)	9%	(11)	10%	(11)	43%	(50)	116
#1 Issue: Economy	26%	(164)	39%	(246)	12%	(74)	8%	(48)	15%	(90)	623
#1 Issue: Security	26%	(108)	34%	(140)	12%	(48)	11%	(45)	18%	(73)	413
#1 Issue: Health Care	28%	(102)	34%	(124)	15%	(54)	7%	(25)	17%	(63)	368
#1 Issue: Medicare / Social Security	19%	(64)	39%	(132)	9%	(30)	11%	(36)	22%	(73)	336
#1 Issue: Women's Issues	30%	(31)	33%	(34)	12%	(12)	9%	(9)	16%	(16)	102
#1 Issue: Education	22%	(35)	43%	(68)	12%	(19)	9%	(15)	13%	(21)	158
#1 Issue: Energy	29%	(21)	36%	(26)	11%	(8)	11%	(8)	13%	(10)	73
#1 Issue: Other	15%	(20)	32%	(41)	10%	(12)	9%	(11)	34%	(44)	128
2016 Vote: Democrat Hillary Clinton	22%	(154)	40%	(274)	14%	(96)	8%	(57)	15%	(105)	685
2016 Vote: Republican Donald Trump	29%	(214)	36%	(267)	10%	(73)	11%	(80)	15%	(113)	747
2016 Vote: Someone else	18%	(36)	39%	(76)	11%	(23)	10%	(20)	22%	(43)	198
2012 Vote: Barack Obama	24%	(210)	38%	(328)	12%	(99)	9%	(81)	17%	(144)	863
2012 Vote: Mitt Romney	24%	(128)	39%	(210)	11%	(57)	10%	(55)	16%	(88)	539
2012 Vote: Other	15%	(15)	42%	(42)	10%	(10)	10%	(10)	22%	(22)	100
2012 Vote: Didn't Vote	27%	(189)	33%	(228)	13%	(91)	7%	(49)	19%	(133)	691
4-Region: Northeast	21%	(82)	36%	(143)	11%	(44)	11%	(43)	22%	(89)	402
4-Region: Midwest	23%	(110)	35%	(165)	12%	(58)	10%	(45)	20%	(95)	474
4-Region: South	27%	(222)	36%	(296)	12%	(99)	9%	(76)	15%	(121)	815
4-Region: West	26%	(131)	41%	(208)	11%	(57)	6%	(32)	16%	(83)	511
Yes	45%	(80)	39%	(70)	9%	(16)	2%	(4)	4%	(7)	177
Yes	39%	(232)	36%	(216)	10%	(58)	6%	(34)	10%	(59)	599

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

Table BRD8: *If cost wasn't a factor, would you rather watch movies in a theater or at home?*

Demographic	In a theater	At home	Don't Know / No Opinion	Total N
Adults	45% (993)	47% (1044)	7% (164)	2201
Gender: Male	47% (499)	46% (491)	7% (70)	1060
Gender: Female	43% (494)	48% (554)	8% (94)	1141
Age: 18-29	49% (221)	41% (184)	10% (47)	453
Age: 30-44	50% (289)	44% (253)	7% (40)	582
Age: 45-54	49% (184)	43% (162)	8% (31)	377
Age: 55-64	40% (156)	55% (214)	6% (22)	391
Age: 65+	36% (142)	58% (231)	6% (24)	398
PID: Dem (no lean)	49% (350)	45% (323)	6% (45)	718
PID: Ind (no lean)	43% (339)	47% (370)	11% (85)	794
PID: Rep (no lean)	44% (304)	51% (350)	5% (34)	689
PID/Gender: Dem Men	50% (164)	45% (147)	5% (17)	329
PID/Gender: Dem Women	48% (185)	45% (176)	7% (28)	389
PID/Gender: Ind Men	46% (164)	43% (153)	11% (39)	356
PID/Gender: Ind Women	40% (174)	50% (217)	11% (46)	437
PID/Gender: Rep Men	46% (171)	51% (190)	4% (14)	374
PID/Gender: Rep Women	42% (134)	51% (161)	7% (21)	315
Tea Party: Supporter	48% (267)	47% (260)	5% (25)	552
Tea Party: Not Supporter	44% (719)	48% (783)	8% (139)	1641
Ideo: Liberal (1-3)	50% (363)	43% (310)	7% (47)	720
Ideo: Moderate (4)	42% (214)	50% (256)	7% (38)	508
Ideo: Conservative (5-7)	45% (302)	51% (342)	4% (30)	674
Educ: < College	43% (680)	48% (758)	8% (128)	1567
Educ: Bachelors degree	51% (211)	43% (179)	6% (27)	416
Educ: Post-grad	47% (102)	49% (107)	4% (9)	219
Income: Under 50k	43% (550)	49% (634)	8% (107)	1292
Income: 50k-100k	49% (310)	45% (287)	6% (36)	634
Income: 100k+	48% (132)	44% (122)	8% (21)	276
Ethnicity: White	45% (792)	48% (841)	7% (117)	1750
Ethnicity: Hispanic	53% (175)	40% (132)	7% (22)	329

Continued on next page

Table BRD8: *If cost wasn't a factor, would you rather watch movies in a theater or at home?*

Demographic	In a theater		At home		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	45%	(993)	47%	(1044)	7%	(164)	2201
Ethnicity: Afr. Am.	46%	(123)	46%	(123)	8%	(23)	269
Ethnicity: Other	42%	(77)	44%	(80)	14%	(25)	182
Relig: Protestant	44%	(230)	50%	(261)	6%	(29)	520
Relig: Roman Catholic	47%	(214)	49%	(222)	5%	(21)	456
Relig: Ath./Agn./None	42%	(266)	48%	(302)	10%	(66)	634
Relig: Something Else	51%	(171)	42%	(140)	8%	(26)	338
Relig: Evangelical	45%	(276)	49%	(302)	6%	(39)	617
Relig: Non-Evang. Catholics	46%	(279)	49%	(297)	5%	(33)	609
Relig: All Christian	45%	(554)	49%	(599)	6%	(72)	1226
Relig: All Non-Christian	45%	(437)	46%	(442)	10%	(92)	971
Community: Urban	49%	(298)	42%	(258)	9%	(55)	611
Community: Suburban	45%	(416)	48%	(442)	8%	(71)	929
Community: Rural	42%	(278)	52%	(345)	6%	(38)	661
Employ: Private Sector	56%	(371)	37%	(245)	7%	(44)	660
Employ: Government	45%	(69)	49%	(75)	6%	(9)	153
Employ: Self-Employed	45%	(92)	46%	(94)	10%	(20)	205
Employ: Homemaker	43%	(90)	49%	(102)	8%	(17)	209
Employ: Student	47%	(43)	47%	(43)	7%	(6)	92
Employ: Retired	37%	(187)	59%	(300)	5%	(25)	512
Employ: Unemployed	36%	(68)	54%	(102)	11%	(21)	191
Employ: Other	41%	(73)	46%	(84)	13%	(23)	180
Military HH: Yes	45%	(194)	49%	(211)	5%	(22)	427
Military HH: No	45%	(799)	47%	(833)	8%	(143)	1774
RD/WT: Right Direction	46%	(415)	48%	(425)	6%	(55)	895
RD/WT: Wrong Track	44%	(578)	47%	(619)	8%	(110)	1306
Strongly Approve	44%	(215)	52%	(251)	4%	(17)	483
Somewhat Approve	44%	(213)	49%	(236)	8%	(37)	486
Somewhat Disapprove	46%	(142)	46%	(144)	8%	(25)	311
Strongly Disapprove	48%	(390)	44%	(355)	7%	(60)	805
Dont Know / No Opinion	28%	(33)	50%	(58)	22%	(25)	116

Continued on next page

Table BRD8: *If cost wasn't a factor, would you rather watch movies in a theater or at home?*

Demographic	In a theater		At home		Don't Know / No Opinion		Total N
Adults	45%	(993)	47%	(1044)	7%	(164)	2201
#1 Issue: Economy	47%	(290)	45%	(281)	8%	(52)	623
#1 Issue: Security	49%	(200)	46%	(191)	5%	(22)	413
#1 Issue: Health Care	48%	(176)	46%	(168)	7%	(24)	368
#1 Issue: Medicare / Social Security	38%	(129)	54%	(181)	8%	(26)	336
#1 Issue: Women's Issues	50%	(51)	43%	(44)	6%	(7)	102
#1 Issue: Education	44%	(70)	48%	(76)	8%	(12)	158
#1 Issue: Energy	44%	(32)	49%	(36)	7%	(5)	73
#1 Issue: Other	34%	(44)	53%	(68)	13%	(16)	128
2016 Vote: Democrat Hillary Clinton	51%	(346)	44%	(300)	6%	(39)	685
2016 Vote: Republican Donald Trump	44%	(329)	51%	(382)	5%	(37)	747
2016 Vote: Someone else	52%	(102)	38%	(76)	10%	(20)	198
2012 Vote: Barack Obama	47%	(407)	47%	(405)	6%	(51)	863
2012 Vote: Mitt Romney	45%	(244)	48%	(260)	6%	(34)	539
2012 Vote: Other	52%	(53)	40%	(40)	8%	(8)	100
2012 Vote: Didn't Vote	41%	(286)	49%	(337)	10%	(68)	691
4-Region: Northeast	42%	(170)	50%	(199)	8%	(32)	402
4-Region: Midwest	41%	(195)	49%	(232)	10%	(47)	474
4-Region: South	43%	(352)	50%	(409)	7%	(53)	815
4-Region: West	54%	(276)	40%	(203)	6%	(32)	511
Yes	63%	(111)	35%	(62)	2%	(4)	177
Yes	53%	(317)	42%	(249)	5%	(33)	599

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

Table BRD9: *If cost wasn't a factor, would you rather watch a movie in a theater or on a streaming service such as Netflix, Hulu or Amazon Prime Video?*

Demographic	In a theater		On a streaming service		Don't Know / No Opinion		Total N
Adults	46%	(1005)	43%	(950)	11%	(247)	2201
Gender: Male	49%	(520)	42%	(450)	8%	(89)	1060
Gender: Female	42%	(484)	44%	(500)	14%	(158)	1141
Age: 18-29	41%	(186)	48%	(217)	11%	(50)	453
Age: 30-44	50%	(292)	42%	(245)	8%	(45)	582
Age: 45-54	48%	(181)	41%	(154)	11%	(42)	377
Age: 55-64	46%	(178)	43%	(170)	11%	(43)	391
Age: 65+	42%	(167)	41%	(164)	17%	(67)	398
PID: Dem (no lean)	46%	(331)	44%	(316)	10%	(71)	718
PID: Ind (no lean)	45%	(358)	41%	(329)	13%	(106)	794
PID: Rep (no lean)	46%	(315)	44%	(305)	10%	(69)	689
PID/Gender: Dem Men	50%	(163)	44%	(145)	6%	(20)	329
PID/Gender: Dem Women	43%	(168)	44%	(171)	13%	(51)	389
PID/Gender: Ind Men	51%	(180)	39%	(138)	11%	(38)	356
PID/Gender: Ind Women	41%	(178)	44%	(191)	16%	(68)	437
PID/Gender: Rep Men	47%	(177)	45%	(167)	8%	(31)	374
PID/Gender: Rep Women	44%	(138)	44%	(138)	12%	(39)	315
Tea Party: Supporter	48%	(264)	46%	(253)	6%	(35)	552
Tea Party: Not Supporter	45%	(736)	42%	(694)	13%	(211)	1641
Ideo: Liberal (1-3)	46%	(334)	45%	(326)	8%	(60)	720
Ideo: Moderate (4)	42%	(216)	46%	(233)	12%	(60)	508
Ideo: Conservative (5-7)	49%	(328)	42%	(285)	9%	(62)	674
Educ: < College	43%	(675)	44%	(692)	13%	(200)	1567
Educ: Bachelors degree	53%	(220)	40%	(167)	7%	(29)	416
Educ: Post-grad	50%	(109)	42%	(91)	8%	(18)	219
Income: Under 50k	43%	(554)	44%	(570)	13%	(167)	1292
Income: 50k-100k	51%	(323)	40%	(256)	9%	(55)	634
Income: 100k+	46%	(127)	45%	(124)	9%	(25)	276

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Table BRD9: *If cost wasn't a factor, would you rather watch a movie in a theater or on a streaming service such as Netflix, Hulu or Amazon Prime Video?*

Demographic	In a theater		On a streaming service		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(1005)	43%	(950)	11%	(247)	2201
Ethnicity: White	47%	(814)	43%	(745)	11%	(192)	1750
Ethnicity: Hispanic	53%	(173)	41%	(135)	7%	(22)	329
Ethnicity: Afr. Am.	39%	(106)	48%	(128)	13%	(34)	269
Ethnicity: Other	46%	(84)	42%	(77)	11%	(21)	182
Relig: Protestant	45%	(231)	44%	(228)	11%	(60)	520
Relig: Roman Catholic	52%	(237)	40%	(184)	8%	(35)	456
Relig: Ath./Agn./None	42%	(267)	44%	(280)	14%	(86)	634
Relig: Something Else	49%	(165)	42%	(141)	9%	(31)	338
Relig: Evangelical	46%	(283)	44%	(271)	10%	(63)	617
Relig: Non-Evang. Catholics	47%	(288)	42%	(255)	11%	(66)	609
Relig: All Christian	47%	(571)	43%	(526)	11%	(129)	1226
Relig: All Non-Christian	45%	(433)	43%	(421)	12%	(117)	971
Community: Urban	47%	(287)	42%	(254)	11%	(70)	611
Community: Suburban	46%	(425)	43%	(397)	12%	(107)	929
Community: Rural	44%	(292)	45%	(299)	11%	(70)	661
Employ: Private Sector	53%	(353)	39%	(260)	7%	(47)	660
Employ: Government	40%	(61)	53%	(81)	7%	(11)	153
Employ: Self-Employed	51%	(104)	40%	(81)	10%	(20)	205
Employ: Homemaker	44%	(93)	44%	(93)	11%	(24)	209
Employ: Student	40%	(37)	53%	(49)	7%	(7)	92
Employ: Retired	41%	(212)	42%	(217)	16%	(83)	512
Employ: Unemployed	38%	(72)	48%	(92)	14%	(27)	191
Employ: Other	41%	(74)	43%	(77)	16%	(29)	180
Military HH: Yes	48%	(203)	41%	(176)	11%	(48)	427
Military HH: No	45%	(802)	44%	(774)	11%	(199)	1774
RD/WT: Right Direction	48%	(428)	41%	(367)	11%	(100)	895
RD/WT: Wrong Track	44%	(576)	45%	(583)	11%	(147)	1306

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Table BRD9: *If cost wasn't a factor, would you rather watch a movie in a theater or on a streaming service such as Netflix, Hulu or Amazon Prime Video?*

Demographic	In a theater	On a streaming service	Don't Know / No Opinion	Total N
Adults	46% (1005)	43% (950)	11% (247)	2201
Strongly Approve	46% (223)	42% (205)	11% (55)	483
Somewhat Approve	47% (227)	44% (212)	10% (47)	486
Somewhat Disapprove	45% (140)	45% (140)	10% (31)	311
Strongly Disapprove	47% (378)	43% (347)	10% (79)	805
Dont Know / No Opinion	30% (35)	39% (45)	30% (35)	116
#1 Issue: Economy	51% (317)	40% (251)	9% (55)	623
#1 Issue: Security	48% (199)	43% (176)	9% (39)	413
#1 Issue: Health Care	44% (163)	44% (163)	11% (42)	368
#1 Issue: Medicare / Social Security	43% (146)	41% (137)	16% (54)	336
#1 Issue: Women's Issues	46% (46)	44% (45)	10% (10)	102
#1 Issue: Education	40% (63)	49% (78)	11% (17)	158
#1 Issue: Energy	37% (27)	52% (38)	11% (8)	73
#1 Issue: Other	34% (44)	49% (62)	17% (22)	128
2016 Vote: Democrat Hillary Clinton	50% (343)	40% (275)	10% (67)	685
2016 Vote: Republican Donald Trump	44% (331)	44% (332)	11% (84)	747
2016 Vote: Someone else	51% (100)	37% (73)	13% (25)	198
2012 Vote: Barack Obama	47% (405)	42% (364)	11% (94)	863
2012 Vote: Mitt Romney	49% (263)	41% (220)	10% (56)	539
2012 Vote: Other	48% (48)	40% (40)	13% (13)	100
2012 Vote: Didn't Vote	41% (285)	47% (325)	12% (81)	691
4-Region: Northeast	41% (163)	48% (193)	11% (45)	402
4-Region: Midwest	44% (208)	44% (207)	12% (59)	474
4-Region: South	43% (348)	46% (375)	11% (92)	815
4-Region: West	56% (286)	34% (174)	10% (51)	511
Yes	58% (103)	40% (70)	2% (4)	177
Yes	47% (281)	46% (277)	7% (42)	599

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

Table BRD10: Do you use a streaming service such as Netflix, Hulu or Amazon Prime Video?

