



# MORNING CONSULT

Morning Consult  
National Tracking Poll #180314  
March 08-10, 2018

## Crosstabulation Results

### Methodology:

This poll was conducted from March 08-10, 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\_1:** Do you currently have a subscription to each of the following streaming services?

*Apple Music*

Demographic	Yes		No		Total N
Adults	15%	(331)	85%	(1870)	2201
Gender: Male	17%	(178)	83%	(881)	1060
Gender: Female	13%	(153)	87%	(989)	1141
Age: 18-29	28%	(124)	72%	(323)	448
Age: 30-44	17%	(99)	83%	(489)	588
Age: 45-54	12%	(42)	88%	(321)	363
Age: 55-64	10%	(39)	90%	(366)	405
Age: 65+	7%	(26)	93%	(372)	398
PID: Dem (no lean)	20%	(152)	80%	(592)	744
PID: Ind (no lean)	11%	(89)	89%	(752)	841
PID: Rep (no lean)	15%	(90)	85%	(526)	615
PID/Gender: Dem Men	24%	(72)	76%	(229)	301
PID/Gender: Dem Women	18%	(81)	82%	(363)	444
PID/Gender: Ind Men	10%	(42)	90%	(403)	445
PID/Gender: Ind Women	12%	(46)	88%	(349)	396
PID/Gender: Rep Men	20%	(64)	80%	(249)	313
PID/Gender: Rep Women	9%	(26)	91%	(276)	302
Ideo: Liberal (1-3)	22%	(162)	78%	(589)	751
Ideo: Moderate (4)	10%	(51)	90%	(461)	512
Ideo: Conservative (5-7)	12%	(74)	88%	(556)	630
Educ: < College	15%	(231)	85%	(1336)	1567
Educ: Bachelors degree	15%	(61)	85%	(355)	416
Educ: Post-grad	18%	(39)	82%	(180)	219
Income: Under 50k	13%	(160)	87%	(1069)	1229
Income: 50k-100k	18%	(126)	82%	(573)	698
Income: 100k+	16%	(45)	84%	(229)	274
Ethnicity: White	13%	(231)	87%	(1519)	1750
Ethnicity: Hispanic	27%	(89)	73%	(240)	329

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**Table BRD1\_1:** Do you currently have a subscription to each of the following streaming services?*Apple Music*

Demographic	Yes	No	Total N
Adults	15% (331)	85% (1870)	2201
Ethnicity: Afr. Am.	23% (62)	77% (207)	269
Ethnicity: Other	21% (38)	79% (144)	182
Relig: Protestant	10% (56)	90% (491)	547
Relig: Roman Catholic	20% (84)	80% (336)	420
Relig: Ath./Agn./None	14% (91)	86% (565)	656
Relig: Something Else	18% (59)	82% (265)	323
Relig: Jewish	18% (12)	82% (55)	67
Relig: Evangelical	13% (79)	87% (504)	583
Relig: Non-Evang. Catholics	16% (102)	84% (525)	627
Relig: All Christian	15% (181)	85% (1029)	1210
Relig: All Non-Christian	15% (150)	85% (830)	979
Community: Urban	16% (91)	84% (468)	559
Community: Suburban	15% (143)	85% (839)	982
Community: Rural	15% (96)	85% (563)	660
Employ: Private Sector	18% (128)	82% (580)	708
Employ: Government	26% (32)	74% (92)	124
Employ: Self-Employed	22% (43)	78% (153)	196
Employ: Homemaker	12% (22)	88% (172)	194
Employ: Student	21% (21)	79% (82)	103
Employ: Retired	7% (33)	93% (447)	480
Employ: Unemployed	14% (27)	86% (172)	199
Employ: Other	12% (24)	88% (172)	196
Military HH: Yes	20% (75)	80% (306)	381
Military HH: No	14% (255)	86% (1565)	1820
RD/WT: Right Direction	16% (135)	84% (722)	857
RD/WT: Wrong Track	15% (196)	85% (1148)	1344
Strongly Approve	19% (80)	81% (344)	424
Somewhat Approve	11% (51)	89% (409)	460
Somewhat Disapprove	15% (43)	85% (249)	292
Strongly Disapprove	15% (129)	85% (714)	843
Dont Know / No Opinion	15% (26)	85% (154)	180

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**Table BRD1\_1:** Do you currently have a subscription to each of the following streaming services?

*Apple Music*

Demographic	Yes	No	Total N
Adults	15% (331)	85% (1870)	2201
#1 Issue: Economy	13% (70)	87% (473)	544
#1 Issue: Security	12% (49)	88% (371)	419
#1 Issue: Health Care	16% (70)	84% (354)	424
#1 Issue: Medicare / Social Security	10% (32)	90% (296)	329
#1 Issue: Women's Issues	34% (41)	66% (78)	118
#1 Issue: Education	23% (39)	77% (131)	170
#1 Issue: Energy	29% (23)	71% (56)	79
#1 Issue: Other	6% (7)	94% (111)	118
2016 Vote: Democrat Hillary Clinton	17% (116)	83% (558)	674
2016 Vote: Republican Donald Trump	14% (100)	86% (592)	692
2016 Vote: Someone else	10% (19)	90% (177)	196
2012 Vote: Barack Obama	16% (142)	84% (734)	876
2012 Vote: Mitt Romney	12% (64)	88% (469)	534
2012 Vote: Other	6% (5)	94% (71)	76
2012 Vote: Didn't Vote	17% (120)	83% (595)	715
4-Region: Northeast	18% (73)	82% (328)	402
4-Region: Midwest	10% (48)	90% (426)	474
4-Region: South	15% (122)	85% (693)	815
4-Region: West	17% (88)	83% (424)	511
White Republicans	13% (76)	87% (489)	565
White Democrats	18% (90)	82% (414)	504

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



**Table BRD1\_4:** Do you currently have a subscription to each of the following streaming services?  
 Spotify

Demographic	Yes	No	Total N
Adults	21% (472)	79% (1729)	2201
Gender: Male	23% (239)	77% (820)	1060
Gender: Female	20% (233)	80% (909)	1141
Age: 18-29	43% (195)	57% (253)	448
Age: 30-44	26% (152)	74% (436)	588
Age: 45-54	16% (59)	84% (303)	363
Age: 55-64	11% (46)	89% (360)	405
Age: 65+	5% (21)	95% (377)	398
PID: Dem (no lean)	27% (199)	73% (546)	744
PID: Ind (no lean)	23% (190)	77% (651)	841
PID: Rep (no lean)	14% (84)	86% (532)	615
PID/Gender: Dem Men	30% (89)	70% (212)	301
PID/Gender: Dem Women	25% (110)	75% (334)	444
PID/Gender: Ind Men	22% (97)	78% (348)	445
PID/Gender: Ind Women	23% (93)	77% (303)	396
PID/Gender: Rep Men	17% (53)	83% (260)	313
PID/Gender: Rep Women	10% (31)	90% (271)	302
Ideo: Liberal (1-3)	30% (222)	70% (529)	751
Ideo: Moderate (4)	22% (113)	78% (399)	512
Ideo: Conservative (5-7)	12% (77)	88% (553)	630
Educ: < College	21% (335)	79% (1231)	1567
Educ: Bachelors degree	20% (83)	80% (333)	416
Educ: Post-grad	25% (54)	75% (165)	219
Income: Under 50k	22% (272)	78% (956)	1229
Income: 50k-100k	21% (143)	79% (555)	698
Income: 100k+	21% (56)	79% (217)	274
Ethnicity: White	19% (340)	81% (1410)	1750
Ethnicity: Hispanic	32% (106)	68% (224)	329
Ethnicity: Afr. Am.	27% (72)	73% (196)	269

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**Table BRD1\_4:** Do you currently have a subscription to each of the following streaming services?  
*Spotify*

Demographic	Yes	No	Total N
Adults	21% (472)	79% (1729)	2201
Ethnicity: Other	33% (60)	67% (122)	182
Relig: Protestant	14% (74)	86% (473)	547
Relig: Roman Catholic	21% (90)	79% (330)	420
Relig: Ath./Agn./None	27% (175)	73% (481)	656
Relig: Something Else	23% (74)	77% (249)	323
Relig: Jewish	13% (9)	87% (58)	67
Relig: Evangelical	21% (122)	79% (461)	583
Relig: Non-Evang. Catholics	16% (102)	84% (526)	627
Relig: All Christian	18% (223)	82% (987)	1210
Relig: All Non-Christian	25% (249)	75% (730)	979
Community: Urban	28% (156)	72% (403)	559
Community: Suburban	18% (182)	82% (801)	982
Community: Rural	20% (135)	80% (525)	660
Employ: Private Sector	24% (168)	76% (540)	708
Employ: Government	39% (48)	61% (76)	124
Employ: Self-Employed	31% (60)	69% (136)	196
Employ: Homemaker	20% (39)	80% (155)	194
Employ: Student	38% (39)	62% (64)	103
Employ: Retired	5% (24)	95% (457)	480
Employ: Unemployed	23% (46)	77% (153)	199
Employ: Other	25% (48)	75% (148)	196
Military HH: Yes	19% (74)	81% (307)	381
Military HH: No	22% (399)	78% (1421)	1820
RD/WT: Right Direction	17% (148)	83% (709)	857
RD/WT: Wrong Track	24% (324)	76% (1020)	1344
Strongly Approve	22% (93)	78% (331)	424
Somewhat Approve	15% (69)	85% (392)	460
Somewhat Disapprove	24% (71)	76% (222)	292
Strongly Disapprove	24% (203)	76% (640)	843
Dont Know / No Opinion	20% (36)	80% (145)	180

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**Table BRD1\_4:** Do you currently have a subscription to each of the following streaming services?  
 Spotify

Demographic	Yes	No	Total N
Adults	21% (472)	79% (1729)	2201
#1 Issue: Economy	18% (99)	82% (444)	544
#1 Issue: Security	19% (79)	81% (341)	419
#1 Issue: Health Care	21% (91)	79% (333)	424
#1 Issue: Medicare / Social Security	14% (47)	86% (281)	329
#1 Issue: Women's Issues	27% (31)	73% (87)	118
#1 Issue: Education	36% (61)	64% (109)	170
#1 Issue: Energy	40% (32)	60% (47)	79
#1 Issue: Other	27% (33)	73% (86)	118
2016 Vote: Democrat Hillary Clinton	23% (157)	77% (517)	674
2016 Vote: Republican Donald Trump	15% (105)	85% (586)	692
2016 Vote: Someone else	21% (42)	79% (154)	196
2012 Vote: Barack Obama	22% (191)	78% (686)	876
2012 Vote: Mitt Romney	11% (58)	89% (476)	534
2012 Vote: Other	9% (7)	91% (69)	76
2012 Vote: Didn't Vote	30% (217)	70% (498)	715
4-Region: Northeast	19% (78)	81% (324)	402
4-Region: Midwest	20% (95)	80% (379)	474
4-Region: South	21% (171)	79% (643)	815
4-Region: West	25% (128)	75% (383)	511
White Republicans	13% (72)	87% (493)	565
White Democrats	24% (122)	76% (383)	504