Demographic	Yes	No	Total N
Adults	67% (1464)	33% (737)	2201
Gender: Male	66% (705)	34% (355)	1060
Gender: Female	67% (759)	33% (382)	1141
Age: 18-29	80% (362)	20% (91)	453
Age: 30-44	79% (458)	21% (125)	582
Age: 45-54	66% (247)	34% (129)	377
Age: 55-64	58% (227)	42% (164)	391
Age: 65+	43% (169)	57% (229)	398
PID: Dem (no lean)	66% (473)	34% (245)	718
PID: Ind (no lean)	66% (525)	34% (269)	794
PID: Rep (no lean)	68% (466)	32% (223)	689
PID/Gender: Dem Men	67% (221)	33% (108)	329
PID/Gender: Dem Women	65% (252)	35% (137)	389
PID/Gender: Ind Men	63% (225)	37% (131)	356
PID/Gender: Ind Women	69% (300)	31% (137)	437
PID/Gender: Rep Men	69% (259)	31% (116)	374
PID/Gender: Rep Women	66% (207)	34% (108)	315
Tea Party: Supporter	76% (421)	24% (131)	552
Tea Party: Not Supporter	63% (1038)	37% (603)	1641
Ideo: Liberal (1-3)	73% (526)	27% (194)	720
Ideo: Moderate (4)	64% (323)	36% (185)	508
Ideo: Conservative (5-7)	65% (436)	35% (238)	674
Educ: < College	64% (1007)	36% (560)	1567
Educ: Bachelors degree	71% (297)	29% (119)	416
Educ: Post-grad	73% (161)	27% (58)	219
Income: Under 50k	62% (801)	38% (490)	1292
Income: 50k-100k	71% (450)	29% (183)	634
Income: 100k+	77% (212)	23% (64)	276
Ethnicity: White	65% (1146)	35% (604)	1750
Ethnicity: Hispanic	81% (266)	19% (64)	329
Ethnicity: Afr. Am.	68% (182)	32% (87)	269

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Table BRD10: Do you use a streaming service such as Netflix, Hulu or Amazon Prime Video?

Demographic	Yes	No	Total N
Adults	67% (1464)	33% (737)	2201
Ethnicity: Other	75% (136)	25% (46)	182
Relig: Protestant	63% (325)	37% (194)	520
Relig: Roman Catholic	65% (299)	35% (157)	456
Relig: Ath./Agn./None	68% (432)	32% (201)	634
Relig: Something Else	70% (238)	30% (100)	338
Relig: Evangelical	68% (422)	32% (195)	617
Relig: Non-Evang. Catholics	61% (371)	39% (238)	609
Relig: All Christian	65% (793)	35% (433)	1226
Relig: All Non-Christian	69% (670)	31% (301)	971
Community: Urban	74% (449)	26% (161)	611
Community: Suburban	65% (605)	35% (324)	929
Community: Rural	62% (409)	38% (252)	661
Employ: Private Sector	76% (500)	24% (160)	660
Employ: Government	79% (120)	21% (33)	153
Employ: Self-Employed	65% (133)	35% (72)	205
Employ: Homemaker	69% (145)	31% (64)	209
Employ: Student	84% (77)	16% (15)	92
Employ: Retired	46% (236)	54% (275)	512
Employ: Unemployed	69% (132)	31% (59)	191
Employ: Other	67% (121)	33% (59)	180
Military HH: Yes	64% (275)	36% (152)	427
Military HH: No	67% (1189)	33% (585)	1774
RD/WT: Right Direction	66% (594)	34% (301)	895
RD/WT: Wrong Track	67% (870)	33% (436)	1306
Strongly Approve	67% (325)	33% (158)	483
Somewhat Approve	64% (310)	36% (176)	486
Somewhat Disapprove	66% (204)	34% (107)	311
Strongly Disapprove	70% (562)	30% (243)	805
Dont Know / No Opinion	54% (63)	46% (53)	116

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Table BRD10: Do you use a streaming service such as Netflix, Hulu or Amazon Prime Video?

Demographic	Yes	No	Total N
Adults	67% (1464)	33% (737)	2201
#1 Issue: Economy	69% (428)	31% (195)	623
#1 Issue: Security	68% (282)	32% (131)	413
#1 Issue: Health Care	69% (255)	31% (113)	368
#1 Issue: Medicare / Social Security	50% (168)	50% (169)	336
#1 Issue: Women's Issues	73% (75)	27% (27)	102
#1 Issue: Education	75% (119)	25% (39)	158
#1 Issue: Energy	79% (58)	21% (15)	73
#1 Issue: Other	63% (81)	37% (47)	128
2016 Vote: Democrat Hillary Clinton	68% (466)	32% (219)	685
2016 Vote: Republican Donald Trump	66% (496)	34% (251)	747
2016 Vote: Someone else	69% (136)	31% (62)	198
2012 Vote: Barack Obama	67% (580)	33% (283)	863
2012 Vote: Mitt Romney	67% (360)	33% (179)	539
2012 Vote: Other	57% (57)	43% (43)	100
2012 Vote: Didn't Vote	67% (463)	33% (228)	691
4-Region: Northeast	69% (277)	31% (125)	402
4-Region: Midwest	64% (301)	36% (172)	474
4-Region: South	67% (545)	33% (270)	815
4-Region: West	67% (341)	33% (170)	511
Yes	90% (159)	10% (18)	177
Yes	84% (504)	16% (95)	599

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

Table BRD11: How many movies do you typically stream through a service like Netflix, Hulu, Amazon Prime Video or iTunes Movies at home in the average month?

Demographic	0		1-2		3-5		5 or more		Don't Know / No Opinion		Total N
Adults	29%	(635)	21%	(457)	20%	(441)	27%	(585)	4%	(81)	2201
Gender: Male	28%	(297)	20%	(213)	24%	(254)	24%	(254)	4%	(42)	1060
Gender: Female	30%	(339)	21%	(245)	16%	(187)	29%	(331)	3%	(40)	1141
Age: 18-29	11%	(49)	27%	(122)	26%	(116)	30%	(134)	7%	(31)	453
Age: 30-44	16%	(91)	22%	(128)	23%	(136)	35%	(206)	4%	(20)	582
Age: 45-54	31%	(115)	16%	(60)	21%	(78)	31%	(115)	2%	(8)	377
Age: 55-64	43%	(168)	20%	(79)	18%	(70)	18%	(70)	1%	(4)	391
Age: 65+	53%	(212)	17%	(69)	10%	(41)	15%	(59)	4%	(17)	398
PID: Dem (no lean)	29%	(209)	20%	(142)	21%	(152)	26%	(188)	4%	(27)	718
PID: Ind (no lean)	28%	(220)	21%	(169)	18%	(146)	28%	(220)	5%	(38)	794
PID: Rep (no lean)	30%	(205)	21%	(146)	21%	(144)	26%	(177)	2%	(17)	689
PID/Gender: Dem Men	28%	(91)	17%	(57)	25%	(83)	25%	(84)	4%	(14)	329
PID/Gender: Dem Women	30%	(119)	22%	(85)	18%	(69)	27%	(104)	3%	(12)	389
PID/Gender: Ind Men	29%	(104)	24%	(86)	21%	(75)	20%	(72)	5%	(20)	356
PID/Gender: Ind Women	27%	(116)	19%	(84)	16%	(71)	34%	(148)	4%	(18)	437
PID/Gender: Rep Men	27%	(102)	19%	(70)	26%	(96)	26%	(99)	2%	(8)	374
PID/Gender: Rep Women	33%	(104)	24%	(76)	15%	(48)	25%	(79)	3%	(9)	315
Tea Party: Supporter	20%	(112)	25%	(136)	27%	(150)	25%	(140)	3%	(14)	552
Tea Party: Not Supporter	32%	(521)	19%	(319)	18%	(289)	27%	(444)	4%	(67)	1641
Ideo: Liberal (1-3)	24%	(170)	26%	(190)	20%	(146)	27%	(194)	3%	(19)	720
Ideo: Moderate (4)	32%	(163)	19%	(97)	20%	(102)	26%	(132)	3%	(15)	508
Ideo: Conservative (5-7)	32%	(219)	19%	(130)	22%	(150)	23%	(156)	3%	(19)	674
Educ: < College	30%	(476)	18%	(284)	19%	(294)	28%	(446)	4%	(67)	1567
Educ: Bachelors degree	25%	(105)	27%	(110)	23%	(95)	23%	(94)	3%	(12)	416
Educ: Post-grad	25%	(54)	29%	(63)	24%	(53)	21%	(46)	1%	(2)	219
Income: Under 50k	32%	(413)	19%	(240)	18%	(229)	27%	(353)	4%	(56)	1292
Income: 50k-100k	27%	(169)	23%	(145)	23%	(144)	25%	(158)	3%	(18)	634
Income: 100k+	19%	(53)	26%	(72)	24%	(68)	27%	(74)	3%	(8)	276

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Table BRD11: How many movies do you typically stream through a service like Netflix, Hulu, Amazon Prime Video or iTunes Movies at home in the average month?

Demographic	0		1-2		3-5		5 or more		Don't Know / No Opinion		Total N
Adults	29%	(635)	21%	(457)	20%	(441)	27%	(585)	4%	(81)	2201
Ethnicity: White	31%	(536)	21%	(371)	19%	(330)	26%	(450)	4%	(63)	1750
Ethnicity: Hispanic	14%	(47)	35%	(115)	26%	(84)	24%	(78)	2%	(5)	329
Ethnicity: Afr. Am.	26%	(70)	14%	(38)	25%	(68)	32%	(85)	3%	(7)	269
Ethnicity: Other	16%	(29)	27%	(48)	24%	(43)	28%	(50)	6%	(11)	182
Relig: Protestant	36%	(185)	19%	(101)	21%	(110)	22%	(113)	2%	(11)	520
Relig: Roman Catholic	31%	(140)	22%	(99)	22%	(100)	22%	(101)	4%	(16)	456
Relig: Ath./Agn./None	26%	(166)	19%	(121)	17%	(110)	32%	(204)	5%	(33)	634
Relig: Something Else	24%	(81)	26%	(89)	22%	(73)	25%	(86)	3%	(9)	338
Relig: Evangelical	26%	(159)	20%	(126)	23%	(141)	28%	(171)	3%	(21)	617
Relig: Non-Evang. Catholics	37%	(226)	20%	(121)	19%	(118)	21%	(125)	3%	(19)	609
Relig: All Christian	31%	(385)	20%	(247)	21%	(258)	24%	(296)	3%	(39)	1226
Relig: All Non-Christian	25%	(247)	22%	(210)	19%	(183)	30%	(290)	4%	(42)	971
Community: Urban	21%	(127)	24%	(149)	25%	(151)	26%	(159)	4%	(26)	611
Community: Suburban	32%	(297)	21%	(194)	19%	(174)	25%	(232)	3%	(31)	929
Community: Rural	32%	(211)	17%	(115)	18%	(117)	29%	(194)	4%	(24)	661
Employ: Private Sector	22%	(144)	23%	(155)	23%	(155)	29%	(193)	2%	(13)	660
Employ: Government	21%	(32)	28%	(42)	25%	(39)	25%	(38)	1%	(2)	153
Employ: Self-Employed	24%	(49)	20%	(41)	26%	(53)	27%	(54)	4%	(7)	205
Employ: Homemaker	26%	(54)	18%	(37)	17%	(36)	36%	(76)	3%	(6)	209
Employ: Student	11%	(10)	29%	(27)	19%	(18)	34%	(31)	8%	(7)	92
Employ: Retired	50%	(257)	17%	(86)	12%	(61)	17%	(86)	4%	(21)	512
Employ: Unemployed	26%	(51)	23%	(44)	16%	(32)	30%	(57)	4%	(8)	191
Employ: Other	22%	(40)	14%	(25)	27%	(48)	28%	(51)	9%	(16)	180
Military HH: Yes	33%	(142)	19%	(81)	21%	(91)	24%	(103)	2%	(10)	427
Military HH: No	28%	(494)	21%	(376)	20%	(351)	27%	(483)	4%	(71)	1774
RD/WT: Right Direction	29%	(260)	22%	(198)	21%	(192)	24%	(211)	4%	(35)	895
RD/WT: Wrong Track	29%	(375)	20%	(260)	19%	(250)	29%	(375)	4%	(47)	1306

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Table BRD11: How many movies do you typically stream through a service like Netflix, Hulu, Amazon Prime Video or iTunes Movies at home in the average month?

Demographic	0		1-2		3-5		5 or more		Don't Know / No Opinion		Total N
Adults	29%	(635)	21%	(457)	20%	(441)	27%	(585)	4%	(81)	2201
Strongly Approve	30%	(144)	23%	(109)	20%	(99)	24%	(116)	3%	(15)	483
Somewhat Approve	31%	(151)	18%	(86)	23%	(113)	25%	(119)	3%	(16)	486
Somewhat Disapprove	28%	(88)	24%	(73)	19%	(58)	26%	(82)	3%	(10)	311
Strongly Disapprove	27%	(219)	20%	(161)	19%	(153)	31%	(247)	3%	(24)	805
Dont Know / No Opinion	29%	(33)	23%	(27)	15%	(18)	18%	(21)	14%	(17)	116
#1 Issue: Economy	27%	(166)	21%	(128)	22%	(135)	28%	(174)	3%	(20)	623
#1 Issue: Security	29%	(121)	20%	(84)	21%	(88)	26%	(107)	3%	(14)	413
#1 Issue: Health Care	26%	(94)	19%	(71)	20%	(73)	32%	(117)	4%	(13)	368
#1 Issue: Medicare / Social Security	48%	(162)	18%	(62)	12%	(40)	18%	(62)	3%	(10)	336
#1 Issue: Women's Issues	23%	(23)	23%	(24)	23%	(24)	26%	(27)	4%	(4)	102
#1 Issue: Education	15%	(24)	28%	(45)	26%	(41)	26%	(41)	4%	(7)	158
#1 Issue: Energy	13%	(9)	29%	(21)	25%	(18)	28%	(20)	6%	(5)	73
#1 Issue: Other	28%	(36)	19%	(24)	17%	(21)	29%	(37)	7%	(9)	128
2016 Vote: Democrat Hillary Clinton	29%	(196)	21%	(144)	20%	(138)	27%	(184)	3%	(23)	685
2016 Vote: Republican Donald Trump	32%	(236)	22%	(168)	20%	(149)	23%	(173)	3%	(21)	747
2016 Vote: Someone else	28%	(55)	21%	(41)	25%	(49)	23%	(46)	3%	(7)	198
2012 Vote: Barack Obama	30%	(256)	21%	(179)	19%	(166)	28%	(242)	2%	(20)	863
2012 Vote: Mitt Romney	32%	(174)	23%	(126)	19%	(103)	22%	(119)	3%	(17)	539
2012 Vote: Other	38%	(38)	13%	(13)	25%	(25)	21%	(21)	2%	(2)	100
2012 Vote: Didn't Vote	24%	(164)	20%	(139)	21%	(147)	29%	(200)	6%	(41)	691
4-Region: Northeast	27%	(110)	23%	(91)	19%	(78)	26%	(106)	4%	(17)	402
4-Region: Midwest	31%	(147)	18%	(84)	18%	(85)	28%	(131)	6%	(27)	474
4-Region: South	29%	(238)	20%	(164)	20%	(166)	28%	(225)	3%	(22)	815
4-Region: West	27%	(140)	23%	(119)	22%	(113)	24%	(124)	3%	(15)	511
Yes	12%	(21)	32%	(56)	32%	(57)	24%	(42)	—	(0)	177
Yes	11%	(65)	26%	(158)	26%	(158)	33%	(200)	3%	(18)	599

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

Table BRD12: How much do you typically spend on movie tickets at the movie theater in the average month?

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	21% (464)	22% (486)	12% (264)	8% (174)	31% (691)	6% (123)	2201
Gender: Male	19% (197)	25% (262)	15% (154)	10% (103)	27% (290)	5% (53)	1060
Gender: Female	23% (267)	20% (223)	10% (110)	6% (72)	35% (401)	6% (70)	1141
Age: 18-29	23% (102)	29% (131)	13% (60)	10% (44)	18% (80)	8% (37)	453
Age: 30-44	18% (106)	23% (133)	17% (101)	12% (71)	24% (140)	5% (30)	582
Age: 45-54	20% (77)	23% (85)	11% (41)	6% (21)	34% (127)	7% (26)	377
Age: 55-64	23% (90)	20% (78)	12% (46)	7% (25)	36% (140)	3% (13)	391
Age: 65+	22% (88)	15% (59)	4% (16)	3% (13)	51% (204)	4% (17)	398
PID: Dem (no lean)	21% (147)	23% (162)	12% (89)	9% (67)	30% (217)	5% (36)	718
PID: Ind (no lean)	22% (175)	22% (175)	11% (86)	7% (52)	33% (259)	6% (48)	794
PID: Rep (no lean)	21% (142)	22% (149)	13% (88)	8% (56)	31% (215)	6% (40)	689
PID/Gender: Dem Men	15% (50)	25% (82)	15% (49)	11% (38)	29% (96)	4% (14)	329
PID/Gender: Dem Women	25% (98)	21% (80)	10% (40)	7% (29)	31% (120)	6% (21)	389
PID/Gender: Ind Men	23% (81)	24% (86)	13% (45)	9% (32)	25% (88)	7% (24)	356
PID/Gender: Ind Women	21% (94)	20% (88)	9% (41)	5% (20)	39% (170)	5% (24)	437
PID/Gender: Rep Men	18% (66)	25% (94)	16% (60)	9% (33)	28% (105)	4% (15)	374
PID/Gender: Rep Women	24% (75)	17% (54)	9% (28)	7% (22)	35% (110)	8% (24)	315
Tea Party: Supporter	20% (112)	26% (146)	15% (83)	10% (52)	26% (141)	3% (18)	552
Tea Party: Not Supporter	21% (349)	21% (338)	11% (180)	7% (122)	33% (549)	6% (105)	1641
Ideo: Liberal (1-3)	22% (161)	26% (184)	14% (99)	8% (56)	25% (181)	5% (39)	720
Ideo: Moderate (4)	19% (98)	22% (112)	13% (65)	8% (43)	33% (169)	4% (21)	508
Ideo: Conservative (5-7)	23% (152)	21% (143)	11% (72)	9% (59)	34% (226)	3% (21)	674
Educ: < College	20% (310)	22% (340)	10% (163)	7% (107)	35% (545)	7% (102)	1567
Educ: Bachelors degree	25% (105)	24% (99)	16% (67)	9% (36)	23% (95)	3% (14)	416
Educ: Post-grad	22% (49)	21% (46)	16% (34)	15% (32)	23% (50)	3% (7)	219
Income: Under 50k	20% (259)	21% (268)	9% (118)	6% (73)	38% (488)	7% (86)	1292
Income: 50k-100k	23% (144)	24% (149)	15% (98)	10% (66)	24% (154)	3% (22)	634
Income: 100k+	22% (61)	25% (68)	17% (48)	13% (36)	18% (48)	5% (15)	276
Ethnicity: White	21% (371)	21% (370)	12% (212)	7% (116)	34% (597)	5% (85)	1750
Ethnicity: Hispanic	19% (62)	32% (106)	16% (52)	13% (42)	16% (54)	4% (13)	329

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Table BRD12: How much do you typically spend on movie tickets at the movie theater in the average month?

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	21% (464)	22% (486)	12% (264)	8% (174)	31% (691)	6% (123)	2201
Ethnicity: Afr. Am.	21% (56)	25% (66)	13% (36)	13% (36)	22% (59)	6% (16)	269
Ethnicity: Other	21% (37)	27% (50)	9% (16)	12% (22)	19% (35)	12% (22)	182
Relig: Protestant	21% (111)	24% (122)	9% (49)	4% (18)	37% (194)	5% (24)	520
Relig: Roman Catholic	23% (104)	22% (100)	17% (77)	11% (48)	25% (115)	3% (13)	456
Relig: Ath./Agn./None	21% (130)	21% (134)	10% (65)	7% (43)	35% (220)	7% (42)	634
Relig: Something Else	19% (64)	26% (87)	13% (44)	11% (38)	25% (84)	6% (21)	338
Relig: Evangelical	20% (125)	21% (130)	12% (76)	9% (58)	30% (187)	6% (40)	617
Relig: Non-Evang. Catholics	23% (141)	22% (136)	13% (78)	6% (35)	33% (199)	3% (20)	609
Relig: All Christian	22% (267)	22% (265)	13% (154)	8% (94)	31% (386)	5% (60)	1226
Relig: All Non-Christian	20% (194)	23% (220)	11% (109)	8% (81)	31% (304)	6% (63)	971
Community: Urban	20% (123)	26% (158)	13% (79)	11% (69)	23% (139)	7% (43)	611
Community: Suburban	22% (206)	22% (201)	12% (111)	7% (67)	33% (305)	4% (39)	929
Community: Rural	20% (134)	19% (127)	11% (73)	6% (39)	37% (247)	6% (41)	661
Employ: Private Sector	22% (142)	25% (167)	16% (106)	13% (89)	20% (135)	3% (21)	660
Employ: Government	15% (23)	27% (42)	23% (35)	9% (14)	23% (35)	2% (3)	153
Employ: Self-Employed	27% (55)	24% (48)	9% (19)	12% (24)	24% (50)	5% (10)	205
Employ: Homemaker	21% (44)	19% (39)	8% (16)	5% (10)	41% (86)	6% (13)	209
Employ: Student	21% (20)	36% (33)	14% (13)	7% (6)	15% (13)	7% (6)	92
Employ: Retired	21% (108)	16% (81)	8% (39)	3% (17)	48% (248)	4% (20)	512
Employ: Unemployed	17% (32)	25% (47)	8% (16)	3% (7)	35% (67)	11% (21)	191
Employ: Other	23% (41)	16% (29)	11% (21)	4% (8)	31% (55)	15% (27)	180
Military HH: Yes	21% (90)	24% (101)	9% (40)	10% (44)	31% (130)	5% (21)	427
Military HH: No	21% (374)	22% (384)	13% (224)	7% (130)	32% (560)	6% (102)	1774
RD/WT: Right Direction	18% (163)	24% (216)	15% (137)	8% (74)	28% (255)	6% (50)	895
RD/WT: Wrong Track	23% (300)	21% (269)	10% (127)	8% (101)	33% (436)	6% (73)	1306
Strongly Approve	18% (85)	24% (116)	15% (72)	8% (39)	31% (150)	4% (21)	483
Somewhat Approve	22% (108)	22% (109)	12% (57)	7% (35)	31% (149)	6% (28)	486
Somewhat Disapprove	22% (68)	23% (71)	14% (45)	10% (30)	28% (87)	3% (10)	311
Strongly Disapprove	23% (188)	22% (178)	9% (70)	8% (68)	32% (258)	5% (43)	805
Dont Know / No Opinion	13% (15)	9% (11)	17% (19)	3% (3)	40% (46)	18% (21)	116

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Table BRD12: How much do you typically spend on movie tickets at the movie theater in the average month?

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	21% (464)	22% (486)	12% (264)	8% (174)	31% (691)	6% (123)	2201
#1 Issue: Economy	17% (107)	23% (141)	14% (87)	10% (61)	31% (196)	5% (32)	623
#1 Issue: Security	25% (102)	25% (105)	8% (34)	7% (31)	28% (116)	6% (26)	413
#1 Issue: Health Care	24% (88)	20% (74)	13% (47)	9% (33)	29% (106)	6% (21)	368
#1 Issue: Medicare / Social Security	22% (75)	18% (61)	10% (32)	3% (12)	42% (143)	4% (13)	336
#1 Issue: Women's Issues	22% (22)	23% (23)	15% (16)	6% (6)	29% (29)	5% (5)	102
#1 Issue: Education	21% (34)	26% (42)	18% (28)	13% (20)	17% (26)	5% (8)	158
#1 Issue: Energy	25% (18)	27% (20)	15% (11)	8% (6)	20% (15)	4% (3)	73
#1 Issue: Other	13% (17)	16% (20)	6% (8)	5% (7)	47% (60)	13% (16)	128
2016 Vote: Democrat Hillary Clinton	25% (169)	22% (151)	12% (85)	10% (69)	28% (191)	3% (20)	685
2016 Vote: Republican Donald Trump	18% (135)	25% (186)	13% (100)	8% (60)	32% (236)	4% (30)	747
2016 Vote: Someone else	22% (45)	24% (48)	10% (20)	9% (19)	27% (53)	7% (13)	198
2012 Vote: Barack Obama	23% (199)	21% (181)	12% (106)	10% (86)	30% (256)	4% (35)	863
2012 Vote: Mitt Romney	21% (114)	21% (114)	14% (74)	7% (38)	33% (180)	3% (18)	539
2012 Vote: Other	23% (23)	22% (22)	14% (14)	7% (7)	27% (27)	7% (8)	100
2012 Vote: Didn't Vote	18% (127)	24% (166)	10% (68)	6% (42)	33% (226)	9% (62)	691
4-Region: Northeast	18% (72)	22% (90)	14% (58)	7% (29)	34% (135)	4% (17)	402
4-Region: Midwest	25% (121)	20% (94)	9% (43)	7% (32)	32% (151)	7% (33)	474
4-Region: South	18% (150)	21% (174)	13% (104)	8% (66)	34% (280)	5% (42)	815
4-Region: West	24% (121)	25% (128)	11% (58)	9% (47)	24% (125)	6% (31)	511
Yes	20% (35)	36% (63)	25% (45)	14% (25)	3% (6)	2% (4)	177
Yes	21% (124)	30% (178)	15% (91)	11% (69)	19% (116)	4% (22)	599

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

**Table BRD13_1: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Apple or iTunes Movies**

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	11% (251)	5% (100)	3% (60)	2% (53)	69% (1522)	10% (214)	2201
Gender: Male	13% (136)	6% (66)	4% (43)	3% (36)	65% (687)	9% (90)	1060
Gender: Female	10% (116)	3% (34)	1% (17)	1% (16)	73% (836)	11% (123)	1141
Age: 18-29	19% (88)	8% (36)	4% (20)	4% (19)	54% (244)	10% (47)	453
Age: 30-44	14% (80)	7% (43)	5% (30)	4% (23)	63% (364)	7% (43)	582
Age: 45-54	11% (42)	3% (11)	1% (3)	2% (8)	70% (263)	13% (50)	377
Age: 55-64	6% (24)	2% (8)	2% (8)	— (2)	79% (309)	10% (41)	391
Age: 65+	4% (18)	— (2)	— (0)	— (2)	86% (343)	9% (34)	398
PID: Dem (no lean)	12% (87)	6% (40)	2% (14)	3% (19)	67% (478)	11% (80)	718
PID: Ind (no lean)	9% (75)	3% (25)	3% (28)	2% (18)	72% (572)	10% (76)	794
PID: Rep (no lean)	13% (89)	5% (35)	3% (19)	2% (16)	69% (472)	8% (58)	689
PID/Gender: Dem Men	11% (35)	7% (23)	3% (10)	4% (14)	64% (211)	11% (36)	329
PID/Gender: Dem Women	13% (52)	4% (17)	1% (4)	1% (5)	69% (267)	11% (44)	389
PID/Gender: Ind Men	12% (42)	4% (14)	6% (20)	3% (10)	70% (248)	6% (22)	356
PID/Gender: Ind Women	7% (33)	2% (11)	2% (8)	2% (8)	74% (324)	12% (54)	437
PID/Gender: Rep Men	15% (58)	8% (29)	4% (14)	3% (13)	61% (228)	9% (33)	374
PID/Gender: Rep Women	10% (31)	2% (5)	2% (5)	1% (4)	78% (245)	8% (25)	315
Tea Party: Supporter	17% (92)	9% (52)	5% (25)	4% (20)	60% (329)	6% (33)	552
Tea Party: Not Supporter	10% (160)	3% (47)	2% (35)	2% (33)	72% (1187)	11% (179)	1641
Ideo: Liberal (1-3)	17% (123)	8% (56)	5% (34)	4% (27)	59% (424)	8% (56)	720
Ideo: Moderate (4)	11% (56)	5% (25)	3% (16)	1% (7)	71% (360)	9% (45)	508
Ideo: Conservative (5-7)	9% (61)	3% (18)	1% (9)	2% (13)	76% (515)	9% (58)	674
Educ: < College	11% (170)	4% (57)	2% (36)	2% (35)	70% (1095)	11% (173)	1567
Educ: Bachelors degree	11% (47)	6% (24)	3% (13)	2% (10)	71% (294)	7% (28)	416
Educ: Post-grad	16% (34)	9% (19)	5% (11)	4% (8)	61% (133)	6% (13)	219
Income: Under 50k	11% (138)	4% (51)	2% (27)	3% (32)	70% (902)	11% (141)	1292
Income: 50k-100k	13% (79)	5% (29)	3% (21)	2% (12)	69% (439)	8% (53)	634
Income: 100k+	12% (34)	7% (19)	4% (12)	3% (9)	66% (182)	7% (20)	276