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

**Table BRD1\_5: Do you currently have a subscription to each of the following streaming services?**  
*Pandora*

Demographic	Yes	No	Total N
Adults	30% (654)	70% (1547)	2201
Gender: Male	29% (304)	71% (755)	1060
Gender: Female	31% (350)	69% (791)	1141
Age: 18-29	44% (198)	56% (249)	448
Age: 30-44	38% (224)	62% (364)	588
Age: 45-54	28% (102)	72% (260)	363
Age: 55-64	19% (79)	81% (327)	405
Age: 65+	13% (51)	87% (346)	398
PID: Dem (no lean)	33% (242)	67% (502)	744
PID: Ind (no lean)	30% (257)	70% (585)	841
PID: Rep (no lean)	25% (155)	75% (460)	615
PID/Gender: Dem Men	35% (104)	65% (197)	301
PID/Gender: Dem Women	31% (138)	69% (305)	444
PID/Gender: Ind Men	27% (121)	73% (324)	445
PID/Gender: Ind Women	34% (135)	66% (261)	396
PID/Gender: Rep Men	25% (79)	75% (234)	313
PID/Gender: Rep Women	25% (76)	75% (226)	302
Ideo: Liberal (1-3)	33% (248)	67% (503)	751
Ideo: Moderate (4)	26% (132)	74% (381)	512
Ideo: Conservative (5-7)	26% (161)	74% (469)	630
Educ: < College	31% (484)	69% (1082)	1567
Educ: Bachelors degree	26% (107)	74% (309)	416
Educ: Post-grad	29% (64)	71% (155)	219
Income: Under 50k	31% (380)	69% (849)	1229
Income: 50k-100k	28% (195)	72% (504)	698
Income: 100k+	29% (80)	71% (194)	274
Ethnicity: White	25% (442)	75% (1308)	1750
Ethnicity: Hispanic	43% (140)	57% (189)	329
Ethnicity: Afr. Am.	53% (143)	47% (126)	269

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**Table BRD1\_5:** Do you currently have a subscription to each of the following streaming services?

*Pandora*

Demographic	Yes	No	Total N
Adults	30% (654)	70% (1547)	2201
Ethnicity: Other	38% (69)	62% (113)	182
Relig: Protestant	21% (116)	79% (431)	547
Relig: Roman Catholic	27% (115)	73% (305)	420
Relig: Ath./Agn./None	32% (210)	68% (446)	656
Relig: Something Else	34% (109)	66% (215)	323
Relig: Jewish	23% (16)	77% (51)	67
Relig: Evangelical	31% (181)	69% (402)	583
Relig: Non-Evang. Catholics	24% (148)	76% (479)	627
Relig: All Christian	27% (329)	73% (881)	1210
Relig: All Non-Christian	33% (319)	67% (660)	979
Community: Urban	35% (197)	65% (362)	559
Community: Suburban	26% (252)	74% (730)	982
Community: Rural	31% (205)	69% (455)	660
Employ: Private Sector	26% (182)	74% (526)	708
Employ: Government	49% (61)	51% (63)	124
Employ: Self-Employed	43% (85)	57% (111)	196
Employ: Homemaker	34% (66)	66% (128)	194
Employ: Student	35% (36)	65% (67)	103
Employ: Retired	14% (69)	86% (411)	480
Employ: Unemployed	39% (78)	61% (121)	199
Employ: Other	39% (77)	61% (120)	196
Military HH: Yes	24% (91)	76% (290)	381
Military HH: No	31% (564)	69% (1256)	1820
RD/WT: Right Direction	27% (228)	73% (629)	857
RD/WT: Wrong Track	32% (427)	68% (917)	1344
Strongly Approve	31% (131)	69% (294)	424
Somewhat Approve	25% (116)	75% (345)	460
Somewhat Disapprove	28% (83)	72% (210)	292
Strongly Disapprove	31% (265)	69% (579)	843
Dont Know / No Opinion	34% (61)	66% (120)	180

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**Table BRD1\_5:** Do you currently have a subscription to each of the following streaming services?

*Pandora*

Demographic	Yes	No	Total N
Adults	30% (654)	70% (1547)	2201
#1 Issue: Economy	29% (158)	71% (385)	544
#1 Issue: Security	31% (131)	69% (289)	419
#1 Issue: Health Care	33% (139)	67% (285)	424
#1 Issue: Medicare / Social Security	22% (71)	78% (258)	329
#1 Issue: Women's Issues	36% (42)	64% (76)	118
#1 Issue: Education	37% (62)	63% (107)	170
#1 Issue: Energy	32% (25)	68% (53)	79
#1 Issue: Other	21% (25)	79% (93)	118
2016 Vote: Democrat Hillary Clinton	29% (195)	71% (479)	674
2016 Vote: Republican Donald Trump	27% (187)	73% (505)	692
2016 Vote: Someone else	25% (48)	75% (148)	196
2012 Vote: Barack Obama	29% (255)	71% (622)	876
2012 Vote: Mitt Romney	24% (130)	76% (404)	534
2012 Vote: Other	16% (12)	84% (64)	76
2012 Vote: Didn't Vote	36% (258)	64% (457)	715
4-Region: Northeast	24% (98)	76% (304)	402
4-Region: Midwest	25% (121)	75% (353)	474
4-Region: South	33% (272)	67% (542)	815
4-Region: West	32% (164)	68% (347)	511
White Republicans	22% (125)	78% (440)	565
White Democrats	25% (124)	75% (380)	504

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

**Table BRD2\_1:** *Would each of the following make you switch from one streaming service to another?  
 A lower price point*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	64%	(625)	20%	(196)	16%	(151)	971
Gender: Male	63%	(286)	22%	(99)	16%	(72)	457
Gender: Female	66%	(339)	19%	(96)	15%	(79)	514
Age: 18-29	69%	(223)	15%	(47)	17%	(54)	324
Age: 30-44	65%	(214)	22%	(73)	13%	(42)	329
Age: 45-54	62%	(83)	25%	(33)	13%	(17)	133
Age: 55-64	60%	(67)	26%	(30)	14%	(15)	112
Age: 65+	52%	(39)	17%	(12)	31%	(23)	73
PID: Dem (no lean)	63%	(245)	22%	(84)	15%	(58)	387
PID: Ind (no lean)	63%	(233)	21%	(77)	17%	(63)	373
PID: Rep (no lean)	69%	(147)	17%	(35)	14%	(30)	212
PID/Gender: Dem Men	64%	(103)	23%	(36)	13%	(21)	160
PID/Gender: Dem Women	63%	(142)	21%	(48)	16%	(37)	227
PID/Gender: Ind Men	57%	(104)	24%	(45)	19%	(35)	183
PID/Gender: Ind Women	68%	(129)	17%	(32)	15%	(28)	189
PID/Gender: Rep Men	70%	(79)	16%	(18)	14%	(16)	114
PID/Gender: Rep Women	69%	(67)	17%	(17)	14%	(14)	98
Ideo: Liberal (1-3)	63%	(259)	24%	(98)	12%	(51)	409
Ideo: Moderate (4)	69%	(140)	18%	(36)	13%	(26)	202
Ideo: Conservative (5-7)	70%	(152)	14%	(30)	16%	(35)	217
Educ: < College	62%	(435)	21%	(145)	17%	(117)	697
Educ: Bachelors degree	71%	(123)	18%	(31)	11%	(20)	174
Educ: Post-grad	66%	(66)	20%	(20)	14%	(14)	101
Income: Under 50k	60%	(325)	21%	(112)	19%	(100)	537
Income: 50k-100k	73%	(222)	17%	(52)	10%	(31)	305
Income: 100k+	60%	(78)	24%	(31)	16%	(20)	129
Ethnicity: White	65%	(444)	20%	(137)	15%	(101)	683
Ethnicity: Hispanic	62%	(140)	24%	(55)	14%	(31)	226

Continued on next page

**Table BRD2\_1:** *Would each of the following make you switch from one streaming service to another?  
A lower price point*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	64% (625)	20% (196)	16% (151)	971
Ethnicity: Afr. Am.	61% (110)	22% (40)	17% (30)	180
Ethnicity: Other	66% (71)	17% (18)	18% (19)	108
Relig: Protestant	67% (109)	18% (29)	15% (25)	163
Relig: Roman Catholic	62% (119)	27% (51)	10% (20)	190
Relig: Ath./Agn./None	64% (212)	19% (64)	17% (56)	332
Relig: Something Else	68% (103)	17% (25)	16% (24)	152
Relig: Evangelical	62% (152)	21% (50)	17% (42)	245
Relig: Non-Evang. Catholics	65% (154)	24% (56)	11% (26)	236
Relig: All Christian	64% (306)	22% (106)	14% (68)	481
Relig: All Non-Christian	65% (315)	18% (89)	17% (80)	484
Community: Urban	66% (191)	24% (71)	10% (29)	291
Community: Suburban	67% (274)	18% (72)	15% (61)	407
Community: Rural	59% (160)	19% (53)	22% (60)	273
Employ: Private Sector	66% (213)	22% (72)	12% (39)	325
Employ: Government	70% (53)	14% (10)	17% (13)	76
Employ: Self-Employed	63% (71)	21% (24)	16% (18)	114
Employ: Homemaker	67% (58)	28% (25)	5% (4)	87
Employ: Student	81% (56)	13% (9)	6% (4)	69
Employ: Retired	52% (49)	21% (20)	27% (25)	94
Employ: Unemployed	57% (64)	12% (14)	31% (35)	113
Employ: Other	65% (61)	22% (21)	13% (12)	94
Military HH: Yes	63% (103)	22% (36)	14% (23)	162
Military HH: No	65% (522)	20% (160)	16% (128)	809
RD/WT: Right Direction	67% (213)	20% (64)	13% (42)	319
RD/WT: Wrong Track	63% (412)	20% (132)	17% (109)	653
Strongly Approve	69% (116)	21% (35)	11% (18)	169
Somewhat Approve	63% (107)	19% (33)	18% (31)	171
Somewhat Disapprove	79% (112)	13% (19)	8% (11)	142
Strongly Disapprove	61% (249)	22% (91)	17% (67)	407
Dont Know / No Opinion	50% (41)	22% (18)	28% (23)	82