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**Table BRD13_1: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Apple or iTunes Movies**

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	11% (251)	5% (100)	3% (60)	2% (53)	69% (1522)	10% (214)	2201
Ethnicity: White	10% (179)	4% (68)	3% (48)	2% (33)	72% (1260)	9% (162)	1750
Ethnicity: Hispanic	17% (57)	9% (31)	8% (28)	6% (19)	52% (170)	7% (24)	329
Ethnicity: Afr. Am.	16% (44)	9% (24)	2% (6)	4% (11)	61% (163)	7% (20)	269
Ethnicity: Other	15% (28)	4% (8)	4% (7)	5% (9)	55% (99)	17% (32)	182
Relig: Protestant	11% (57)	2% (11)	1% (6)	1% (3)	77% (401)	8% (41)	520
Relig: Roman Catholic	12% (55)	9% (42)	6% (26)	5% (24)	60% (274)	8% (35)	456
Relig: Ath./Agn./None	10% (62)	3% (21)	2% (15)	1% (6)	72% (459)	11% (69)	634
Relig: Something Else	16% (53)	4% (15)	3% (11)	4% (13)	62% (208)	11% (38)	338
Relig: Evangelical	12% (75)	5% (33)	3% (16)	3% (17)	68% (422)	9% (54)	617
Relig: Non-Evang. Catholics	10% (61)	5% (30)	3% (18)	3% (18)	71% (430)	9% (52)	609
Relig: All Christian	11% (136)	5% (64)	3% (34)	3% (34)	70% (852)	9% (106)	1226
Relig: All Non-Christian	12% (115)	4% (36)	3% (27)	2% (19)	69% (667)	11% (107)	971
Community: Urban	13% (81)	6% (40)	4% (26)	5% (30)	60% (369)	11% (65)	611
Community: Suburban	11% (99)	4% (33)	3% (25)	2% (14)	73% (675)	9% (83)	929
Community: Rural	11% (71)	4% (27)	1% (10)	1% (9)	72% (478)	10% (66)	661
Employ: Private Sector	14% (90)	6% (41)	4% (27)	3% (22)	65% (428)	8% (52)	660
Employ: Government	16% (25)	10% (16)	8% (12)	2% (3)	59% (90)	4% (6)	153
Employ: Self-Employed	20% (42)	6% (12)	2% (5)	5% (11)	55% (114)	11% (22)	205
Employ: Homemaker	8% (16)	2% (4)	1% (2)	2% (5)	77% (162)	10% (20)	209
Employ: Student	18% (17)	11% (10)	2% (2)	6% (5)	55% (51)	8% (7)	92
Employ: Retired	4% (22)	1% (7)	— (2)	1% (3)	85% (435)	8% (42)	512
Employ: Unemployed	10% (19)	3% (6)	2% (5)	1% (2)	67% (128)	16% (31)	191
Employ: Other	12% (21)	2% (4)	3% (6)	1% (2)	63% (114)	18% (33)	180
Military HH: Yes	11% (47)	6% (27)	4% (16)	4% (16)	65% (278)	10% (43)	427
Military HH: No	12% (205)	4% (73)	3% (44)	2% (36)	70% (1245)	10% (170)	1774
RD/WT: Right Direction	13% (117)	6% (58)	4% (32)	3% (30)	64% (570)	10% (88)	895
RD/WT: Wrong Track	10% (135)	3% (42)	2% (28)	2% (23)	73% (952)	10% (126)	1306

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Table BRD13_1: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Apple or iTunes Movies

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	11% (251)	5% (100)	3% (60)	2% (53)	69% (1522)	10% (214)	2201
Strongly Approve	13% (63)	7% (32)	4% (18)	3% (17)	64% (309)	9% (45)	483
Somewhat Approve	12% (58)	3% (13)	2% (9)	3% (15)	72% (350)	9% (42)	486
Somewhat Disapprove	11% (33)	10% (30)	5% (16)	3% (8)	64% (201)	8% (24)	311
Strongly Disapprove	11% (88)	3% (24)	2% (17)	1% (11)	73% (589)	9% (76)	805
Dont Know / No Opinion	9% (10)	1% (2)	1% (1)	1% (1)	64% (74)	24% (28)	116
#1 Issue: Economy	12% (72)	4% (25)	3% (16)	1% (9)	73% (455)	8% (47)	623
#1 Issue: Security	11% (45)	4% (18)	2% (10)	2% (8)	68% (283)	12% (50)	413
#1 Issue: Health Care	14% (51)	5% (19)	2% (7)	1% (5)	66% (242)	12% (44)	368
#1 Issue: Medicare / Social Security	7% (23)	3% (9)	1% (5)	4% (12)	76% (255)	10% (33)	336
#1 Issue: Women's Issues	11% (11)	9% (9)	8% (8)	3% (3)	64% (65)	6% (6)	102
#1 Issue: Education	15% (24)	9% (14)	5% (8)	7% (12)	56% (88)	8% (12)	158
#1 Issue: Energy	17% (13)	10% (7)	6% (5)	6% (4)	54% (39)	7% (5)	73
#1 Issue: Other	10% (13)	— (0)	2% (2)	— (0)	75% (96)	13% (17)	128
2016 Vote: Democrat Hillary Clinton	11% (74)	6% (38)	3% (19)	2% (14)	70% (479)	9% (61)	685
2016 Vote: Republican Donald Trump	11% (86)	5% (41)	3% (25)	2% (17)	69% (517)	8% (63)	747
2016 Vote: Someone else	10% (20)	3% (7)	1% (1)	2% (3)	76% (151)	8% (17)	198
2012 Vote: Barack Obama	12% (101)	4% (36)	4% (32)	3% (28)	68% (583)	10% (83)	863
2012 Vote: Mitt Romney	9% (51)	6% (30)	2% (9)	2% (11)	74% (399)	7% (39)	539
2012 Vote: Other	9% (9)	3% (3)	1% (1)	1% (1)	77% (77)	9% (9)	100
2012 Vote: Didn't Vote	13% (90)	4% (30)	3% (18)	2% (13)	66% (458)	12% (82)	691
4-Region: Northeast	12% (50)	5% (18)	3% (13)	3% (11)	66% (267)	10% (42)	402
4-Region: Midwest	12% (55)	3% (13)	2% (8)	2% (11)	73% (347)	8% (40)	474
4-Region: South	12% (96)	4% (30)	2% (19)	2% (17)	71% (581)	9% (70)	815
4-Region: West	10% (50)	8% (39)	4% (20)	3% (13)	64% (327)	12% (63)	511
Yes	26% (46)	22% (39)	14% (26)	8% (15)	23% (40)	6% (11)	177
Yes	18% (107)	11% (63)	6% (34)	4% (24)	54% (324)	8% (46)	599

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

Table BRD13_4: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Amazon Prime Videos (movies not included in the subscription service)

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	17% (375)	8% (170)	4% (92)	2% (43)	60% (1326)	9% (194)	2201
Gender: Male	19% (204)	10% (103)	6% (60)	3% (27)	55% (586)	7% (79)	1060
Gender: Female	15% (172)	6% (67)	3% (32)	1% (16)	65% (740)	10% (115)	1141
Age: 18-29	23% (104)	10% (48)	7% (30)	3% (12)	45% (205)	12% (55)	453
Age: 30-44	19% (111)	11% (66)	7% (43)	4% (24)	51% (295)	7% (42)	582
Age: 45-54	18% (68)	8% (30)	3% (12)	1% (5)	61% (228)	9% (35)	377
Age: 55-64	14% (54)	5% (21)	1% (5)	— (1)	71% (277)	8% (33)	391
Age: 65+	10% (39)	1% (6)	— (2)	— (1)	81% (321)	7% (29)	398
PID: Dem (no lean)	18% (127)	7% (49)	4% (28)	2% (12)	61% (437)	9% (64)	718
PID: Ind (no lean)	16% (125)	9% (74)	4% (31)	2% (12)	60% (474)	10% (77)	794
PID: Rep (no lean)	18% (123)	7% (46)	5% (32)	3% (19)	60% (415)	8% (53)	689
PID/Gender: Dem Men	18% (58)	8% (25)	5% (18)	3% (10)	58% (189)	9% (29)	329
PID/Gender: Dem Women	18% (69)	6% (24)	3% (10)	1% (3)	64% (248)	9% (35)	389
PID/Gender: Ind Men	19% (67)	13% (45)	5% (18)	2% (7)	56% (198)	6% (21)	356
PID/Gender: Ind Women	13% (58)	7% (29)	3% (13)	1% (5)	63% (276)	13% (56)	437
PID/Gender: Rep Men	21% (79)	9% (33)	6% (24)	3% (10)	53% (199)	8% (30)	374
PID/Gender: Rep Women	14% (44)	4% (13)	3% (8)	3% (9)	69% (216)	8% (24)	315
Tea Party: Supporter	24% (133)	13% (70)	6% (35)	3% (19)	49% (268)	5% (28)	552
Tea Party: Not Supporter	15% (242)	6% (100)	3% (57)	1% (25)	64% (1053)	10% (165)	1641
Ideo: Liberal (1-3)	21% (153)	11% (81)	6% (40)	3% (24)	52% (372)	7% (49)	720
Ideo: Moderate (4)	17% (86)	7% (35)	4% (21)	1% (6)	64% (324)	7% (36)	508
Ideo: Conservative (5-7)	17% (112)	6% (40)	3% (22)	1% (9)	66% (445)	7% (46)	674
Educ: < College	16% (245)	7% (112)	4% (58)	2% (24)	62% (970)	10% (157)	1567
Educ: Bachelors degree	20% (82)	8% (34)	4% (18)	2% (9)	59% (244)	7% (28)	416
Educ: Post-grad	22% (48)	11% (23)	7% (16)	5% (10)	52% (113)	4% (8)	219
Income: Under 50k	15% (198)	6% (80)	4% (53)	2% (23)	63% (811)	10% (127)	1292
Income: 50k-100k	17% (111)	11% (67)	4% (26)	2% (12)	58% (370)	8% (48)	634
Income: 100k+	24% (66)	8% (23)	5% (13)	3% (8)	53% (146)	7% (19)	276

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Table BRD13_4: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Amazon Prime Videos (movies not included in the subscription service)

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	17% (375)	8% (170)	4% (92)	2% (43)	60% (1326)	9% (194)	2201
Ethnicity: White	16% (286)	7% (130)	3% (59)	2% (31)	62% (1093)	9% (151)	1750
Ethnicity: Hispanic	23% (74)	15% (50)	9% (30)	4% (15)	41% (135)	8% (27)	329
Ethnicity: Afr. Am.	22% (60)	6% (17)	8% (21)	3% (7)	55% (149)	6% (15)	269
Ethnicity: Other	16% (29)	13% (23)	7% (13)	3% (5)	47% (85)	15% (28)	182
Relig: Protestant	15% (80)	6% (32)	2% (10)	2% (8)	69% (360)	6% (29)	520
Relig: Roman Catholic	19% (87)	11% (49)	6% (27)	4% (17)	53% (242)	8% (34)	456
Relig: Ath./Agn./None	17% (110)	6% (38)	3% (22)	2% (10)	61% (389)	10% (64)	634
Relig: Something Else	17% (56)	11% (38)	6% (19)	1% (5)	53% (178)	12% (41)	338
Relig: Evangelical	18% (111)	8% (48)	5% (30)	3% (18)	60% (367)	7% (43)	617
Relig: Non-Evang. Catholics	16% (98)	8% (46)	4% (21)	2% (10)	64% (388)	7% (45)	609
Relig: All Christian	17% (209)	8% (94)	4% (51)	2% (28)	62% (755)	7% (89)	1226
Relig: All Non-Christian	17% (166)	8% (76)	4% (41)	2% (15)	58% (568)	11% (105)	971
Community: Urban	20% (120)	10% (63)	7% (40)	3% (19)	50% (307)	10% (62)	611
Community: Suburban	16% (150)	8% (71)	3% (32)	1% (10)	64% (593)	8% (73)	929
Community: Rural	16% (105)	5% (36)	3% (20)	2% (14)	65% (427)	9% (59)	661
Employ: Private Sector	21% (140)	10% (68)	5% (34)	2% (15)	53% (353)	7% (49)	660
Employ: Government	24% (37)	16% (24)	7% (10)	4% (7)	44% (67)	5% (7)	153
Employ: Self-Employed	21% (43)	8% (17)	8% (16)	2% (5)	52% (107)	8% (17)	205
Employ: Homemaker	14% (30)	6% (14)	2% (5)	4% (8)	67% (140)	6% (13)	209
Employ: Student	25% (23)	13% (12)	4% (4)	2% (2)	47% (43)	9% (9)	92
Employ: Retired	11% (54)	2% (9)	1% (6)	— (2)	81% (412)	5% (28)	512
Employ: Unemployed	15% (29)	7% (13)	5% (10)	— (0)	57% (109)	17% (32)	191
Employ: Other	11% (19)	8% (14)	4% (7)	3% (5)	53% (95)	21% (38)	180
Military HH: Yes	16% (70)	8% (33)	4% (19)	3% (13)	59% (253)	9% (39)	427
Military HH: No	17% (306)	8% (136)	4% (73)	2% (30)	61% (1074)	9% (155)	1774
RD/WT: Right Direction	19% (169)	9% (84)	6% (52)	3% (22)	55% (493)	8% (74)	895
RD/WT: Wrong Track	16% (206)	7% (86)	3% (40)	2% (21)	64% (833)	9% (120)	1306

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Table BRD13_4: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Amazon Prime Videos (movies not included in the subscription service)