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**Table BRD2\_1:** *Would each of the following make you switch from one streaming service to another?  
A lower price point*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	64%	(625)	20%	(196)	16%	(151)	971
#1 Issue: Economy	72%	(159)	14%	(30)	14%	(31)	220
#1 Issue: Security	61%	(116)	23%	(44)	15%	(29)	188
#1 Issue: Health Care	66%	(133)	20%	(40)	14%	(28)	201
#1 Issue: Medicare / Social Security	50%	(46)	25%	(23)	25%	(23)	92
#1 Issue: Women's Issues	65%	(53)	23%	(18)	12%	(10)	82
#1 Issue: Education	60%	(61)	20%	(21)	19%	(20)	101
2016 Vote: Democrat Hillary Clinton	68%	(213)	21%	(65)	12%	(37)	315
2016 Vote: Republican Donald Trump	66%	(163)	21%	(52)	13%	(32)	247
2016 Vote: Someone else	67%	(50)	19%	(14)	14%	(10)	74
2012 Vote: Barack Obama	63%	(249)	23%	(92)	14%	(53)	394
2012 Vote: Mitt Romney	73%	(120)	14%	(24)	13%	(22)	166
2012 Vote: Didn't Vote	62%	(241)	19%	(76)	19%	(73)	390
4-Region: Northeast	66%	(117)	22%	(38)	12%	(22)	177
4-Region: Midwest	71%	(122)	16%	(27)	13%	(23)	171
4-Region: South	64%	(235)	19%	(69)	18%	(65)	368
4-Region: West	59%	(152)	24%	(62)	16%	(42)	255
White Republicans	68%	(121)	16%	(29)	16%	(29)	178
White Democrats	67%	(147)	20%	(45)	13%	(29)	221

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

**Table BRD2\_4:** *Would each of the following make you switch from one streaming service to another?  
The ability to combine your music library with your streaming service library*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	53% (514)	27% (267)	20% (191)	971
Gender: Male	51% (233)	30% (136)	19% (88)	457
Gender: Female	55% (281)	25% (130)	20% (103)	514
Age: 18-29	56% (183)	28% (90)	16% (51)	324
Age: 30-44	57% (189)	25% (81)	18% (59)	329
Age: 45-54	48% (64)	32% (42)	20% (26)	133
Age: 55-64	47% (52)	30% (34)	23% (26)	112
Age: 65+	35% (25)	28% (20)	37% (28)	73
PID: Dem (no lean)	54% (207)	28% (108)	18% (72)	387
PID: Ind (no lean)	51% (192)	25% (92)	24% (89)	373
PID: Rep (no lean)	54% (115)	31% (67)	14% (30)	212
PID/Gender: Dem Men	57% (91)	28% (44)	15% (25)	160
PID/Gender: Dem Women	51% (117)	28% (64)	21% (47)	227
PID/Gender: Ind Men	41% (75)	32% (59)	27% (50)	183
PID/Gender: Ind Women	62% (116)	18% (34)	21% (39)	189
PID/Gender: Rep Men	59% (67)	29% (33)	12% (14)	114
PID/Gender: Rep Women	49% (48)	34% (33)	17% (17)	98
Ideo: Liberal (1-3)	57% (232)	29% (120)	14% (57)	409
Ideo: Moderate (4)	52% (106)	26% (53)	22% (44)	202
Ideo: Conservative (5-7)	54% (117)	27% (59)	19% (41)	217
Educ: < College	51% (354)	28% (197)	21% (146)	697
Educ: Bachelors degree	61% (105)	25% (44)	14% (25)	174
Educ: Post-grad	55% (55)	26% (26)	19% (20)	101
Income: Under 50k	48% (256)	30% (163)	22% (118)	537
Income: 50k-100k	60% (182)	24% (72)	17% (51)	305
Income: 100k+	59% (76)	24% (31)	17% (22)	129
Ethnicity: White	52% (354)	29% (198)	19% (131)	683
Ethnicity: Hispanic	57% (130)	28% (64)	15% (33)	226

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**Table BRD2\_4:** *Would each of the following make you switch from one streaming service to another?  
 The ability to combine your music library with your streaming service library*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	53%	(514)	27%	(267)	20%	(191)	971
Ethnicity: Afr. Am.	51%	(92)	29%	(52)	20%	(36)	180
Ethnicity: Other	63%	(68)	15%	(16)	22%	(24)	108
Relig: Protestant	59%	(96)	25%	(41)	15%	(25)	163
Relig: Roman Catholic	50%	(96)	32%	(61)	17%	(33)	190
Relig: Ath./Agn./None	51%	(169)	29%	(95)	21%	(69)	332
Relig: Something Else	55%	(84)	24%	(37)	21%	(31)	152
Relig: Evangelical	59%	(144)	22%	(53)	19%	(47)	245
Relig: Non-Evang. Catholics	49%	(115)	33%	(79)	18%	(43)	236
Relig: All Christian	54%	(259)	27%	(132)	19%	(90)	481
Relig: All Non-Christian	52%	(252)	27%	(132)	21%	(100)	484
Community: Urban	57%	(166)	31%	(91)	12%	(34)	291
Community: Suburban	51%	(208)	29%	(117)	20%	(82)	407
Community: Rural	51%	(140)	21%	(58)	27%	(75)	273
Employ: Private Sector	56%	(182)	29%	(93)	15%	(50)	325
Employ: Government	58%	(44)	27%	(21)	15%	(12)	76
Employ: Self-Employed	51%	(58)	29%	(33)	21%	(24)	114
Employ: Homemaker	54%	(47)	33%	(29)	13%	(11)	87
Employ: Student	65%	(45)	28%	(19)	7%	(5)	69
Employ: Retired	37%	(35)	29%	(28)	34%	(32)	94
Employ: Unemployed	47%	(53)	18%	(20)	35%	(40)	113
Employ: Other	54%	(51)	26%	(24)	20%	(19)	94
Military HH: Yes	51%	(83)	29%	(47)	20%	(32)	162
Military HH: No	53%	(431)	27%	(220)	20%	(158)	809
RD/WT: Right Direction	56%	(177)	29%	(92)	16%	(49)	319
RD/WT: Wrong Track	52%	(336)	27%	(175)	22%	(141)	653
Strongly Approve	58%	(98)	27%	(46)	14%	(24)	169
Somewhat Approve	55%	(94)	26%	(45)	19%	(32)	171
Somewhat Disapprove	56%	(80)	25%	(35)	19%	(27)	142
Strongly Disapprove	52%	(213)	28%	(113)	20%	(80)	407
Dont Know / No Opinion	35%	(29)	33%	(27)	32%	(26)	82

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**Table BRD2\_4:** *Would each of the following make you switch from one streaming service to another?  
The ability to combine your music library with your streaming service library*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	53% (514)	27% (267)	20% (191)	971
#1 Issue: Economy	56% (123)	26% (58)	18% (39)	220
#1 Issue: Security	53% (100)	26% (49)	20% (39)	188
#1 Issue: Health Care	49% (99)	35% (70)	16% (32)	201
#1 Issue: Medicare / Social Security	37% (34)	29% (27)	34% (31)	92
#1 Issue: Women's Issues	67% (55)	14% (11)	19% (15)	82
#1 Issue: Education	58% (59)	25% (25)	17% (18)	101
2016 Vote: Democrat Hillary Clinton	57% (181)	26% (81)	17% (53)	315
2016 Vote: Republican Donald Trump	58% (143)	23% (58)	19% (46)	247
2016 Vote: Someone else	56% (41)	32% (24)	12% (9)	74
2012 Vote: Barack Obama	56% (221)	26% (102)	18% (71)	394
2012 Vote: Mitt Romney	57% (95)	25% (42)	18% (29)	166
2012 Vote: Didn't Vote	48% (189)	30% (116)	22% (85)	390
4-Region: Northeast	50% (89)	31% (55)	19% (33)	177
4-Region: Midwest	52% (88)	31% (53)	17% (30)	171
4-Region: South	57% (211)	25% (92)	18% (66)	368
4-Region: West	49% (126)	26% (67)	25% (63)	255
White Republicans	55% (98)	28% (50)	17% (30)	178
White Democrats	48% (107)	32% (72)	19% (43)	221

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

**Table BRD2\_5:** *Would each of the following make you switch from one streaming service to another?  
 The streaming services compatibility with other devices (like a smart home device such as Apple HomePod or Amazon Echo)*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	50%	(483)	30%	(294)	20%	(194)	971
Gender: Male	51%	(233)	30%	(136)	19%	(88)	457
Gender: Female	49%	(251)	31%	(158)	21%	(106)	514
Age: 18-29	53%	(173)	26%	(85)	20%	(65)	324
Age: 30-44	54%	(179)	29%	(96)	16%	(54)	329
Age: 45-54	49%	(65)	35%	(47)	16%	(21)	133
Age: 55-64	39%	(43)	37%	(42)	24%	(27)	112
Age: 65+	31%	(23)	33%	(24)	36%	(26)	73
PID: Dem (no lean)	50%	(195)	31%	(119)	19%	(73)	387
PID: Ind (no lean)	43%	(162)	33%	(124)	23%	(87)	373
PID: Rep (no lean)	60%	(126)	24%	(52)	16%	(34)	212
PID/Gender: Dem Men	50%	(80)	34%	(54)	16%	(26)	160
PID/Gender: Dem Women	51%	(115)	29%	(65)	21%	(47)	227
PID/Gender: Ind Men	39%	(71)	36%	(65)	25%	(47)	183
PID/Gender: Ind Women	48%	(90)	31%	(59)	21%	(40)	189
PID/Gender: Rep Men	71%	(81)	15%	(17)	13%	(15)	114
PID/Gender: Rep Women	46%	(45)	35%	(34)	19%	(19)	98
Ideo: Liberal (1-3)	54%	(221)	31%	(126)	15%	(62)	409
Ideo: Moderate (4)	53%	(107)	28%	(56)	19%	(39)	202
Ideo: Conservative (5-7)	47%	(103)	33%	(71)	20%	(43)	217
Educ: < College	47%	(328)	32%	(223)	21%	(146)	697
Educ: Bachelors degree	58%	(101)	25%	(44)	17%	(29)	174
Educ: Post-grad	54%	(54)	27%	(27)	19%	(19)	101
Income: Under 50k	46%	(245)	32%	(171)	23%	(122)	537
Income: 50k-100k	54%	(164)	30%	(93)	16%	(48)	305
Income: 100k+	58%	(75)	24%	(31)	18%	(24)	129
Ethnicity: White	48%	(327)	31%	(214)	21%	(142)	683
Ethnicity: Hispanic	52%	(118)	33%	(74)	15%	(34)	226