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	17% (375)	8% (170)	4% (92)	2% (43)	60% (1326)	9% (194)	2201
Strongly Approve	18% (88)	9% (45)	6% (31)	3% (16)	56% (272)	6% (31)	483
Somewhat Approve	18% (87)	8% (39)	5% (24)	1% (5)	61% (295)	8% (37)	486
Somewhat Disapprove	15% (47)	9% (29)	5% (16)	3% (9)	57% (179)	10% (31)	311
Strongly Disapprove	18% (142)	7% (52)	2% (19)	2% (13)	64% (516)	8% (63)	805
Dont Know / No Opinion	10% (12)	4% (5)	2% (2)	— (0)	56% (65)	28% (32)	116
#1 Issue: Economy	19% (119)	7% (46)	4% (25)	2% (11)	60% (376)	7% (47)	623
#1 Issue: Security	17% (70)	8% (35)	4% (17)	1% (5)	60% (248)	9% (39)	413
#1 Issue: Health Care	17% (64)	9% (33)	3% (12)	2% (6)	56% (206)	13% (46)	368
#1 Issue: Medicare / Social Security	10% (34)	3% (11)	2% (8)	2% (7)	75% (253)	7% (23)	336
#1 Issue: Women's Issues	20% (20)	6% (6)	8% (8)	1% (1)	57% (58)	7% (8)	102
#1 Issue: Education	20% (32)	17% (26)	10% (15)	4% (7)	42% (67)	7% (10)	158
#1 Issue: Energy	29% (21)	10% (7)	6% (5)	4% (3)	45% (33)	6% (5)	73
#1 Issue: Other	12% (16)	4% (5)	3% (3)	3% (3)	66% (85)	12% (16)	128
2016 Vote: Democrat Hillary Clinton	18% (122)	8% (54)	4% (29)	2% (13)	61% (416)	7% (50)	685
2016 Vote: Republican Donald Trump	18% (134)	8% (61)	3% (26)	3% (20)	61% (453)	7% (53)	747
2016 Vote: Someone else	17% (34)	12% (24)	4% (8)	1% (1)	57% (113)	9% (18)	198
2012 Vote: Barack Obama	17% (143)	9% (78)	4% (34)	3% (25)	60% (517)	8% (65)	863
2012 Vote: Mitt Romney	19% (103)	6% (34)	2% (13)	2% (8)	64% (345)	6% (35)	539
2012 Vote: Other	15% (15)	10% (10)	6% (6)	1% (1)	58% (58)	11% (11)	100
2012 Vote: Didn't Vote	16% (112)	7% (46)	6% (38)	1% (9)	58% (402)	12% (83)	691
4-Region: Northeast	19% (77)	11% (42)	3% (13)	2% (7)	56% (224)	9% (38)	402
4-Region: Midwest	16% (77)	6% (30)	3% (12)	2% (8)	66% (311)	7% (35)	474
4-Region: South	18% (147)	6% (48)	4% (34)	3% (21)	62% (504)	7% (61)	815
4-Region: West	15% (75)	10% (50)	6% (32)	1% (7)	56% (288)	12% (60)	511
Yes	32% (56)	23% (41)	14% (24)	9% (15)	17% (31)	5% (9)	177
Yes	24% (144)	11% (67)	9% (51)	4% (22)	44% (264)	8% (50)	599

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

Table BRD13_5: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Pay-Per-View or On Demand

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	16% (353)	6% (141)	4% (79)	3% (65)	63% (1378)	8% (184)	2201
Gender: Male	17% (178)	7% (79)	5% (55)	5% (48)	59% (626)	7% (74)	1060
Gender: Female	15% (175)	5% (62)	2% (24)	1% (17)	66% (753)	10% (110)	1141
Age: 18-29	18% (80)	12% (53)	5% (22)	4% (19)	51% (230)	11% (48)	453
Age: 30-44	17% (102)	8% (44)	6% (37)	6% (33)	57% (331)	6% (36)	582
Age: 45-54	19% (73)	6% (23)	2% (6)	2% (8)	61% (228)	10% (38)	377
Age: 55-64	15% (58)	3% (13)	3% (10)	— (2)	71% (277)	8% (31)	391
Age: 65+	10% (40)	2% (8)	1% (4)	1% (3)	78% (312)	8% (31)	398
PID: Dem (no lean)	15% (109)	7% (48)	4% (25)	4% (31)	61% (437)	9% (68)	718
PID: Ind (no lean)	14% (113)	6% (47)	4% (30)	2% (15)	65% (518)	9% (71)	794
PID: Rep (no lean)	19% (131)	7% (46)	3% (24)	3% (20)	61% (423)	7% (46)	689
PID/Gender: Dem Men	14% (46)	6% (20)	5% (15)	8% (25)	59% (194)	9% (29)	329
PID/Gender: Dem Women	16% (63)	7% (28)	3% (10)	1% (5)	63% (244)	10% (39)	389
PID/Gender: Ind Men	15% (52)	7% (26)	6% (20)	3% (10)	64% (227)	6% (22)	356
PID/Gender: Ind Women	14% (61)	5% (21)	2% (9)	1% (5)	67% (292)	11% (49)	437
PID/Gender: Rep Men	21% (80)	9% (33)	5% (19)	4% (13)	55% (205)	6% (23)	374
PID/Gender: Rep Women	16% (51)	4% (13)	1% (5)	2% (7)	69% (217)	7% (23)	315
Tea Party: Supporter	22% (121)	10% (55)	7% (38)	5% (26)	53% (294)	3% (19)	552
Tea Party: Not Supporter	14% (233)	5% (86)	2% (40)	2% (39)	66% (1078)	10% (165)	1641
Ideo: Liberal (1-3)	19% (138)	11% (79)	4% (27)	5% (35)	55% (394)	7% (47)	720
Ideo: Moderate (4)	17% (89)	6% (28)	4% (21)	2% (11)	63% (321)	8% (38)	508
Ideo: Conservative (5-7)	16% (106)	4% (28)	3% (20)	2% (16)	68% (460)	6% (43)	674
Educ: < College	15% (239)	6% (97)	3% (45)	3% (44)	63% (992)	10% (149)	1567
Educ: Bachelors degree	17% (69)	6% (27)	4% (15)	3% (13)	64% (267)	6% (24)	416
Educ: Post-grad	20% (45)	8% (17)	8% (18)	4% (8)	55% (119)	5% (11)	219
Income: Under 50k	15% (190)	5% (70)	3% (36)	3% (40)	64% (830)	10% (126)	1292
Income: 50k-100k	16% (104)	7% (43)	5% (33)	3% (16)	62% (395)	7% (43)	634
Income: 100k+	22% (60)	10% (28)	3% (10)	3% (9)	56% (154)	6% (16)	276

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**Table BRD13_5: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Pay-Per-View or On Demand**

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	16% (353)	6% (141)	4% (79)	3% (65)	63% (1378)	8% (184)	2201
Ethnicity: White	15% (262)	6% (112)	3% (53)	2% (39)	65% (1139)	8% (145)	1750
Ethnicity: Hispanic	21% (69)	10% (34)	5% (17)	11% (35)	48% (158)	5% (18)	329
Ethnicity: Afr. Am.	23% (62)	6% (17)	8% (21)	5% (14)	53% (141)	5% (14)	269
Ethnicity: Other	16% (29)	7% (12)	3% (5)	7% (12)	54% (98)	14% (25)	182
Relig: Protestant	16% (83)	4% (22)	2% (13)	1% (3)	70% (366)	6% (32)	520
Relig: Roman Catholic	19% (88)	10% (45)	4% (18)	5% (24)	55% (250)	7% (32)	456
Relig: Ath./Agn./None	12% (77)	4% (26)	3% (21)	2% (15)	68% (429)	10% (65)	634
Relig: Something Else	20% (67)	8% (28)	4% (15)	6% (20)	51% (174)	10% (34)	338
Relig: Evangelical	19% (115)	7% (42)	5% (30)	2% (11)	61% (379)	7% (40)	617
Relig: Non-Evang. Catholics	15% (94)	7% (45)	2% (13)	3% (19)	64% (393)	7% (45)	609
Relig: All Christian	17% (208)	7% (87)	4% (43)	2% (30)	63% (772)	7% (86)	1226
Relig: All Non-Christian	15% (144)	6% (54)	4% (36)	4% (35)	62% (603)	10% (99)	971
Community: Urban	16% (98)	8% (52)	5% (30)	6% (35)	55% (334)	10% (63)	611
Community: Suburban	16% (145)	5% (46)	3% (31)	2% (22)	67% (623)	7% (62)	929
Community: Rural	17% (110)	7% (43)	3% (19)	1% (8)	64% (421)	9% (59)	661
Employ: Private Sector	20% (133)	8% (54)	5% (32)	4% (26)	57% (374)	6% (41)	660
Employ: Government	18% (28)	10% (16)	5% (8)	7% (10)	53% (81)	6% (10)	153
Employ: Self-Employed	22% (45)	7% (15)	3% (6)	7% (14)	52% (107)	9% (18)	205
Employ: Homemaker	15% (31)	5% (11)	2% (4)	3% (6)	68% (141)	8% (16)	209
Employ: Student	14% (13)	13% (12)	6% (5)	1% (1)	58% (54)	8% (7)	92
Employ: Retired	10% (52)	3% (15)	1% (5)	1% (4)	78% (397)	8% (39)	512
Employ: Unemployed	14% (26)	5% (9)	5% (10)	— (0)	61% (117)	15% (29)	191
Employ: Other	14% (26)	5% (10)	4% (7)	2% (4)	60% (108)	14% (24)	180
Military HH: Yes	15% (63)	7% (32)	4% (18)	5% (21)	60% (257)	8% (35)	427
Military HH: No	16% (290)	6% (109)	3% (61)	2% (44)	63% (1121)	8% (149)	1774
RD/WT: Right Direction	19% (169)	7% (65)	5% (42)	5% (41)	58% (515)	7% (63)	895
RD/WT: Wrong Track	14% (184)	6% (76)	3% (37)	2% (24)	66% (863)	9% (121)	1306

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**Table BRD13_5: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
Pay-Per-View or On Demand**

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	16% (353)	6% (141)	4% (79)	3% (65)	63% (1378)	8% (184)	2201
Strongly Approve	18% (85)	6% (27)	6% (30)	5% (23)	59% (287)	6% (31)	483
Somewhat Approve	17% (85)	8% (37)	3% (15)	2% (8)	62% (302)	8% (39)	486
Somewhat Disapprove	16% (50)	9% (28)	3% (10)	4% (13)	60% (188)	7% (23)	311
Strongly Disapprove	14% (116)	5% (43)	3% (20)	2% (18)	67% (541)	8% (66)	805
Dont Know / No Opinion	15% (17)	6% (7)	3% (4)	2% (3)	51% (60)	22% (25)	116
#1 Issue: Economy	15% (91)	6% (35)	4% (25)	2% (15)	67% (418)	6% (39)	623
#1 Issue: Security	21% (85)	5% (19)	4% (18)	2% (7)	59% (245)	9% (38)	413
#1 Issue: Health Care	18% (66)	7% (27)	3% (11)	2% (8)	58% (213)	12% (43)	368
#1 Issue: Medicare / Social Security	9% (29)	6% (20)	2% (8)	4% (12)	71% (240)	8% (27)	336
#1 Issue: Women's Issues	19% (20)	15% (15)	2% (2)	2% (2)	56% (57)	5% (5)	102
#1 Issue: Education	20% (32)	10% (15)	3% (5)	11% (17)	50% (79)	7% (11)	158
#1 Issue: Energy	21% (15)	8% (6)	9% (6)	4% (3)	48% (35)	10% (7)	73
#1 Issue: Other	12% (15)	3% (4)	2% (3)	1% (1)	72% (92)	10% (13)	128
2016 Vote: Democrat Hillary Clinton	15% (103)	7% (49)	4% (26)	4% (30)	63% (429)	7% (49)	685
2016 Vote: Republican Donald Trump	19% (144)	7% (53)	4% (26)	2% (16)	61% (459)	7% (51)	747
2016 Vote: Someone else	15% (29)	7% (15)	3% (6)	1% (1)	66% (130)	8% (16)	198
2012 Vote: Barack Obama	16% (134)	8% (66)	4% (35)	3% (28)	62% (533)	8% (67)	863
2012 Vote: Mitt Romney	18% (97)	5% (26)	4% (23)	3% (14)	65% (352)	5% (27)	539
2012 Vote: Other	15% (15)	6% (6)	1% (1)	1% (1)	68% (68)	10% (10)	100
2012 Vote: Didn't Vote	16% (108)	6% (42)	3% (20)	3% (21)	61% (420)	12% (80)	691
4-Region: Northeast	17% (67)	8% (34)	2% (9)	3% (13)	60% (242)	9% (36)	402
4-Region: Midwest	18% (88)	4% (19)	3% (14)	2% (7)	65% (309)	8% (37)	474
4-Region: South	16% (127)	5% (44)	4% (32)	3% (28)	64% (524)	7% (58)	815
4-Region: West	14% (72)	8% (43)	5% (23)	3% (17)	59% (303)	10% (53)	511
Yes	22% (39)	24% (42)	11% (20)	15% (26)	25% (44)	3% (5)	177
Yes	21% (124)	12% (74)	7% (41)	4% (23)	50% (298)	7% (39)	599

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

**Table BRD13_6: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
A streaming subscription service like Netflix**

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	28% (611)	24% (526)	5% (119)	2% (49)	34% (753)	7% (144)	2201
Gender: Male	27% (284)	25% (265)	7% (75)	3% (30)	33% (350)	5% (55)	1060
Gender: Female	29% (327)	23% (260)	4% (43)	2% (19)	35% (402)	8% (90)	1141
Age: 18-29	37% (168)	27% (122)	10% (46)	4% (18)	13% (60)	9% (39)	453
Age: 30-44	32% (185)	31% (183)	7% (42)	4% (24)	21% (122)	5% (26)	582
Age: 45-54	27% (101)	28% (106)	3% (11)	1% (4)	37% (138)	4% (16)	377
Age: 55-64	22% (87)	18% (69)	4% (16)	1% (2)	48% (187)	8% (31)	391
Age: 65+	17% (69)	11% (46)	1% (5)	— (1)	62% (246)	8% (32)	398
PID: Dem (no lean)	30% (217)	23% (162)	5% (36)	2% (16)	32% (233)	7% (54)	718
PID: Ind (no lean)	27% (211)	24% (194)	6% (46)	1% (9)	35% (277)	7% (56)	794
PID: Rep (no lean)	27% (183)	25% (169)	5% (36)	4% (24)	35% (242)	5% (34)	689
PID/Gender: Dem Men	28% (92)	22% (74)	7% (22)	3% (9)	33% (110)	7% (23)	329
PID/Gender: Dem Women	32% (125)	23% (88)	4% (14)	2% (7)	32% (124)	8% (31)	389
PID/Gender: Ind Men	26% (91)	23% (80)	8% (29)	2% (7)	36% (130)	5% (19)	356
PID/Gender: Ind Women	27% (120)	26% (114)	4% (17)	— (1)	34% (147)	9% (38)	437
PID/Gender: Rep Men	27% (101)	30% (111)	6% (24)	4% (14)	30% (111)	4% (13)	374
PID/Gender: Rep Women	26% (82)	18% (58)	4% (12)	3% (10)	42% (131)	7% (21)	315
Tea Party: Supporter	32% (175)	28% (156)	7% (40)	4% (23)	26% (142)	3% (15)	552
Tea Party: Not Supporter	26% (434)	22% (367)	5% (78)	2% (26)	37% (607)	8% (129)	1641
Ideo: Liberal (1-3)	32% (228)	25% (178)	7% (54)	3% (22)	28% (199)	6% (40)	720
Ideo: Moderate (4)	27% (140)	22% (113)	6% (32)	3% (14)	36% (184)	5% (26)	508
Ideo: Conservative (5-7)	25% (166)	25% (165)	4% (26)	2% (12)	40% (269)	5% (35)	674
Educ: < College	27% (424)	24% (374)	4% (63)	2% (32)	35% (555)	7% (117)	1567
Educ: Bachelors degree	31% (131)	23% (97)	8% (33)	2% (7)	31% (129)	4% (18)	416
Educ: Post-grad	25% (55)	25% (54)	10% (22)	5% (10)	31% (69)	4% (8)	219
Income: Under 50k	28% (363)	21% (272)	5% (58)	2% (27)	37% (475)	7% (96)	1292
Income: 50k-100k	27% (169)	28% (175)	6% (39)	2% (13)	32% (202)	5% (35)	634
Income: 100k+	29% (79)	28% (79)	8% (21)	3% (9)	27% (75)	5% (13)	276