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**Table BRD2\_5:** *Would each of the following make you switch from one streaming service to another?  
The streaming services compatibility with other devices (like a smart home device such as Apple HomePod or Amazon Echo)*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	50%	(483)	30%	(294)	20%	(194)	971
Ethnicity: Afr. Am.	53%	(95)	30%	(55)	17%	(31)	180
Ethnicity: Other	56%	(61)	24%	(26)	20%	(22)	108
Relig: Protestant	49%	(80)	35%	(58)	16%	(25)	163
Relig: Roman Catholic	53%	(101)	27%	(50)	20%	(38)	190
Relig: Ath./Agn./None	47%	(156)	32%	(107)	21%	(70)	332
Relig: Something Else	55%	(84)	24%	(37)	20%	(31)	152
Relig: Evangelical	52%	(128)	29%	(70)	19%	(47)	245
Relig: Non-Evang. Catholics	47%	(112)	33%	(78)	19%	(46)	236
Relig: All Christian	50%	(240)	31%	(148)	19%	(93)	481
Relig: All Non-Christian	50%	(240)	30%	(144)	21%	(100)	484
Community: Urban	55%	(159)	32%	(94)	13%	(38)	291
Community: Suburban	48%	(197)	30%	(122)	22%	(88)	407
Community: Rural	47%	(127)	29%	(78)	25%	(68)	273
Employ: Private Sector	53%	(170)	30%	(99)	17%	(55)	325
Employ: Government	66%	(51)	25%	(19)	8%	(6)	76
Employ: Self-Employed	56%	(64)	24%	(28)	20%	(23)	114
Employ: Homemaker	62%	(54)	28%	(24)	10%	(8)	87
Employ: Student	54%	(37)	32%	(22)	14%	(10)	69
Employ: Retired	32%	(30)	39%	(36)	29%	(27)	94
Employ: Unemployed	24%	(27)	38%	(43)	38%	(43)	113
Employ: Other	54%	(50)	25%	(23)	22%	(20)	94
Military HH: Yes	55%	(89)	25%	(41)	20%	(32)	162
Military HH: No	49%	(394)	31%	(254)	20%	(161)	809
RD/WT: Right Direction	55%	(176)	28%	(88)	17%	(55)	319
RD/WT: Wrong Track	47%	(308)	32%	(206)	21%	(139)	653
Strongly Approve	57%	(96)	29%	(50)	14%	(23)	169
Somewhat Approve	52%	(89)	24%	(40)	25%	(42)	171
Somewhat Disapprove	55%	(78)	31%	(44)	14%	(20)	142
Strongly Disapprove	51%	(206)	30%	(123)	19%	(78)	407
Dont Know / No Opinion	17%	(14)	45%	(37)	38%	(31)	82

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**Table BRD2\_5:** *Would each of the following make you switch from one streaming service to another?  
The streaming services compatibility with other devices (like a smart home device such as Apple HomePod or Amazon Echo)*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	50% (483)	30% (294)	20% (194)	971
#1 Issue: Economy	58% (127)	23% (51)	19% (42)	220
#1 Issue: Security	48% (90)	32% (61)	20% (37)	188
#1 Issue: Health Care	49% (99)	31% (62)	20% (40)	201
#1 Issue: Medicare / Social Security	24% (22)	44% (40)	32% (30)	92
#1 Issue: Women's Issues	57% (46)	27% (22)	16% (13)	82
#1 Issue: Education	59% (60)	26% (26)	15% (15)	101
2016 Vote: Democrat Hillary Clinton	58% (183)	27% (84)	15% (49)	315
2016 Vote: Republican Donald Trump	55% (135)	25% (61)	20% (50)	247
2016 Vote: Someone else	52% (38)	34% (25)	14% (11)	74
2012 Vote: Barack Obama	56% (222)	25% (99)	18% (73)	394
2012 Vote: Mitt Romney	56% (94)	27% (45)	16% (27)	166
2012 Vote: Didn't Vote	41% (161)	35% (138)	23% (90)	390
4-Region: Northeast	50% (88)	34% (60)	16% (28)	177
4-Region: Midwest	50% (85)	33% (56)	17% (30)	171
4-Region: South	54% (200)	27% (98)	19% (70)	368
4-Region: West	43% (110)	31% (80)	26% (66)	255
White Republicans	60% (106)	21% (38)	19% (34)	178
White Democrats	47% (104)	31% (69)	22% (48)	221

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

**Table BRD2\_6:** *Would each of the following make you switch from one streaming service to another?*

*Other (please specify)*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	12% (115)	29% (281)	59% (575)	971
Gender: Male	18% (82)	33% (150)	49% (225)	457
Gender: Female	7% (34)	25% (131)	68% (350)	514
Age: 18-29	16% (53)	30% (97)	54% (174)	324
Age: 30-44	10% (32)	32% (104)	59% (193)	329
Age: 45-54	10% (13)	33% (43)	57% (76)	133
Age: 55-64	13% (14)	21% (23)	67% (75)	112
Age: 65+	3% (2)	19% (14)	78% (58)	73
PID: Dem (no lean)	13% (49)	31% (118)	57% (220)	387
PID: Ind (no lean)	7% (26)	30% (114)	62% (233)	373
PID: Rep (no lean)	19% (40)	23% (49)	58% (123)	212
PID/Gender: Dem Men	20% (33)	34% (54)	45% (73)	160
PID/Gender: Dem Women	7% (16)	28% (64)	65% (147)	227
PID/Gender: Ind Men	10% (18)	33% (61)	57% (105)	183
PID/Gender: Ind Women	5% (9)	28% (52)	68% (128)	189
PID/Gender: Rep Men	27% (31)	31% (35)	42% (48)	114
PID/Gender: Rep Women	9% (9)	14% (14)	76% (75)	98
Ideo: Liberal (1-3)	18% (73)	31% (127)	51% (209)	409
Ideo: Moderate (4)	8% (16)	30% (60)	62% (126)	202
Ideo: Conservative (5-7)	7% (16)	22% (48)	71% (153)	217
Educ: < College	12% (82)	30% (206)	59% (409)	697
Educ: Bachelors degree	9% (16)	24% (42)	66% (115)	174
Educ: Post-grad	17% (17)	32% (32)	51% (51)	101
Income: Under 50k	11% (62)	27% (144)	62% (331)	537
Income: 50k-100k	14% (42)	33% (101)	53% (162)	305
Income: 100k+	9% (12)	28% (36)	63% (82)	129
Ethnicity: White	10% (68)	28% (194)	62% (421)	683
Ethnicity: Hispanic	16% (37)	37% (83)	47% (107)	226

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**Table BRD2\_6:** Would each of the following make you switch from one streaming service to another?  
Other (please specify)

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	12%	(115)	29%	(281)	59%	(575)	971
Ethnicity: Afr. Am.	15%	(27)	31%	(56)	54%	(97)	180
Ethnicity: Other	19%	(20)	29%	(31)	52%	(57)	108
Relig: Protestant	9%	(14)	30%	(49)	61%	(99)	163
Relig: Roman Catholic	14%	(26)	27%	(51)	59%	(112)	190
Relig: Ath./Agn./None	9%	(31)	29%	(97)	62%	(205)	332
Relig: Something Else	19%	(29)	26%	(40)	55%	(84)	152
Relig: Evangelical	13%	(31)	33%	(81)	54%	(133)	245
Relig: Non-Evang. Catholics	10%	(24)	26%	(61)	64%	(151)	236
Relig: All Christian	11%	(55)	29%	(141)	59%	(284)	481
Relig: All Non-Christian	12%	(60)	28%	(136)	60%	(288)	484
Community: Urban	11%	(33)	33%	(96)	56%	(162)	291
Community: Suburban	7%	(29)	29%	(118)	64%	(260)	407
Community: Rural	19%	(52)	24%	(67)	56%	(154)	273
Employ: Private Sector	11%	(36)	29%	(95)	60%	(193)	325
Employ: Government	19%	(15)	38%	(29)	42%	(32)	76
Employ: Self-Employed	22%	(25)	25%	(28)	54%	(61)	114
Employ: Homemaker	17%	(15)	24%	(21)	59%	(51)	87
Employ: Student	15%	(10)	25%	(17)	60%	(41)	69
Employ: Retired	2%	(2)	21%	(20)	77%	(73)	94
Employ: Unemployed	2%	(2)	27%	(31)	71%	(80)	113
Employ: Other	11%	(10)	42%	(39)	47%	(44)	94
Military HH: Yes	15%	(24)	24%	(39)	61%	(99)	162
Military HH: No	11%	(91)	30%	(242)	59%	(477)	809
RD/WT: Right Direction	21%	(67)	31%	(100)	47%	(151)	319
RD/WT: Wrong Track	7%	(48)	28%	(181)	65%	(424)	653
Strongly Approve	26%	(44)	31%	(52)	43%	(72)	169
Somewhat Approve	6%	(10)	28%	(48)	66%	(113)	171
Somewhat Disapprove	9%	(13)	28%	(40)	63%	(90)	142
Strongly Disapprove	10%	(41)	30%	(123)	60%	(243)	407
Dont Know / No Opinion	8%	(7)	22%	(18)	70%	(57)	82

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**Table BRD2\_6:** *Would each of the following make you switch from one streaming service to another?  
Other (please specify)*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	12% (115)	29% (281)	59% (575)	971
#1 Issue: Economy	9% (20)	25% (54)	66% (145)	220
#1 Issue: Security	7% (13)	33% (63)	60% (112)	188
#1 Issue: Health Care	17% (33)	29% (58)	55% (110)	201
#1 Issue: Medicare / Social Security	7% (6)	32% (29)	61% (57)	92
#1 Issue: Women's Issues	14% (11)	24% (20)	62% (51)	82
#1 Issue: Education	19% (20)	31% (31)	50% (51)	101
2016 Vote: Democrat Hillary Clinton	14% (43)	28% (88)	59% (185)	315
2016 Vote: Republican Donald Trump	16% (40)	26% (65)	58% (143)	247
2016 Vote: Someone else	8% (6)	27% (20)	66% (49)	74
2012 Vote: Barack Obama	13% (51)	28% (109)	60% (235)	394
2012 Vote: Mitt Romney	11% (18)	25% (42)	64% (107)	166
2012 Vote: Didn't Vote	12% (46)	32% (124)	57% (221)	390
4-Region: Northeast	9% (16)	27% (47)	64% (113)	177
4-Region: Midwest	10% (16)	29% (50)	61% (105)	171
4-Region: South	14% (50)	24% (89)	62% (229)	368
4-Region: West	13% (32)	37% (95)	50% (128)	255
White Republicans	15% (27)	23% (41)	62% (111)	178
White Democrats	11% (25)	29% (63)	60% (133)	221