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Table BRD13_6: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
 A streaming subscription service like Netflix

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	28% (611)	24% (526)	5% (119)	2% (49)	34% (753)	7% (144)	2201
Ethnicity: White	26% (460)	24% (418)	5% (83)	2% (38)	36% (634)	7% (117)	1750
Ethnicity: Hispanic	32% (106)	31% (101)	14% (46)	2% (7)	15% (50)	5% (18)	329
Ethnicity: Afr. Am.	32% (85)	25% (68)	10% (27)	2% (4)	27% (73)	4% (11)	269
Ethnicity: Other	36% (66)	22% (40)	5% (8)	4% (6)	25% (45)	9% (16)	182
Relig: Protestant	23% (122)	24% (123)	4% (19)	1% (7)	44% (229)	4% (19)	520
Relig: Roman Catholic	25% (116)	26% (119)	6% (26)	3% (15)	33% (150)	7% (31)	456
Relig: Ath./Agn./None	30% (191)	22% (140)	5% (32)	2% (13)	32% (205)	8% (53)	634
Relig: Something Else	30% (102)	25% (84)	9% (32)	3% (11)	25% (85)	7% (24)	338
Relig: Evangelical	29% (181)	24% (146)	5% (29)	3% (17)	34% (210)	5% (33)	617
Relig: Non-Evang. Catholics	22% (137)	25% (155)	4% (26)	1% (9)	41% (249)	6% (33)	609
Relig: All Christian	26% (318)	25% (301)	4% (55)	2% (25)	38% (460)	5% (66)	1226
Relig: All Non-Christian	30% (293)	23% (224)	7% (64)	2% (24)	30% (290)	8% (77)	971
Community: Urban	29% (177)	25% (155)	8% (51)	3% (21)	26% (160)	8% (47)	611
Community: Suburban	28% (262)	23% (215)	5% (42)	2% (14)	36% (338)	6% (57)	929
Community: Rural	26% (171)	24% (156)	4% (25)	2% (13)	38% (254)	6% (40)	661
Employ: Private Sector	32% (208)	28% (185)	8% (53)	3% (18)	26% (172)	4% (24)	660
Employ: Government	25% (39)	29% (44)	10% (16)	4% (6)	29% (44)	2% (4)	153
Employ: Self-Employed	33% (67)	25% (52)	3% (7)	3% (6)	29% (60)	6% (13)	205
Employ: Homemaker	31% (64)	27% (57)	1% (3)	4% (7)	31% (65)	6% (13)	209
Employ: Student	43% (40)	24% (22)	9% (8)	3% (3)	14% (13)	7% (7)	92
Employ: Retired	18% (93)	14% (73)	2% (11)	— (3)	57% (292)	8% (40)	512
Employ: Unemployed	29% (55)	24% (45)	5% (10)	1% (2)	29% (56)	12% (23)	191
Employ: Other	25% (45)	27% (49)	6% (12)	2% (4)	28% (50)	12% (21)	180
Military HH: Yes	21% (91)	24% (102)	7% (31)	4% (18)	37% (156)	7% (28)	427
Military HH: No	29% (520)	24% (424)	5% (88)	2% (31)	34% (596)	7% (116)	1774
RD/WT: Right Direction	27% (241)	25% (220)	6% (52)	3% (26)	35% (311)	5% (46)	895
RD/WT: Wrong Track	28% (370)	23% (306)	5% (67)	2% (23)	34% (442)	8% (99)	1306

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Table BRD13_6: How much money do you typically spend on streaming movies through each of the following platforms in the average month?
A streaming subscription service like Netflix

Demographic	\$10 or less	\$11-20	\$21-30	\$31 or more	Nothing	Don't Know / No Opinion	Total N
Adults	28% (611)	24% (526)	5% (119)	2% (49)	34% (753)	7% (144)	2201
Strongly Approve	27% (130)	23% (113)	6% (28)	3% (15)	36% (173)	5% (24)	483
Somewhat Approve	26% (125)	23% (113)	5% (25)	3% (15)	38% (184)	5% (24)	486
Somewhat Disapprove	26% (81)	29% (90)	6% (20)	2% (7)	31% (97)	5% (16)	311
Strongly Disapprove	31% (247)	25% (199)	5% (40)	1% (10)	31% (251)	7% (58)	805
Dont Know / No Opinion	24% (27)	9% (11)	6% (7)	2% (2)	41% (48)	18% (21)	116
#1 Issue: Economy	32% (197)	23% (143)	5% (32)	2% (12)	34% (210)	5% (28)	623
#1 Issue: Security	29% (119)	22% (90)	5% (23)	3% (12)	35% (146)	6% (24)	413
#1 Issue: Health Care	27% (99)	28% (101)	5% (20)	2% (6)	29% (108)	9% (34)	368
#1 Issue: Medicare / Social Security	18% (62)	18% (60)	3% (8)	2% (5)	53% (178)	7% (23)	336
#1 Issue: Women's Issues	25% (25)	32% (32)	9% (9)	6% (7)	23% (23)	5% (6)	102
#1 Issue: Education	32% (50)	31% (49)	12% (20)	2% (3)	16% (25)	6% (10)	158
#1 Issue: Energy	36% (26)	25% (18)	5% (4)	6% (4)	18% (14)	9% (7)	73
#1 Issue: Other	26% (33)	25% (32)	2% (2)	— (0)	38% (48)	10% (13)	128
2016 Vote: Democrat Hillary Clinton	29% (197)	24% (168)	6% (40)	2% (14)	33% (224)	6% (43)	685
2016 Vote: Republican Donald Trump	25% (184)	24% (178)	5% (40)	3% (21)	38% (286)	5% (39)	747
2016 Vote: Someone else	28% (55)	29% (57)	3% (6)	2% (4)	34% (66)	5% (10)	198
2012 Vote: Barack Obama	26% (221)	25% (219)	6% (51)	3% (24)	34% (292)	7% (56)	863
2012 Vote: Mitt Romney	26% (138)	24% (127)	5% (26)	2% (8)	40% (215)	4% (24)	539
2012 Vote: Other	22% (22)	25% (25)	4% (4)	1% (1)	42% (42)	6% (6)	100
2012 Vote: Didn't Vote	33% (228)	22% (152)	5% (38)	2% (15)	29% (201)	8% (58)	691
4-Region: Northeast	26% (105)	25% (102)	6% (22)	2% (6)	34% (136)	8% (31)	402
4-Region: Midwest	29% (137)	21% (101)	4% (19)	2% (11)	38% (182)	5% (24)	474
4-Region: South	30% (245)	23% (185)	5% (40)	2% (15)	34% (278)	6% (51)	815
4-Region: West	24% (123)	27% (139)	7% (37)	3% (17)	31% (157)	8% (39)	511
Yes	28% (50)	32% (56)	20% (35)	6% (11)	12% (21)	2% (3)	177
Yes	35% (209)	33% (196)	10% (59)	4% (24)	14% (86)	4% (25)	599

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

Table BRD14: How much would you pay for a service that allows you to see unlimited movies in theaters?

Demographic	\$5 per month	\$10 per month	\$15 per month	\$20 per month	\$30 per month	More than \$30 per month	I would not pay for this service at all	Total N
Adults	14% (302)	21% (470)	13% (293)	14% (302)	6% (137)	2% (48)	29% (648)	2201
Gender: Male	12% (124)	22% (231)	16% (167)	15% (154)	8% (83)	3% (32)	25% (267)	1060
Gender: Female	16% (178)	21% (239)	11% (125)	13% (148)	5% (54)	1% (16)	33% (381)	1141
Age: 18-29	14% (63)	24% (109)	15% (69)	13% (60)	10% (45)	3% (13)	21% (93)	453
Age: 30-44	13% (73)	26% (153)	16% (93)	16% (95)	9% (53)	4% (23)	16% (92)	582
Age: 45-54	14% (53)	21% (80)	17% (64)	15% (56)	4% (16)	1% (6)	27% (102)	377
Age: 55-64	14% (54)	17% (68)	9% (35)	15% (60)	4% (16)	1% (4)	40% (155)	391
Age: 65+	15% (59)	15% (60)	8% (31)	8% (31)	2% (7)	1% (3)	52% (206)	398
PID: Dem (no lean)	14% (101)	24% (172)	13% (96)	14% (97)	6% (41)	2% (13)	28% (198)	718
PID: Ind (no lean)	15% (121)	19% (153)	14% (110)	13% (107)	7% (55)	1% (11)	30% (238)	794
PID: Rep (no lean)	12% (81)	21% (146)	13% (87)	14% (98)	6% (41)	4% (25)	31% (213)	689
PID/Gender: Dem Men	11% (37)	25% (84)	16% (51)	14% (48)	8% (27)	3% (8)	23% (74)	329
PID/Gender: Dem Women	16% (64)	23% (88)	12% (45)	13% (50)	4% (14)	1% (5)	32% (123)	389
PID/Gender: Ind Men	13% (46)	19% (66)	17% (62)	14% (48)	8% (28)	2% (7)	28% (99)	356
PID/Gender: Ind Women	17% (75)	20% (86)	11% (49)	13% (59)	6% (26)	1% (4)	32% (139)	437
PID/Gender: Rep Men	11% (41)	22% (81)	15% (55)	16% (59)	7% (28)	4% (17)	25% (94)	374
PID/Gender: Rep Women	12% (39)	20% (65)	10% (32)	12% (39)	4% (13)	3% (8)	38% (119)	315
Tea Party: Supporter	11% (63)	22% (123)	14% (79)	19% (106)	8% (46)	3% (19)	21% (116)	552
Tea Party: Not Supporter	15% (239)	21% (345)	13% (210)	12% (195)	6% (92)	2% (29)	32% (531)	1641
Ideo: Liberal (1-3)	13% (92)	25% (177)	15% (106)	15% (106)	7% (50)	3% (20)	23% (168)	720
Ideo: Moderate (4)	14% (72)	21% (106)	14% (69)	14% (72)	6% (29)	2% (8)	30% (151)	508
Ideo: Conservative (5-7)	14% (91)	20% (132)	13% (88)	14% (93)	5% (37)	2% (16)	32% (216)	674
Educ: < College	14% (214)	21% (328)	12% (194)	14% (222)	6% (96)	2% (27)	31% (485)	1567
Educ: Bachelors degree	14% (59)	22% (92)	15% (63)	13% (53)	6% (23)	2% (10)	28% (115)	416
Educ: Post-grad	13% (29)	23% (50)	17% (36)	12% (27)	8% (18)	5% (11)	22% (48)	219
Income: Under 50k	15% (198)	21% (275)	12% (157)	13% (164)	6% (73)	1% (16)	32% (409)	1292
Income: 50k-100k	11% (69)	23% (143)	15% (94)	15% (95)	7% (42)	3% (20)	27% (170)	634
Income: 100k+	13% (35)	19% (52)	15% (42)	16% (44)	8% (22)	5% (13)	25% (69)	276
Ethnicity: White	14% (241)	21% (366)	13% (225)	14% (240)	5% (92)	2% (32)	32% (555)	1750

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Table BRD14: How much would you pay for a service that allows you to see unlimited movies in theaters?

Demographic	\$5 per month	\$10 per month	\$15 per month	\$20 per month	\$30 per month	More than \$30 per month	I would not pay for this service at all	Total N
Adults	14% (302)	21% (470)	13% (293)	14% (302)	6% (137)	2% (48)	29% (648)	2201
Ethnicity: Hispanic	13% (44)	26% (86)	17% (55)	14% (47)	11% (36)	4% (12)	15% (51)	329
Ethnicity: Afr. Am.	14% (37)	24% (65)	13% (36)	14% (37)	11% (31)	4% (11)	19% (52)	269
Ethnicity: Other	13% (24)	22% (40)	17% (31)	14% (26)	8% (15)	3% (5)	23% (41)	182
Relig: Protestant	13% (65)	21% (111)	13% (69)	13% (69)	4% (20)	1% (7)	34% (179)	520
Relig: Roman Catholic	12% (55)	21% (94)	16% (71)	14% (63)	8% (36)	4% (16)	27% (121)	456
Relig: Ath./Agn./None	13% (83)	22% (140)	12% (76)	13% (82)	6% (37)	1% (9)	33% (207)	634
Relig: Something Else	17% (56)	22% (74)	14% (48)	14% (48)	9% (31)	3% (11)	21% (70)	338
Relig: Evangelical	13% (81)	21% (131)	12% (77)	15% (94)	7% (41)	3% (17)	29% (176)	617
Relig: Non-Evang. Catholics	14% (83)	21% (125)	15% (92)	13% (77)	5% (28)	2% (12)	31% (192)	609
Relig: All Christian	13% (164)	21% (256)	14% (168)	14% (171)	6% (70)	2% (29)	30% (368)	1226
Relig: All Non-Christian	14% (139)	22% (214)	13% (124)	13% (130)	7% (68)	2% (20)	29% (277)	971
Community: Urban	13% (82)	21% (127)	17% (101)	15% (90)	8% (49)	4% (23)	23% (138)	611
Community: Suburban	15% (144)	22% (205)	12% (111)	13% (119)	6% (52)	2% (18)	30% (281)	929
Community: Rural	11% (76)	21% (138)	12% (80)	14% (94)	5% (36)	1% (8)	35% (229)	661
Employ: Private Sector	10% (67)	26% (169)	18% (117)	15% (99)	8% (55)	3% (22)	20% (131)	660
Employ: Government	10% (15)	22% (34)	13% (21)	22% (33)	8% (12)	2% (3)	23% (35)	153
Employ: Self-Employed	20% (40)	17% (34)	14% (29)	14% (28)	8% (17)	1% (3)	26% (53)	205
Employ: Homemaker	19% (41)	21% (44)	12% (25)	15% (32)	5% (11)	1% (2)	27% (56)	209
Employ: Student	15% (14)	24% (22)	24% (22)	9% (9)	9% (8)	4% (4)	14% (13)	92
Employ: Retired	14% (73)	17% (87)	7% (37)	10% (52)	2% (12)	2% (10)	47% (241)	512
Employ: Unemployed	12% (23)	24% (45)	12% (22)	13% (25)	4% (8)	1% (2)	34% (65)	191
Employ: Other	16% (30)	19% (34)	11% (20)	14% (24)	8% (15)	1% (3)	30% (54)	180
Military HH: Yes	11% (46)	18% (79)	12% (52)	15% (63)	7% (30)	4% (16)	33% (141)	427
Military HH: No	14% (256)	22% (392)	14% (241)	13% (239)	6% (108)	2% (32)	29% (507)	1774
RD/WT: Right Direction	13% (115)	20% (179)	14% (123)	15% (132)	6% (55)	4% (32)	29% (259)	895
RD/WT: Wrong Track	14% (187)	22% (291)	13% (169)	13% (170)	6% (83)	1% (16)	30% (389)	1306

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Table BRD14: How much would you pay for a service that allows you to see unlimited movies in theaters?