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

**Table BRD3:** *If you had to choose, which of the following streaming services would you subscribe to?*

Demographic	Apple Music		Spotify		Pandora		Total N
Adults	25%	(518)	26%	(552)	49%	(1019)	2089
Gender: Male	26%	(255)	29%	(285)	45%	(450)	991
Gender: Female	24%	(263)	24%	(267)	52%	(569)	1099
Age: 18-29	23%	(94)	45%	(184)	31%	(127)	406
Age: 30-44	19%	(107)	31%	(171)	50%	(282)	560
Age: 45-54	24%	(83)	25%	(87)	51%	(176)	345
Age: 55-64	23%	(91)	18%	(68)	59%	(227)	386
Age: 65+	37%	(144)	11%	(41)	53%	(207)	392
PID: Dem (no lean)	30%	(205)	25%	(172)	45%	(310)	688
PID: Ind (no lean)	19%	(155)	32%	(261)	49%	(397)	813
PID: Rep (no lean)	27%	(158)	20%	(119)	53%	(312)	588
PID/Gender: Dem Men	31%	(84)	28%	(75)	41%	(108)	267
PID/Gender: Dem Women	29%	(122)	23%	(97)	48%	(202)	421
PID/Gender: Ind Men	21%	(90)	33%	(140)	47%	(202)	432
PID/Gender: Ind Women	17%	(65)	32%	(121)	51%	(195)	381
PID/Gender: Rep Men	28%	(82)	24%	(70)	48%	(140)	292
PID/Gender: Rep Women	26%	(76)	17%	(49)	58%	(171)	296
Ideo: Liberal (1-3)	29%	(201)	32%	(223)	39%	(267)	691
Ideo: Moderate (4)	23%	(114)	27%	(135)	50%	(246)	495
Ideo: Conservative (5-7)	25%	(151)	18%	(111)	57%	(346)	608
Educ: < College	24%	(353)	27%	(398)	50%	(737)	1488
Educ: Bachelors degree	26%	(104)	26%	(104)	48%	(191)	400
Educ: Post-grad	30%	(61)	25%	(50)	45%	(90)	201
Income: Under 50k	22%	(260)	29%	(342)	48%	(565)	1167
Income: 50k-100k	26%	(173)	22%	(145)	52%	(343)	661
Income: 100k+	33%	(85)	25%	(65)	42%	(111)	261
Ethnicity: White	25%	(420)	26%	(435)	49%	(815)	1670
Ethnicity: Hispanic	29%	(87)	35%	(104)	36%	(109)	300
Ethnicity: Afr. Am.	22%	(55)	20%	(49)	58%	(144)	248
Ethnicity: Other	25%	(44)	40%	(68)	35%	(59)	171

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**Table BRD3:** *If you had to choose, which of the following streaming services would you subscribe to?*

Demographic	Apple Music		Spotify		Pandora		Total N
Adults	25%	(518)	26%	(552)	49%	(1019)	2089
Relig: Protestant	28%	(148)	22%	(113)	50%	(262)	523
Relig: Roman Catholic	28%	(112)	21%	(83)	51%	(202)	397
Relig: Ath./Agn./None	21%	(135)	35%	(223)	43%	(273)	631
Relig: Something Else	23%	(70)	26%	(79)	50%	(151)	300
Relig: Jewish	32%	(19)	9%	(6)	59%	(36)	61
Relig: Evangelical	23%	(123)	23%	(127)	54%	(297)	547
Relig: Non-Evang. Catholics	31%	(185)	21%	(124)	48%	(290)	599
Relig: All Christian	27%	(308)	22%	(251)	51%	(588)	1147
Relig: All Non-Christian	22%	(205)	32%	(301)	46%	(424)	931
Community: Urban	25%	(129)	33%	(174)	42%	(223)	526
Community: Suburban	26%	(250)	24%	(229)	49%	(467)	945
Community: Rural	23%	(140)	24%	(149)	53%	(330)	619
Employ: Private Sector	26%	(172)	28%	(188)	46%	(304)	665
Employ: Government	21%	(23)	27%	(29)	52%	(56)	107
Employ: Self-Employed	21%	(37)	33%	(58)	47%	(83)	178
Employ: Homemaker	23%	(44)	23%	(44)	54%	(104)	191
Employ: Student	19%	(18)	58%	(57)	24%	(23)	98
Employ: Retired	33%	(156)	13%	(61)	54%	(256)	474
Employ: Unemployed	21%	(40)	29%	(56)	50%	(97)	193
Employ: Other	15%	(28)	33%	(60)	52%	(96)	183
Military HH: Yes	27%	(97)	22%	(79)	51%	(186)	361
Military HH: No	24%	(422)	27%	(473)	48%	(833)	1728
RD/WT: Right Direction	26%	(213)	22%	(175)	52%	(419)	807
RD/WT: Wrong Track	24%	(306)	29%	(377)	47%	(600)	1283
Strongly Approve	28%	(109)	20%	(79)	51%	(197)	385
Somewhat Approve	24%	(106)	23%	(104)	53%	(238)	448
Somewhat Disapprove	22%	(62)	29%	(82)	49%	(139)	283
Strongly Disapprove	25%	(197)	30%	(237)	46%	(367)	802
Dont Know / No Opinion	26%	(44)	29%	(50)	45%	(78)	172

Continued on next page

**Table BRD3:** *If you had to choose, which of the following streaming services would you subscribe to?*

Demographic	Apple Music		Spotify		Pandora		Total N
Adults	25%	(518)	26%	(552)	49%	(1019)	2089
#1 Issue: Economy	23%	(119)	26%	(133)	52%	(268)	521
#1 Issue: Security	26%	(103)	22%	(91)	52%	(210)	404
#1 Issue: Health Care	26%	(104)	28%	(115)	46%	(183)	402
#1 Issue: Medicare / Social Security	24%	(76)	19%	(61)	57%	(181)	317
#1 Issue: Women's Issues	35%	(39)	28%	(31)	37%	(41)	111
#1 Issue: Education	21%	(32)	42%	(64)	37%	(57)	153
#1 Issue: Energy	30%	(20)	28%	(18)	42%	(27)	65
#1 Issue: Other	22%	(25)	34%	(39)	45%	(52)	116
2016 Vote: Democrat Hillary Clinton	30%	(190)	25%	(161)	45%	(285)	637
2016 Vote: Republican Donald Trump	28%	(184)	19%	(124)	53%	(348)	657
2016 Vote: Someone else	18%	(34)	32%	(61)	50%	(96)	190
2012 Vote: Barack Obama	27%	(226)	25%	(209)	48%	(397)	832
2012 Vote: Mitt Romney	29%	(147)	16%	(84)	55%	(284)	514
2012 Vote: Other	19%	(15)	27%	(21)	53%	(40)	76
2012 Vote: Didn't Vote	19%	(130)	36%	(239)	45%	(299)	667
4-Region: Northeast	28%	(108)	23%	(88)	49%	(190)	386
4-Region: Midwest	21%	(95)	26%	(120)	53%	(240)	455
4-Region: South	26%	(197)	25%	(193)	49%	(373)	763
4-Region: West	25%	(119)	31%	(151)	44%	(215)	486
White Republicans	26%	(141)	20%	(109)	54%	(289)	540
White Democrats	32%	(149)	26%	(120)	43%	(201)	470

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

**Table BRD4\_1: How important are each of the following features in a streaming music service?**  
*Curated playlists*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(514)	28%	(624)	16%	(362)	9%	(204)	23%	(498)	2201
Gender: Male	25%	(260)	24%	(255)	16%	(169)	12%	(126)	23%	(249)	1060
Gender: Female	22%	(253)	32%	(368)	17%	(192)	7%	(78)	22%	(249)	1141
Age: 18-29	34%	(151)	29%	(131)	16%	(73)	8%	(37)	12%	(56)	448
Age: 30-44	30%	(175)	34%	(199)	14%	(85)	8%	(44)	14%	(85)	588
Age: 45-54	24%	(88)	27%	(98)	16%	(57)	10%	(36)	23%	(83)	363
Age: 55-64	19%	(76)	25%	(102)	19%	(78)	9%	(36)	28%	(113)	405
Age: 65+	6%	(23)	24%	(94)	17%	(69)	12%	(50)	41%	(162)	398
PID: Dem (no lean)	26%	(196)	32%	(236)	16%	(118)	10%	(78)	16%	(117)	744
PID: Ind (no lean)	22%	(189)	27%	(229)	17%	(139)	10%	(82)	24%	(202)	841
PID: Rep (no lean)	21%	(129)	26%	(159)	17%	(105)	7%	(44)	29%	(179)	615
PID/Gender: Dem Men	28%	(86)	30%	(89)	16%	(49)	15%	(44)	11%	(33)	301
PID/Gender: Dem Women	25%	(110)	33%	(147)	16%	(69)	8%	(34)	19%	(84)	444
PID/Gender: Ind Men	22%	(99)	22%	(99)	17%	(75)	12%	(54)	27%	(118)	445
PID/Gender: Ind Women	23%	(90)	33%	(130)	16%	(64)	7%	(28)	21%	(84)	396
PID/Gender: Rep Men	24%	(76)	21%	(67)	15%	(45)	9%	(28)	31%	(98)	313
PID/Gender: Rep Women	18%	(54)	30%	(92)	20%	(59)	5%	(16)	27%	(81)	302
Ideo: Liberal (1-3)	26%	(195)	29%	(219)	17%	(130)	10%	(73)	18%	(134)	751
Ideo: Moderate (4)	20%	(105)	29%	(150)	19%	(98)	10%	(50)	21%	(109)	512
Ideo: Conservative (5-7)	20%	(126)	29%	(181)	17%	(104)	8%	(52)	26%	(167)	630
Educ: < College	26%	(404)	27%	(424)	14%	(225)	9%	(137)	24%	(376)	1567
Educ: Bachelors degree	17%	(71)	32%	(132)	21%	(87)	10%	(43)	20%	(83)	416
Educ: Post-grad	18%	(38)	31%	(67)	23%	(49)	11%	(24)	18%	(39)	219
Income: Under 50k	24%	(300)	26%	(324)	14%	(168)	10%	(121)	26%	(315)	1229
Income: 50k-100k	23%	(158)	31%	(218)	18%	(126)	9%	(66)	19%	(130)	698
Income: 100k+	20%	(55)	30%	(81)	24%	(67)	6%	(17)	19%	(53)	274
Ethnicity: White	21%	(372)	27%	(481)	17%	(302)	9%	(164)	25%	(431)	1750
Ethnicity: Hispanic	31%	(101)	27%	(88)	15%	(49)	9%	(30)	19%	(62)	329

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**Table BRD4\_1:** How important are each of the following features in a streaming music service?  
*Curated playlists*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	23% (514)	28% (624)	16% (362)	9% (204)	23% (498)	2201
Ethnicity: Afr. Am.	34% (92)	30% (81)	12% (32)	9% (25)	15% (39)	269
Ethnicity: Other	28% (50)	34% (61)	15% (28)	8% (15)	15% (28)	182
Relig: Protestant	18% (96)	25% (136)	16% (88)	9% (51)	32% (175)	547
Relig: Roman Catholic	25% (104)	27% (115)	16% (69)	12% (51)	19% (81)	420
Relig: Ath./Agn./None	24% (159)	31% (200)	16% (106)	10% (65)	19% (125)	656
Relig: Something Else	26% (85)	34% (109)	17% (54)	6% (19)	17% (56)	323
Relig: Jewish	15% (10)	26% (18)	21% (14)	5% (4)	32% (22)	67
Relig: Evangelical	26% (149)	26% (152)	16% (91)	6% (37)	26% (153)	583
Relig: Non-Evang. Catholics	19% (119)	26% (161)	17% (109)	12% (77)	26% (162)	627
Relig: All Christian	22% (269)	26% (313)	16% (199)	9% (114)	26% (315)	1210
Relig: All Non-Christian	25% (245)	32% (309)	16% (160)	9% (84)	19% (181)	979
Community: Urban	30% (169)	27% (152)	15% (82)	10% (56)	18% (100)	559
Community: Suburban	20% (193)	30% (293)	19% (191)	9% (84)	23% (222)	982
Community: Rural	23% (152)	27% (178)	14% (89)	10% (64)	27% (177)	660
Employ: Private Sector	26% (182)	29% (206)	17% (119)	10% (68)	19% (134)	708
Employ: Government	25% (31)	27% (34)	23% (28)	8% (10)	16% (20)	124
Employ: Self-Employed	25% (50)	33% (64)	20% (38)	8% (15)	14% (28)	196
Employ: Homemaker	28% (55)	32% (62)	14% (27)	3% (5)	23% (44)	194
Employ: Student	30% (31)	40% (41)	19% (20)	8% (8)	4% (4)	103
Employ: Retired	8% (39)	25% (120)	17% (82)	14% (66)	36% (174)	480
Employ: Unemployed	31% (61)	26% (52)	11% (23)	10% (21)	21% (42)	199
Employ: Other	33% (65)	22% (44)	13% (25)	6% (11)	26% (51)	196
Military HH: Yes	21% (78)	25% (97)	19% (71)	10% (38)	26% (97)	381
Military HH: No	24% (435)	29% (527)	16% (291)	9% (166)	22% (401)	1820
RD/WT: Right Direction	25% (211)	28% (242)	15% (127)	6% (55)	26% (222)	857
RD/WT: Wrong Track	23% (303)	28% (382)	17% (235)	11% (149)	21% (276)	1344

Continued on next page

**Table BRD4\_1:** How important are each of the following features in a streaming music service?  
Curated playlists

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	23% (514)	28% (624)	16% (362)	9% (204)	23% (498)	2201
Strongly Approve	28% (120)	24% (102)	17% (70)	9% (40)	22% (92)	424
Somewhat Approve	21% (98)	33% (150)	13% (61)	5% (21)	28% (130)	460
Somewhat Disapprove	19% (55)	33% (96)	19% (56)	10% (29)	19% (57)	292
Strongly Disapprove	24% (206)	28% (237)	18% (156)	12% (101)	17% (144)	843
Dont Know / No Opinion	20% (35)	21% (38)	10% (18)	7% (13)	42% (75)	180
#1 Issue: Economy	22% (120)	31% (166)	20% (110)	10% (54)	17% (93)	544
#1 Issue: Security	19% (81)	29% (120)	17% (70)	9% (36)	27% (112)	419
#1 Issue: Health Care	29% (123)	27% (112)	17% (74)	8% (34)	19% (81)	424
#1 Issue: Medicare / Social Security	15% (50)	24% (78)	12% (40)	12% (40)	37% (122)	329
#1 Issue: Women's Issues	33% (39)	36% (42)	16% (19)	7% (8)	9% (10)	118
#1 Issue: Education	29% (49)	34% (58)	14% (23)	6% (11)	17% (28)	170
#1 Issue: Energy	28% (22)	28% (22)	12% (9)	18% (14)	15% (11)	79
#1 Issue: Other	26% (30)	20% (24)	14% (17)	6% (7)	33% (40)	118
2016 Vote: Democrat Hillary Clinton	22% (146)	31% (208)	18% (124)	10% (70)	19% (126)	674
2016 Vote: Republican Donald Trump	22% (149)	28% (196)	17% (118)	8% (55)	25% (174)	692
2016 Vote: Someone else	18% (35)	30% (59)	18% (35)	11% (21)	23% (46)	196
2012 Vote: Barack Obama	23% (204)	30% (265)	18% (158)	11% (99)	17% (150)	876
2012 Vote: Mitt Romney	17% (88)	28% (148)	17% (88)	8% (43)	31% (166)	534
2012 Vote: Other	12% (9)	24% (18)	15% (11)	17% (13)	33% (25)	76
2012 Vote: Didn't Vote	30% (213)	27% (192)	15% (104)	7% (49)	22% (157)	715
4-Region: Northeast	22% (89)	27% (109)	19% (76)	12% (50)	19% (78)	402
4-Region: Midwest	21% (98)	30% (141)	15% (71)	9% (45)	25% (118)	474
4-Region: South	26% (211)	26% (212)	15% (124)	8% (63)	25% (206)	815
4-Region: West	23% (116)	32% (161)	18% (91)	9% (46)	19% (96)	511
White Republicans	20% (113)	26% (145)	16% (91)	7% (41)	31% (175)	565
White Democrats	23% (116)	31% (158)	18% (89)	11% (54)	17% (88)	504

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



**Table BRD4\_4:** How important are each of the following features in a streaming music service?  
The ability to listen on multiple devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	41% (896)	28% (606)	10% (228)	7% (152)	15% (319)	2201
Gender: Male	41% (430)	23% (239)	12% (125)	8% (84)	17% (182)	1060
Gender: Female	41% (466)	32% (367)	9% (103)	6% (68)	12% (138)	1141
Age: 18-29	59% (263)	22% (98)	8% (36)	5% (22)	6% (28)	448
Age: 30-44	50% (295)	28% (164)	8% (49)	5% (28)	9% (51)	588
Age: 45-54	39% (140)	28% (103)	12% (45)	7% (27)	13% (48)	363
Age: 55-64	34% (137)	31% (125)	10% (41)	7% (29)	18% (73)	405
Age: 65+	15% (60)	29% (116)	14% (56)	12% (46)	30% (120)	398
PID: Dem (no lean)	44% (324)	30% (222)	9% (64)	8% (62)	10% (72)	744
PID: Ind (no lean)	41% (346)	25% (212)	11% (89)	7% (59)	16% (135)	841
PID: Rep (no lean)	37% (226)	28% (171)	12% (75)	5% (31)	18% (112)	615
PID/Gender: Dem Men	50% (151)	22% (68)	10% (31)	9% (28)	7% (23)	301
PID/Gender: Dem Women	39% (173)	35% (155)	7% (33)	8% (34)	11% (50)	444
PID/Gender: Ind Men	39% (172)	22% (97)	12% (53)	8% (36)	20% (87)	445
PID/Gender: Ind Women	44% (174)	29% (115)	9% (36)	6% (23)	12% (48)	396
PID/Gender: Rep Men	34% (107)	24% (74)	13% (41)	6% (20)	23% (72)	313
PID/Gender: Rep Women	40% (119)	32% (97)	11% (34)	4% (11)	13% (40)	302
Ideo: Liberal (1-3)	45% (334)	29% (220)	8% (58)	7% (56)	11% (83)	751
Ideo: Moderate (4)	39% (199)	28% (145)	14% (70)	6% (29)	14% (70)	512
Ideo: Conservative (5-7)	34% (215)	31% (195)	13% (80)	6% (39)	16% (100)	630
Educ: < College	41% (649)	26% (414)	10% (150)	7% (107)	16% (246)	1567
Educ: Bachelors degree	39% (161)	30% (125)	12% (51)	6% (25)	13% (53)	416
Educ: Post-grad	39% (86)	31% (67)	12% (26)	9% (19)	9% (20)	219
Income: Under 50k	40% (487)	25% (311)	10% (128)	8% (101)	16% (201)	1229
Income: 50k-100k	40% (281)	31% (220)	11% (75)	6% (42)	12% (81)	698
Income: 100k+	47% (127)	27% (75)	9% (25)	3% (10)	14% (37)	274
Ethnicity: White	38% (658)	29% (499)	10% (179)	7% (131)	16% (283)	1750
Ethnicity: Hispanic	54% (179)	23% (77)	6% (20)	4% (12)	12% (41)	329