Demographic	\$5 per month	\$10 per month	\$15 per month	\$20 per month	\$30 per month	More than \$30 per month	I would not pay for this service at all	Total N
Adults	14% (302)	21% (470)	13% (293)	14% (302)	6% (137)	2% (48)	29% (648)	2201
Strongly Approve	12% (60)	17% (84)	13% (64)	17% (81)	6% (27)	4% (20)	30% (147)	483
Somewhat Approve	12% (60)	23% (110)	13% (63)	15% (71)	7% (32)	3% (13)	28% (137)	486
Somewhat Disapprove	12% (37)	25% (78)	17% (52)	13% (41)	6% (20)	1% (5)	25% (79)	311
Strongly Disapprove	15% (124)	23% (187)	12% (97)	12% (99)	6% (51)	1% (8)	30% (238)	805
Dont Know / No Opinion	18% (21)	10% (12)	14% (17)	8% (9)	6% (7)	2% (2)	42% (48)	116
#1 Issue: Economy	13% (81)	23% (141)	13% (81)	17% (106)	7% (45)	2% (15)	25% (153)	623
#1 Issue: Security	13% (53)	20% (84)	15% (61)	14% (59)	7% (27)	2% (7)	30% (123)	413
#1 Issue: Health Care	14% (52)	20% (73)	13% (46)	16% (57)	6% (23)	3% (10)	29% (106)	368
#1 Issue: Medicare / Social Security	15% (50)	18% (62)	9% (32)	9% (30)	4% (12)	1% (4)	43% (146)	336
#1 Issue: Women's Issues	21% (22)	19% (19)	15% (16)	15% (15)	4% (4)	4% (4)	21% (22)	102
#1 Issue: Education	12% (19)	30% (47)	22% (34)	10% (15)	10% (17)	1% (2)	15% (23)	158
#1 Issue: Energy	11% (8)	32% (23)	13% (10)	15% (11)	4% (3)	5% (4)	20% (14)	73
#1 Issue: Other	13% (16)	16% (21)	10% (12)	7% (9)	5% (7)	1% (2)	48% (62)	128
2016 Vote: Democrat Hillary Clinton	13% (89)	22% (154)	16% (110)	11% (78)	6% (44)	2% (16)	28% (194)	685
2016 Vote: Republican Donald Trump	11% (85)	21% (156)	13% (95)	15% (112)	5% (36)	3% (23)	32% (241)	747
2016 Vote: Someone else	15% (29)	21% (41)	15% (30)	12% (24)	7% (13)	1% (3)	29% (58)	198
2012 Vote: Barack Obama	12% (104)	23% (197)	13% (116)	13% (112)	7% (57)	2% (21)	30% (256)	863
2012 Vote: Mitt Romney	14% (77)	19% (101)	13% (71)	14% (77)	5% (26)	2% (12)	33% (175)	539
2012 Vote: Other	14% (14)	17% (17)	13% (14)	12% (12)	10% (10)	1% (1)	32% (33)	100
2012 Vote: Didn't Vote	15% (107)	22% (153)	13% (90)	15% (101)	6% (44)	2% (14)	26% (182)	691
4-Region: Northeast	12% (49)	23% (93)	14% (55)	12% (47)	5% (19)	2% (10)	32% (130)	402
4-Region: Midwest	15% (71)	21% (99)	16% (73)	11% (54)	3% (15)	2% (10)	32% (151)	474
4-Region: South	13% (106)	24% (192)	12% (94)	14% (112)	7% (54)	1% (12)	30% (245)	815
4-Region: West	15% (77)	17% (87)	14% (70)	17% (89)	10% (49)	3% (17)	24% (122)	511
Yes	8% (14)	32% (56)	16% (29)	21% (37)	15% (26)	6% (11)	3% (5)	177
Yes	14% (86)	26% (155)	17% (100)	17% (99)	9% (56)	3% (19)	14% (83)	599

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

Table BRD15: How likely would you be to purchase a subscription to a service that allows you to see unlimited movies in theaters for an annual fee of \$115?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	19% (415)	24% (524)	10% (211)	39% (853)	9% (199)	2201
Gender: Male	23% (249)	26% (274)	11% (112)	33% (350)	7% (74)	1060
Gender: Female	15% (166)	22% (250)	9% (99)	44% (503)	11% (124)	1141
Age: 18-29	23% (106)	28% (127)	10% (44)	27% (124)	12% (52)	453
Age: 30-44	27% (159)	29% (168)	8% (48)	26% (151)	10% (56)	582
Age: 45-54	18% (68)	23% (86)	12% (44)	37% (139)	10% (39)	377
Age: 55-64	13% (52)	25% (96)	9% (36)	46% (181)	7% (27)	391
Age: 65+	8% (31)	12% (46)	10% (38)	65% (258)	6% (25)	398
PID: Dem (no lean)	18% (131)	26% (186)	10% (69)	37% (269)	9% (64)	718
PID: Ind (no lean)	16% (131)	24% (187)	11% (86)	38% (300)	11% (90)	794
PID: Rep (no lean)	22% (153)	22% (151)	8% (56)	41% (285)	7% (45)	689
PID/Gender: Dem Men	23% (75)	27% (89)	12% (41)	33% (110)	4% (14)	329
PID/Gender: Dem Women	14% (56)	25% (97)	7% (28)	41% (159)	13% (49)	389
PID/Gender: Ind Men	19% (69)	29% (103)	11% (41)	31% (109)	10% (35)	356
PID/Gender: Ind Women	14% (62)	19% (85)	10% (45)	44% (191)	13% (55)	437
PID/Gender: Rep Men	28% (105)	22% (83)	8% (30)	35% (131)	7% (25)	374
PID/Gender: Rep Women	15% (48)	22% (68)	8% (26)	49% (153)	6% (20)	315
Tea Party: Supporter	33% (180)	27% (149)	7% (41)	28% (155)	5% (27)	552
Tea Party: Not Supporter	14% (234)	23% (372)	10% (168)	43% (698)	10% (169)	1641
Ideo: Liberal (1-3)	25% (181)	27% (197)	12% (83)	30% (214)	6% (44)	720
Ideo: Moderate (4)	17% (86)	21% (107)	10% (53)	42% (215)	9% (48)	508
Ideo: Conservative (5-7)	18% (118)	24% (162)	8% (53)	45% (303)	5% (37)	674
Educ: < College	17% (269)	23% (360)	8% (131)	41% (640)	11% (167)	1567
Educ: Bachelors degree	21% (86)	27% (112)	13% (54)	34% (140)	6% (24)	416
Educ: Post-grad	28% (60)	24% (52)	12% (26)	33% (73)	3% (8)	219
Income: Under 50k	16% (203)	22% (289)	9% (113)	43% (550)	11% (138)	1292
Income: 50k-100k	22% (137)	26% (166)	11% (68)	35% (221)	7% (42)	634
Income: 100k+	27% (75)	25% (69)	11% (30)	30% (83)	7% (19)	276

Continued on next page

Table BRD15: How likely would you be to purchase a subscription to a service that allows you to see unlimited movies in theaters for an annual fee of \$115?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	19% (415)	24% (524)	10% (211)	39% (853)	9% (199)	2201
Ethnicity: White	18% (315)	23% (409)	9% (158)	41% (723)	8% (145)	1750
Ethnicity: Hispanic	34% (112)	26% (84)	7% (22)	27% (88)	7% (23)	329
Ethnicity: Afr. Am.	21% (56)	23% (62)	13% (36)	30% (81)	12% (33)	269
Ethnicity: Other	24% (43)	29% (53)	9% (16)	27% (49)	11% (20)	182
Relig: Protestant	17% (89)	23% (120)	9% (47)	44% (227)	7% (38)	520
Relig: Roman Catholic	25% (114)	25% (115)	10% (44)	35% (159)	5% (24)	456
Relig: Ath./Agn./None	15% (98)	24% (149)	10% (63)	39% (246)	12% (79)	634
Relig: Something Else	20% (67)	23% (78)	11% (37)	37% (125)	9% (30)	338
Relig: Evangelical	24% (146)	24% (151)	8% (48)	37% (226)	7% (46)	617
Relig: Non-Evang. Catholics	17% (104)	24% (145)	10% (63)	42% (253)	7% (44)	609
Relig: All Christian	20% (250)	24% (296)	9% (111)	39% (479)	7% (90)	1226
Relig: All Non-Christian	17% (165)	23% (227)	10% (100)	38% (371)	11% (109)	971
Community: Urban	26% (158)	25% (151)	9% (55)	30% (184)	10% (63)	611
Community: Suburban	17% (160)	24% (222)	10% (91)	41% (378)	8% (78)	929
Community: Rural	15% (96)	23% (152)	10% (64)	44% (292)	9% (57)	661
Employ: Private Sector	28% (185)	30% (195)	11% (71)	26% (174)	5% (35)	660
Employ: Government	20% (30)	28% (43)	12% (19)	35% (54)	4% (6)	153
Employ: Self-Employed	22% (46)	24% (49)	9% (19)	37% (75)	8% (16)	205
Employ: Homemaker	16% (33)	20% (42)	6% (12)	43% (89)	16% (33)	209
Employ: Student	15% (14)	43% (40)	8% (7)	26% (24)	8% (8)	92
Employ: Retired	10% (50)	15% (77)	10% (52)	58% (299)	7% (34)	512
Employ: Unemployed	14% (26)	22% (41)	8% (15)	39% (74)	18% (34)	191
Employ: Other	18% (32)	20% (36)	9% (15)	36% (64)	18% (33)	180
Military HH: Yes	22% (93)	24% (103)	8% (33)	40% (170)	7% (29)	427
Military HH: No	18% (322)	24% (421)	10% (178)	39% (683)	10% (170)	1774
RD/WT: Right Direction	26% (231)	23% (204)	7% (66)	35% (314)	9% (80)	895
RD/WT: Wrong Track	14% (184)	25% (320)	11% (144)	41% (539)	9% (118)	1306

Continued on next page

Table BRD15: How likely would you be to purchase a subscription to a service that allows you to see unlimited movies in theaters for an annual fee of \$115?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	19% (415)	24% (524)	10% (211)	39% (853)	9% (199)	2201
Strongly Approve	27% (128)	21% (99)	6% (29)	40% (194)	7% (32)	483
Somewhat Approve	19% (91)	27% (132)	11% (51)	36% (175)	8% (37)	486
Somewhat Disapprove	15% (47)	26% (80)	15% (48)	35% (110)	9% (27)	311
Strongly Disapprove	16% (132)	24% (192)	10% (77)	42% (338)	8% (66)	805
Dont Know / No Opinion	14% (17)	17% (20)	5% (5)	32% (37)	31% (36)	116
#1 Issue: Economy	20% (124)	27% (167)	10% (64)	34% (212)	9% (56)	623
#1 Issue: Security	21% (87)	23% (94)	8% (35)	40% (165)	8% (32)	413
#1 Issue: Health Care	21% (77)	24% (90)	10% (37)	36% (131)	9% (33)	368
#1 Issue: Medicare / Social Security	16% (53)	13% (44)	9% (29)	55% (183)	8% (26)	336
#1 Issue: Women's Issues	14% (15)	23% (24)	13% (13)	38% (39)	11% (11)	102
#1 Issue: Education	18% (29)	30% (48)	12% (20)	29% (46)	10% (15)	158
#1 Issue: Energy	26% (19)	41% (30)	5% (4)	20% (14)	8% (6)	73
#1 Issue: Other	9% (11)	21% (27)	7% (8)	49% (62)	15% (19)	128
2016 Vote: Democrat Hillary Clinton	19% (132)	25% (171)	11% (77)	39% (265)	6% (41)	685
2016 Vote: Republican Donald Trump	21% (154)	23% (170)	9% (70)	40% (299)	7% (55)	747
2016 Vote: Someone else	19% (37)	29% (58)	7% (13)	36% (71)	9% (19)	198
2012 Vote: Barack Obama	19% (160)	25% (214)	11% (99)	37% (322)	8% (68)	863
2012 Vote: Mitt Romney	21% (111)	23% (123)	8% (41)	43% (231)	6% (34)	539
2012 Vote: Other	11% (11)	32% (32)	6% (6)	42% (42)	8% (8)	100
2012 Vote: Didn't Vote	19% (130)	22% (155)	9% (64)	37% (254)	13% (87)	691
4-Region: Northeast	17% (67)	23% (91)	12% (48)	40% (161)	9% (35)	402
4-Region: Midwest	17% (79)	24% (114)	8% (39)	39% (184)	12% (57)	474
4-Region: South	19% (153)	23% (184)	11% (86)	39% (320)	9% (71)	815
4-Region: West	23% (115)	26% (135)	7% (38)	37% (188)	7% (35)	511
Yes	52% (92)	29% (52)	8% (14)	7% (12)	4% (7)	177
Yes	30% (179)	30% (179)	10% (61)	22% (134)	8% (45)	599

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

Table BRD16: *And how likely would you be to purchase a subscription to a service that allows you to see unlimited movies in theaters AND gives you access to a streaming service with over 5,000 independent films, documentaries, classics, international features and shorts for an annual fee of \$115?*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	25% (548)	23% (508)	10% (223)	31% (689)	11% (234)	2201
Gender: Male	29% (305)	24% (254)	11% (119)	28% (298)	8% (84)	1060
Gender: Female	21% (243)	22% (254)	9% (103)	34% (392)	13% (149)	1141
Age: 18-29	32% (144)	21% (93)	15% (67)	18% (79)	15% (70)	453
Age: 30-44	33% (191)	27% (157)	9% (54)	22% (128)	9% (52)	582
Age: 45-54	24% (90)	24% (90)	12% (44)	30% (114)	10% (39)	377
Age: 55-64	21% (83)	25% (98)	7% (28)	36% (140)	11% (42)	391
Age: 65+	10% (40)	17% (69)	8% (31)	57% (227)	8% (31)	398
PID: Dem (no lean)	23% (165)	26% (187)	10% (73)	31% (223)	10% (70)	718
PID: Ind (no lean)	24% (193)	22% (172)	11% (91)	28% (226)	14% (111)	794
PID: Rep (no lean)	27% (189)	22% (149)	9% (59)	35% (241)	8% (52)	689
PID/Gender: Dem Men	25% (82)	28% (92)	14% (45)	29% (95)	4% (14)	329
PID/Gender: Dem Women	21% (83)	24% (94)	7% (28)	33% (127)	14% (56)	389
PID/Gender: Ind Men	28% (100)	24% (86)	11% (39)	25% (88)	12% (43)	356
PID/Gender: Ind Women	21% (94)	20% (86)	12% (52)	31% (137)	16% (68)	437
PID/Gender: Rep Men	33% (123)	20% (75)	9% (35)	30% (114)	7% (27)	374
PID/Gender: Rep Women	21% (66)	23% (74)	7% (23)	40% (127)	8% (25)	315
Tea Party: Supporter	36% (198)	28% (156)	9% (49)	22% (120)	5% (28)	552
Tea Party: Not Supporter	21% (348)	21% (347)	11% (174)	35% (568)	12% (204)	1641
Ideo: Liberal (1-3)	31% (223)	26% (185)	13% (96)	23% (166)	7% (49)	720
Ideo: Moderate (4)	23% (119)	24% (123)	8% (40)	33% (168)	11% (58)	508
Ideo: Conservative (5-7)	24% (163)	23% (153)	8% (57)	38% (254)	7% (47)	674
Educ: < College	23% (358)	21% (336)	10% (150)	34% (528)	12% (195)	1567
Educ: Bachelors degree	28% (116)	27% (113)	12% (48)	26% (109)	7% (29)	416
Educ: Post-grad	34% (74)	27% (59)	11% (25)	24% (52)	4% (10)	219
Income: Under 50k	21% (277)	20% (259)	10% (127)	36% (468)	12% (161)	1292
Income: 50k-100k	28% (179)	27% (169)	11% (70)	26% (162)	8% (53)	634
Income: 100k+	33% (92)	29% (80)	9% (26)	21% (59)	7% (20)	276