Continued on next page

**Table BRD4\_4:** How important are each of the following features in a streaming music service?  
The ability to listen on multiple devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	41% (896)	28% (606)	10% (228)	7% (152)	15% (319)	2201
Ethnicity: Afr. Am.	52% (140)	25% (68)	12% (33)	4% (12)	6% (16)	269
Ethnicity: Other	54% (99)	21% (38)	9% (16)	5% (9)	11% (20)	182
Relig: Protestant	31% (171)	27% (148)	12% (68)	8% (42)	21% (117)	547
Relig: Roman Catholic	40% (167)	28% (118)	13% (53)	8% (34)	11% (47)	420
Relig: Ath./Agn./None	46% (301)	29% (192)	6% (40)	7% (43)	12% (80)	656
Relig: Something Else	44% (142)	30% (95)	9% (29)	7% (21)	11% (36)	323
Relig: Jewish	26% (17)	31% (21)	14% (9)	4% (3)	26% (17)	67
Relig: Evangelical	43% (253)	25% (146)	11% (65)	4% (23)	16% (96)	583
Relig: Non-Evang. Catholics	32% (199)	28% (173)	14% (88)	10% (62)	17% (105)	627
Relig: All Christian	37% (452)	26% (319)	13% (153)	7% (86)	17% (201)	1210
Relig: All Non-Christian	45% (443)	29% (287)	7% (69)	7% (64)	12% (116)	979
Community: Urban	46% (258)	27% (152)	11% (59)	6% (31)	10% (58)	559
Community: Suburban	39% (383)	30% (297)	10% (102)	6% (62)	14% (137)	982
Community: Rural	38% (254)	24% (157)	10% (66)	9% (59)	19% (125)	660
Employ: Private Sector	42% (299)	30% (210)	10% (69)	6% (43)	12% (87)	708
Employ: Government	45% (55)	27% (34)	15% (19)	5% (6)	8% (10)	124
Employ: Self-Employed	47% (92)	28% (55)	9% (18)	6% (12)	10% (19)	196
Employ: Homemaker	46% (89)	33% (64)	8% (16)	3% (5)	11% (20)	194
Employ: Student	65% (67)	21% (22)	7% (7)	3% (4)	4% (4)	103
Employ: Retired	22% (106)	29% (137)	12% (60)	11% (51)	26% (126)	480
Employ: Unemployed	47% (93)	27% (54)	9% (18)	7% (15)	10% (20)	199
Employ: Other	48% (94)	16% (31)	11% (21)	8% (16)	17% (34)	196
Military HH: Yes	35% (134)	26% (98)	13% (49)	9% (33)	18% (67)	381
Military HH: No	42% (761)	28% (508)	10% (179)	7% (119)	14% (253)	1820
RD/WT: Right Direction	37% (321)	31% (267)	9% (80)	6% (47)	16% (141)	857
RD/WT: Wrong Track	43% (574)	25% (339)	11% (148)	8% (105)	13% (178)	1344

Continued on next page

**Table BRD4\_4:** How important are each of the following features in a streaming music service?  
The ability to listen on multiple devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	41% (896)	28% (606)	10% (228)	7% (152)	15% (319)	2201
Strongly Approve	42% (180)	26% (111)	11% (48)	7% (30)	13% (55)	424
Somewhat Approve	35% (161)	35% (161)	8% (37)	4% (18)	18% (84)	460
Somewhat Disapprove	37% (109)	31% (92)	14% (42)	6% (17)	11% (32)	292
Strongly Disapprove	44% (372)	26% (219)	10% (85)	9% (78)	11% (90)	843
Dont Know / No Opinion	41% (74)	13% (24)	9% (16)	5% (9)	32% (58)	180
#1 Issue: Economy	46% (250)	29% (157)	11% (59)	5% (25)	10% (52)	544
#1 Issue: Security	34% (141)	33% (137)	14% (58)	6% (23)	14% (60)	419
#1 Issue: Health Care	41% (174)	30% (128)	8% (34)	8% (32)	13% (56)	424
#1 Issue: Medicare / Social Security	29% (96)	22% (72)	11% (37)	13% (42)	25% (81)	329
#1 Issue: Women's Issues	54% (64)	23% (27)	11% (13)	4% (4)	9% (10)	118
#1 Issue: Education	51% (87)	26% (45)	8% (13)	5% (9)	10% (16)	170
#1 Issue: Energy	46% (36)	30% (24)	5% (4)	5% (4)	14% (11)	79
#1 Issue: Other	40% (48)	14% (17)	8% (10)	10% (12)	27% (33)	118
2016 Vote: Democrat Hillary Clinton	41% (274)	31% (207)	9% (59)	8% (54)	12% (81)	674
2016 Vote: Republican Donald Trump	35% (245)	32% (218)	12% (80)	6% (42)	15% (107)	692
2016 Vote: Someone else	44% (86)	23% (45)	8% (15)	9% (18)	16% (32)	196
2012 Vote: Barack Obama	40% (347)	31% (271)	10% (89)	9% (76)	11% (93)	876
2012 Vote: Mitt Romney	36% (190)	29% (153)	10% (56)	6% (34)	19% (102)	534
2012 Vote: Other	34% (25)	24% (18)	6% (5)	9% (7)	27% (21)	76
2012 Vote: Didn't Vote	47% (334)	23% (164)	11% (79)	5% (35)	15% (104)	715
4-Region: Northeast	37% (147)	29% (115)	14% (55)	11% (42)	11% (43)	402
4-Region: Midwest	37% (173)	29% (136)	10% (46)	7% (33)	18% (86)	474
4-Region: South	43% (347)	26% (210)	11% (86)	6% (52)	15% (120)	815
4-Region: West	45% (228)	29% (146)	8% (41)	5% (25)	14% (71)	511
White Republicans	36% (204)	28% (157)	11% (64)	5% (29)	20% (110)	565
White Democrats	39% (195)	31% (157)	9% (47)	10% (48)	11% (57)	504

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

**Table BRD4\_5: How important are each of the following features in a streaming music service?**  
*The ability to stream on smart home devices*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	32%	(696)	25%	(548)	14%	(306)	12%	(263)	18%	(387)	2201
Gender: Male	32%	(343)	24%	(250)	13%	(140)	12%	(127)	19%	(200)	1060
Gender: Female	31%	(353)	26%	(299)	15%	(166)	12%	(137)	16%	(187)	1141
Age: 18-29	39%	(175)	24%	(107)	19%	(84)	9%	(42)	9%	(41)	448
Age: 30-44	42%	(245)	25%	(145)	14%	(81)	9%	(54)	11%	(63)	588
Age: 45-54	30%	(108)	28%	(102)	14%	(50)	11%	(40)	17%	(63)	363
Age: 55-64	28%	(113)	24%	(95)	11%	(44)	15%	(60)	23%	(93)	405
Age: 65+	14%	(55)	25%	(99)	12%	(49)	17%	(68)	32%	(126)	398
PID: Dem (no lean)	34%	(254)	26%	(191)	16%	(115)	14%	(102)	11%	(82)	744
PID: Ind (no lean)	32%	(268)	24%	(205)	13%	(109)	11%	(96)	19%	(164)	841
PID: Rep (no lean)	28%	(174)	25%	(152)	13%	(82)	11%	(65)	23%	(142)	615
PID/Gender: Dem Men	38%	(115)	24%	(71)	17%	(50)	13%	(39)	9%	(26)	301
PID/Gender: Dem Women	31%	(139)	27%	(120)	15%	(66)	14%	(64)	12%	(55)	444
PID/Gender: Ind Men	31%	(137)	23%	(104)	12%	(54)	11%	(51)	22%	(100)	445
PID/Gender: Ind Women	33%	(130)	26%	(101)	14%	(55)	11%	(45)	16%	(64)	396
PID/Gender: Rep Men	29%	(91)	24%	(75)	12%	(36)	12%	(37)	24%	(74)	313
PID/Gender: Rep Women	28%	(83)	26%	(77)	15%	(46)	9%	(28)	22%	(67)	302
Ideo: Liberal (1-3)	33%	(252)	26%	(198)	15%	(112)	12%	(89)	13%	(101)	751
Ideo: Moderate (4)	29%	(147)	30%	(156)	13%	(67)	12%	(62)	16%	(80)	512
Ideo: Conservative (5-7)	28%	(179)	24%	(148)	15%	(94)	13%	(83)	20%	(126)	630
Educ: < College	33%	(524)	22%	(344)	14%	(216)	11%	(177)	19%	(304)	1567
Educ: Bachelors degree	28%	(114)	30%	(124)	15%	(63)	14%	(56)	14%	(57)	416
Educ: Post-grad	26%	(57)	36%	(80)	12%	(27)	14%	(30)	12%	(25)	219
Income: Under 50k	32%	(397)	22%	(272)	14%	(171)	12%	(143)	20%	(247)	1229
Income: 50k-100k	31%	(216)	26%	(180)	15%	(106)	14%	(97)	14%	(99)	698
Income: 100k+	30%	(83)	35%	(96)	11%	(30)	9%	(23)	15%	(41)	274
Ethnicity: White	29%	(507)	25%	(437)	14%	(243)	13%	(228)	19%	(334)	1750
Ethnicity: Hispanic	46%	(152)	15%	(48)	16%	(54)	7%	(22)	16%	(54)	329

Continued on next page

**Table BRD4\_5:** How important are each of the following features in a streaming music service?  
 The ability to stream on smart home devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	32% (696)	25% (548)	14% (306)	12% (263)	18% (387)	2201
Ethnicity: Afr. Am.	43% (117)	25% (67)	15% (40)	7% (18)	10% (27)	269
Ethnicity: Other	40% (72)	24% (44)	13% (24)	9% (17)	14% (25)	182
Relig: Protestant	23% (128)	22% (122)	14% (75)	15% (84)	25% (139)	547
Relig: Roman Catholic	32% (135)	25% (104)	16% (66)	13% (56)	14% (58)	420
Relig: Ath./Agn./None	33% (218)	27% (175)	14% (93)	11% (69)	15% (100)	656
Relig: Something Else	40% (129)	26% (84)	11% (37)	10% (31)	13% (43)	323
Relig: Jewish	25% (17)	28% (18)	9% (6)	14% (10)	23% (16)	67
Relig: Evangelical	32% (187)	24% (143)	12% (67)	12% (69)	20% (117)	583
Relig: Non-Evang. Catholics	26% (162)	23% (143)	17% (107)	14% (90)	20% (124)	627
Relig: All Christian	29% (349)	24% (286)	14% (175)	13% (160)	20% (241)	1210
Relig: All Non-Christian	35% (347)	26% (259)	13% (130)	10% (100)	15% (144)	979
Community: Urban	35% (198)	24% (136)	16% (90)	11% (61)	13% (75)	559
Community: Suburban	29% (283)	27% (265)	16% (160)	12% (122)	15% (152)	982
Community: Rural	33% (215)	22% (147)	9% (57)	12% (81)	24% (160)	660
Employ: Private Sector	32% (228)	26% (185)	14% (102)	13% (89)	15% (104)	708
Employ: Government	38% (47)	22% (27)	19% (24)	12% (14)	10% (12)	124
Employ: Self-Employed	35% (69)	26% (51)	18% (34)	9% (17)	12% (24)	196
Employ: Homemaker	38% (74)	33% (63)	7% (13)	7% (14)	15% (29)	194
Employ: Student	40% (42)	18% (19)	28% (29)	11% (11)	2% (2)	103
Employ: Retired	17% (83)	25% (122)	12% (56)	17% (81)	29% (138)	480
Employ: Unemployed	36% (71)	19% (38)	15% (30)	12% (24)	19% (37)	199
Employ: Other	42% (83)	21% (42)	10% (19)	6% (12)	21% (40)	196
Military HH: Yes	27% (104)	25% (94)	13% (51)	15% (59)	19% (74)	381
Military HH: No	33% (592)	25% (454)	14% (256)	11% (205)	17% (313)	1820
RD/WT: Right Direction	31% (268)	27% (232)	12% (103)	9% (81)	20% (173)	857
RD/WT: Wrong Track	32% (428)	24% (316)	15% (203)	14% (182)	16% (214)	1344

Continued on next page

**Table BRD4\_5:** How important are each of the following features in a streaming music service?  
The ability to stream on smart home devices

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	32% (696)	25% (548)	14% (306)	12% (263)	18% (387)	2201
Strongly Approve	36% (151)	25% (105)	11% (48)	13% (53)	16% (67)	424
Somewhat Approve	27% (124)	27% (124)	14% (65)	9% (42)	23% (105)	460
Somewhat Disapprove	31% (90)	26% (75)	16% (46)	14% (42)	14% (40)	292
Strongly Disapprove	33% (277)	26% (216)	15% (127)	14% (118)	12% (105)	843
Dont Know / No Opinion	30% (54)	16% (28)	11% (21)	4% (8)	39% (70)	180
#1 Issue: Economy	35% (191)	24% (131)	15% (83)	11% (61)	14% (78)	544
#1 Issue: Security	26% (110)	29% (122)	16% (66)	12% (50)	17% (72)	419
#1 Issue: Health Care	33% (139)	28% (120)	13% (54)	12% (52)	14% (60)	424
#1 Issue: Medicare / Social Security	25% (82)	20% (65)	9% (30)	16% (53)	30% (99)	329
#1 Issue: Women's Issues	40% (47)	23% (28)	21% (24)	7% (8)	9% (11)	118
#1 Issue: Education	39% (66)	28% (48)	15% (25)	6% (11)	11% (19)	170
#1 Issue: Energy	32% (25)	23% (18)	16% (13)	14% (11)	14% (11)	79
#1 Issue: Other	31% (36)	14% (16)	9% (11)	15% (18)	31% (37)	118
2016 Vote: Democrat Hillary Clinton	32% (216)	28% (191)	13% (87)	13% (91)	13% (89)	674
2016 Vote: Republican Donald Trump	28% (193)	26% (183)	12% (85)	13% (91)	20% (140)	692
2016 Vote: Someone else	23% (45)	28% (56)	14% (27)	15% (29)	20% (39)	196
2012 Vote: Barack Obama	33% (289)	28% (244)	13% (118)	13% (113)	13% (113)	876
2012 Vote: Mitt Romney	25% (135)	25% (135)	13% (71)	13% (71)	23% (122)	534
2012 Vote: Other	20% (15)	23% (17)	9% (7)	21% (16)	27% (20)	76
2012 Vote: Didn't Vote	36% (256)	21% (153)	15% (111)	9% (64)	18% (132)	715
4-Region: Northeast	30% (122)	21% (83)	18% (74)	17% (69)	13% (53)	402
4-Region: Midwest	30% (144)	25% (120)	11% (51)	13% (61)	20% (97)	474
4-Region: South	33% (269)	25% (203)	12% (101)	11% (92)	18% (150)	815
4-Region: West	31% (161)	28% (141)	16% (81)	8% (41)	17% (87)	511
White Republicans	28% (161)	23% (131)	12% (71)	11% (63)	25% (140)	565
White Democrats	30% (150)	26% (133)	16% (78)	16% (82)	12% (61)	504

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

**Table BRD4\_6:** How important are each of the following features in a streaming music service?  
The ability to combine your music library with your streaming service library

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	35% (777)	28% (624)	11% (248)	8% (179)	17% (372)	2201
Gender: Male	34% (362)	26% (277)	12% (126)	9% (98)	19% (197)	1060
Gender: Female	36% (416)	30% (347)	11% (123)	7% (82)	15% (175)	1141
Age: 18-29	45% (200)	27% (120)	13% (58)	6% (28)	9% (42)	448
Age: 30-44	46% (270)	29% (170)	11% (65)	6% (38)	8% (45)	588
Age: 45-54	34% (122)	32% (116)	10% (35)	7% (26)	17% (63)	363
Age: 55-64	32% (130)	28% (114)	10% (41)	9% (36)	21% (85)	405
Age: 65+	14% (55)	26% (104)	13% (50)	13% (52)	34% (137)	398
PID: Dem (no lean)	41% (304)	26% (194)	12% (91)	9% (66)	12% (89)	744
PID: Ind (no lean)	34% (283)	31% (265)	9% (79)	8% (66)	18% (149)	841
PID: Rep (no lean)	31% (191)	27% (165)	13% (78)	8% (47)	22% (134)	615
PID/Gender: Dem Men	43% (130)	25% (75)	13% (39)	11% (33)	8% (23)	301
PID/Gender: Dem Women	39% (174)	27% (119)	12% (52)	7% (33)	15% (66)	444
PID/Gender: Ind Men	32% (144)	27% (119)	11% (48)	9% (38)	22% (97)	445
PID/Gender: Ind Women	35% (139)	37% (146)	8% (31)	7% (28)	13% (51)	396
PID/Gender: Rep Men	28% (88)	27% (84)	12% (39)	8% (26)	24% (76)	313
PID/Gender: Rep Women	34% (103)	27% (81)	13% (39)	7% (21)	19% (58)	302
Ideo: Liberal (1-3)	38% (287)	29% (221)	11% (85)	9% (67)	12% (92)	751
Ideo: Moderate (4)	33% (171)	31% (158)	12% (61)	7% (38)	17% (85)	512
Ideo: Conservative (5-7)	31% (195)	29% (185)	13% (80)	8% (49)	19% (120)	630
Educ: < College	37% (575)	27% (421)	10% (158)	8% (127)	18% (286)	1567
Educ: Bachelors degree	32% (132)	33% (136)	15% (61)	7% (29)	14% (58)	416
Educ: Post-grad	32% (71)	31% (67)	13% (29)	11% (23)	13% (28)	219
Income: Under 50k	36% (446)	25% (307)	11% (132)	9% (110)	19% (235)	1229
Income: 50k-100k	35% (248)	31% (214)	13% (90)	7% (51)	14% (95)	698
Income: 100k+	31% (84)	38% (103)	10% (27)	6% (18)	15% (42)	274
Ethnicity: White	32% (558)	30% (519)	11% (199)	9% (149)	19% (325)	1750
Ethnicity: Hispanic	52% (170)	19% (61)	11% (37)	5% (17)	14% (45)	329

Continued on next page

**Table BRD4\_6:** How important are each of the following features in a streaming music service?  
The ability to combine your music library with your streaming service library

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	35% (777)	28% (624)	11% (248)	8% (179)	17% (372)	2201
Ethnicity: Afr. Am.	48% (128)	28% (74)	9% (24)	7% (18)	9% (24)	269
Ethnicity: Other	50% (91)	17% (30)	14% (26)	7% (13)	12% (23)	182
Relig: Protestant	24% (134)	30% (163)	11% (61)	9% (49)	26% (140)	547
Relig: Roman Catholic	35% (147)	31% (131)	12% (49)	9% (36)	14% (57)	420
Relig: Ath./Agn./None	40% (261)	29% (189)	11% (73)	8% (53)	12% (80)	656
Relig: Something Else	42% (137)	25% (82)	13% (41)	6% (20)	13% (43)	323
Relig: Jewish	28% (19)	18% (12)	17% (12)	10% (7)	27% (18)	67
Relig: Evangelical	36% (208)	28% (163)	9% (53)	6% (36)	21% (123)	583
Relig: Non-Evang. Catholics	27% (171)	30% (187)	13% (80)	11% (67)	20% (122)	627
Relig: All Christian	31% (379)	29% (350)	11% (132)	9% (103)	20% (246)	1210
Relig: All Non-Christian	41% (398)	28% (271)	12% (114)	7% (73)	13% (123)	979
Community: Urban	42% (235)	27% (153)	11% (61)	8% (43)	12% (67)	559
Community: Suburban	33% (328)	30% (293)	13% (123)	8% (79)	16% (158)	982
Community: Rural	32% (214)	27% (178)	10% (64)	9% (57)	22% (147)	660
Employ: Private Sector	37% (263)	30% (212)	11% (78)	8% (53)	14% (101)	708
Employ: Government	43% (53)	26% (32)	15% (18)	7% (8)	10% (13)	124
Employ: Self-Employed	35% (68)	36% (70)	14% (28)	9% (17)	7% (13)	196
Employ: Homemaker	46% (90)	30% (58)	7% (14)	4% (7)	13% (25)	194
Employ: Student	46% (48)	34% (36)	12% (12)	2% (2)	5% (5)	103
Employ: Retired	18% (87)	27% (131)	10% (49)	13% (64)	31% (149)	480
Employ: Unemployed	40% (79)	22% (44)	15% (30)	9% (17)	15% (30)	199
Employ: Other	46% (90)	21% (41)	9% (18)	6% (11)	19% (36)	196
Military HH: Yes	30% (116)	28% (108)	12% (47)	9% (36)	19% (74)	381
Military HH: No	36% (661)	28% (516)	11% (201)	8% (144)	16% (298)	1820
RD/WT: Right Direction	34% (295)	30% (257)	10% (84)	7% (59)	19% (162)	857
RD/WT: Wrong Track	36% (483)	27% (367)	12% (165)	9% (120)	16% (210)	1344

Continued on next page



**Table BRD4\_6:** How important are each of the following features in a streaming music service?  
The ability to combine your music library with your streaming service library

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	35% (777)	28% (624)	11% (248)	8% (179)	17% (372)	2201
Strongly Approve	37% (156)	26% (112)	13% (56)	7% (30)	16% (70)	424
Somewhat Approve	30% (139)	35% (161)	9% (42)	5% (25)	20% (93)	460
Somewhat Disapprove	30% (87)	33% (96)	12% (36)	12% (36)	13% (38)	292
Strongly Disapprove	39% (333)	26% (219)	12% (103)	9% (77)	13% (112)	843
Dont Know / No Opinion	35% (62)	20% (36)	7% (12)	6% (12)	33% (59)	180
#1 Issue: Economy	38% (206)	30% (165)	12% (67)	7% (40)	12% (65)	544
#1 Issue: Security	29% (122)	31% (130)	15% (62)	8% (35)	17% (72)	419
#1 Issue: Health Care	37% (159)	31% (132)	10% (44)	7% (30)	14% (59)	424
#1 