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Table BRD16: *And how likely would you be to purchase a subscription to a service that allows you to see unlimited movies in theaters AND gives you access to a streaming service with over 5,000 independent films, documentaries, classics, international features and shorts for an annual fee of \$115?*

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	25% (548)	23% (508)	10% (223)	31% (689)	11% (234)	2201
Ethnicity: White	24% (414)	23% (410)	10% (169)	34% (589)	10% (168)	1750
Ethnicity: Hispanic	38% (124)	20% (65)	11% (36)	21% (69)	10% (35)	329
Ethnicity: Afr. Am.	28% (76)	22% (58)	14% (37)	24% (64)	12% (33)	269
Ethnicity: Other	31% (57)	22% (40)	9% (16)	20% (36)	18% (33)	182
Relig: Protestant	23% (119)	23% (122)	9% (46)	35% (184)	9% (49)	520
Relig: Roman Catholic	28% (129)	26% (119)	9% (42)	28% (129)	8% (37)	456
Relig: Ath./Agn./None	23% (145)	22% (137)	10% (65)	31% (197)	14% (90)	634
Relig: Something Else	27% (93)	24% (80)	12% (41)	28% (95)	9% (30)	338
Relig: Evangelical	28% (171)	22% (137)	10% (59)	32% (196)	9% (54)	617
Relig: Non-Evang. Catholics	23% (139)	25% (151)	9% (57)	33% (200)	10% (60)	609
Relig: All Christian	25% (311)	24% (289)	9% (116)	32% (395)	9% (114)	1226
Relig: All Non-Christian	24% (237)	22% (217)	11% (106)	30% (291)	12% (119)	971
Community: Urban	29% (179)	25% (153)	8% (48)	26% (161)	11% (69)	611
Community: Suburban	24% (227)	24% (220)	11% (100)	31% (289)	10% (94)	929
Community: Rural	21% (142)	20% (135)	11% (75)	36% (239)	11% (70)	661
Employ: Private Sector	35% (229)	28% (185)	11% (72)	20% (133)	6% (41)	660
Employ: Government	27% (41)	24% (37)	14% (22)	31% (48)	3% (5)	153
Employ: Self-Employed	32% (65)	20% (42)	14% (28)	26% (53)	8% (17)	205
Employ: Homemaker	23% (48)	22% (46)	8% (17)	32% (66)	15% (32)	209
Employ: Student	27% (25)	35% (32)	11% (10)	17% (16)	9% (9)	92
Employ: Retired	14% (73)	17% (89)	8% (42)	51% (261)	9% (47)	512
Employ: Unemployed	19% (36)	17% (33)	8% (15)	32% (62)	24% (45)	191
Employ: Other	17% (31)	25% (44)	9% (16)	28% (51)	21% (38)	180
Military HH: Yes	27% (116)	21% (91)	9% (37)	36% (155)	6% (28)	427
Military HH: No	24% (432)	23% (417)	10% (186)	30% (534)	12% (206)	1774
RD/WT: Right Direction	30% (265)	22% (196)	9% (79)	30% (272)	9% (82)	895
RD/WT: Wrong Track	22% (283)	24% (311)	11% (144)	32% (417)	12% (151)	1306

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Table BRD16: And how likely would you be to purchase a subscription to a service that allows you to see unlimited movies in theaters AND gives you access to a streaming service with over 5,000 independent films, documentaries, classics, international features and shorts for an annual fee of \$115?

Demographic	Very likely	Somewhat likely	Somewhat unlikely	Very unlikely	Don't Know / No Opinion	Total N
Adults	25% (548)	23% (508)	10% (223)	31% (689)	11% (234)	2201
Strongly Approve	28% (136)	21% (104)	9% (44)	35% (167)	7% (32)	483
Somewhat Approve	28% (137)	23% (110)	11% (51)	30% (144)	9% (43)	486
Somewhat Disapprove	21% (65)	27% (84)	11% (36)	30% (92)	11% (35)	311
Strongly Disapprove	24% (193)	24% (191)	10% (83)	32% (256)	10% (82)	805
Dont Know / No Opinion	15% (17)	16% (18)	7% (8)	26% (31)	36% (42)	116
#1 Issue: Economy	26% (165)	27% (165)	11% (71)	26% (164)	9% (58)	623
#1 Issue: Security	25% (102)	21% (87)	12% (51)	32% (131)	10% (42)	413
#1 Issue: Health Care	30% (110)	22% (82)	9% (34)	28% (102)	11% (40)	368
#1 Issue: Medicare / Social Security	18% (59)	20% (67)	4% (14)	50% (168)	9% (29)	336
#1 Issue: Women's Issues	24% (24)	24% (24)	13% (13)	27% (27)	12% (13)	102
#1 Issue: Education	25% (40)	28% (44)	12% (19)	22% (34)	13% (21)	158
#1 Issue: Energy	37% (27)	25% (18)	10% (8)	15% (11)	13% (10)	73
#1 Issue: Other	17% (21)	17% (21)	10% (13)	40% (51)	17% (21)	128
2016 Vote: Democrat Hillary Clinton	25% (173)	26% (180)	10% (71)	31% (210)	7% (51)	685
2016 Vote: Republican Donald Trump	27% (204)	22% (162)	10% (72)	33% (249)	8% (61)	747
2016 Vote: Someone else	22% (43)	29% (57)	10% (19)	29% (57)	11% (22)	198
2012 Vote: Barack Obama	24% (207)	25% (214)	12% (102)	30% (260)	9% (81)	863
2012 Vote: Mitt Romney	27% (145)	22% (119)	8% (46)	35% (186)	8% (43)	539
2012 Vote: Other	22% (22)	32% (32)	6% (6)	31% (31)	9% (9)	100
2012 Vote: Didn't Vote	25% (172)	21% (143)	10% (68)	30% (208)	14% (99)	691
4-Region: Northeast	24% (98)	24% (98)	10% (42)	30% (120)	11% (44)	402
4-Region: Midwest	24% (116)	23% (107)	8% (37)	34% (160)	11% (53)	474
4-Region: South	25% (200)	21% (172)	12% (97)	32% (257)	11% (89)	815
4-Region: West	26% (134)	26% (131)	9% (47)	30% (151)	9% (47)	511
Yes	52% (92)	28% (50)	10% (18)	5% (9)	4% (7)	177
Yes	38% (230)	26% (159)	9% (53)	18% (109)	8% (49)	599

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

Table BRDdem1: Are you a MoviePass subscriber?

Demographic	Yes	Total N
Adults	100% (177)	177
Gender: Male	100% (123)	123
Gender: Female	100% (54)	54
Age: 18-29	100% (64)	64
Age: 30-44	100% (78)	78
PID: Dem (no lean)	100% (63)	63
PID: Rep (no lean)	100% (69)	69
PID/Gender: Rep Men	100% (58)	58
Tea Party: Supporter	100% (94)	94
Tea Party: Not Supporter	100% (81)	81
Ideo: Liberal (1-3)	100% (108)	108
Educ: < College	100% (102)	102
Income: Under 50k	100% (95)	95
Income: 50k-100k	100% (55)	55
Ethnicity: White	100% (119)	119
Ethnicity: Hispanic	100% (62)	62
Relig: Roman Catholic	100% (56)	56
Relig: Evangelical	100% (62)	62
Relig: All Christian	100% (105)	105
Relig: All Non-Christian	100% (72)	72
Community: Urban	100% (69)	69
Community: Suburban	100% (75)	75
Employ: Private Sector	100% (82)	82
Military HH: Yes	100% (59)	59
Military HH: No	100% (118)	118
RD/WT: Right Direction	100% (105)	105
RD/WT: Wrong Track	100% (71)	71
Strongly Approve	100% (55)	55
Strongly Disapprove	100% (53)	53
2016 Vote: Democrat Hillary Clinton	100% (62)	62
2016 Vote: Republican Donald Trump	100% (74)	74

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Table BRDdem1: *Are you a MoviePass subscriber?*

Demographic		Yes	Total N
Adults	100%	(177)	177
2012 Vote: Barack Obama	100%	(88)	88
4-Region: South	100%	(60)	60
4-Region: West	100%	(53)	53
Yes	100%	(177)	177
Yes	100%	(118)	118

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

Table BRDdem2: Do you have an account on Snapchat?

Demographic	Yes	Total N
Adults	100% (599)	599
Gender: Male	100% (265)	265
Gender: Female	100% (334)	334
Age: 18-29	100% (263)	263
Age: 30-44	100% (216)	216
Age: 45-54	100% (73)	73
PID: Dem (no lean)	100% (214)	214
PID: Ind (no lean)	100% (207)	207
PID: Rep (no lean)	100% (178)	178
PID/Gender: Dem Men	100% (91)	91
PID/Gender: Dem Women	100% (123)	123
PID/Gender: Ind Men	100% (72)	72
PID/Gender: Ind Women	100% (135)	135
PID/Gender: Rep Men	100% (102)	102
PID/Gender: Rep Women	100% (75)	75
Tea Party: Supporter	100% (214)	214
Tea Party: Not Supporter	100% (383)	383
Ideo: Liberal (1-3)	100% (249)	249
Ideo: Moderate (4)	100% (125)	125
Ideo: Conservative (5-7)	100% (129)	129
Educ: < College	100% (429)	429
Educ: Bachelors degree	100% (109)	109
Educ: Post-grad	100% (61)	61
Income: Under 50k	100% (348)	348
Income: 50k-100k	100% (168)	168
Income: 100k+	100% (82)	82
Ethnicity: White	100% (435)	435
Ethnicity: Hispanic	100% (157)	157
Ethnicity: Afr. Am.	100% (96)	96
Ethnicity: Other	100% (68)	68

Continued on next page

Table BRDdem2: Do you have an account on Snapchat?

Demographic		Yes	Total N
Adults	100%	(599)	599
Relig: Protestant	100%	(102)	102
Relig: Roman Catholic	100%	(141)	141
Relig: Ath./Agn./None	100%	(178)	178
Relig: Something Else	100%	(108)	108
Relig: Evangelical	100%	(177)	177
Relig: Non-Evang. Catholics	100%	(135)	135
Relig: All Christian	100%	(312)	312
Relig: All Non-Christian	100%	(286)	286
Community: Urban	100%	(214)	214
Community: Suburban	100%	(227)	227
Community: Rural	100%	(158)	158
Employ: Private Sector	100%	(239)	239
Employ: Government	100%	(51)	51
Employ: Self-Employed	100%	(50)	50
Employ: Homemaker	100%	(63)	63
Employ: Student	100%	(64)	64
Employ: Unemployed	100%	(51)	51
Military HH: Yes	100%	(118)	118
Military HH: No	100%	(481)	481
RD/WT: Right Direction	100%	(247)	247
RD/WT: Wrong Track	100%	(352)	352
Strongly Approve	100%	(111)	111
Somewhat Approve	100%	(114)	114
Somewhat Disapprove	100%	(100)	100
Strongly Disapprove	100%	(238)	238
#1 Issue: Economy	100%	(162)	162
#1 Issue: Security	100%	(102)	102
#1 Issue: Health Care	100%	(118)	118
#1 Issue: Education	100%	(78)	78
2016 Vote: Democrat Hillary Clinton	100%	(197)	197
2016 Vote: Republican Donald Trump	100%	(168)	168
2016 Vote: Someone else	100%	(60)	60

Continued on next page

Table BRDdem2: Do you have an account on Snapchat?

Demographic		Yes	Total N
Adults	100%	(599)	599
2012 Vote: Barack Obama	100%	(238)	238
2012 Vote: Mitt Romney	100%	(102)	102
2012 Vote: Didn't Vote	100%	(239)	239
4-Region: Northeast	100%	(92)	92
4-Region: Midwest	100%	(132)	132
4-Region: South	100%	(225)	225
4-Region: West	100%	(149)	149
Yes	100%	(118)	118
Yes	100%	(599)	599

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	453	21%
	Age: 30-44	582	26%
	Age: 45-54	377	17%
	Age: 55-64	391	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	718	33%
	PID: Ind (no lean)	794	36%
	PID: Rep (no lean)	689	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	329	15%
	PID/Gender: Dem Women	389	18%
	PID/Gender: Ind Men	356	16%
	PID/Gender: Ind Women	437	20%
	PID/Gender: Rep Men	374	17%
	PID/Gender: Rep Women	315	14%
	N	2201	
xdemTea	Tea Party: Supporter	552	25%
	Tea Party: Not Supporter	1641	75%
	N	2193	
xdemIdeo3	Ideo: Liberal (1-3)	720	33%
	Ideo: Moderate (4)	508	23%
	Ideo: Conservative (5-7)	674	31%
	N	1902	
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	634	29%
	Income: 100k+	276	13%
	N	2201	

Continued on next page

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	520	24%
	Relig: Roman Catholic	456	21%
	Relig: Ath./Agn./None	634	29%
	Relig: Something Else	338	15%
	N	1947	
xreligion1	Relig: Jewish	33	1%
xreligion2	Relig: Evangelical	617	28%
	Relig: Non-Evang. Catholics	609	28%
	N	1226	
xreligion3	Relig: All Christian	1226	56%
	Relig: All Non-Christian	971	44%
	N	2197	
xdemUsr	Community: Urban	611	28%
	Community: Suburban	929	42%
	Community: Rural	661	30%
	N	2201	
xdemEmploy	Employ: Private Sector	660	30%
	Employ: Government	153	7%
	Employ: Self-Employed	205	9%
	Employ: Homemaker	209	9%
	Employ: Student	92	4%
	Employ: Retired	512	23%
	Employ: Unemployed	191	9%
	Employ: Other	180	8%
	N	2201	
xdemMilHH1	Military HH: Yes	427	19%
	Military HH: No	1774	81%
	N	2201	
xnr1	RD/WT: Right Direction	895	41%
	RD/WT: Wrong Track	1306	59%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	483	22%
	Somewhat Approve	486	22%
	Somewhat Disapprove	311	14%
	Strongly Disapprove	805	37%
	Dont Know / No Opinion	116	5%
	N	2201	
xnr3	#1 Issue: Economy	623	28%
	#1 Issue: Security	413	19%
	#1 Issue: Health Care	368	17%
	#1 Issue: Medicare / Social Security	336	15%
	#1 Issue: Women's Issues	102	5%
	#1 Issue: Education	158	7%
	#1 Issue: Energy	73	3%
	#1 Issue: Other	128	6%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	685	31%
	2016 Vote: Republican Donald Trump	747	34%
	2016 Vote: Someone else	198	9%
	N	1631	
xsubVote12O	2012 Vote: Barack Obama	863	39%
	2012 Vote: Mitt Romney	539	24%
	2012 Vote: Other	100	5%
	2012 Vote: Didn't Vote	691	31%
	N	2193	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	
BRDdem1	Yes	177	8%
BRDdem2	Yes	599	27%

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

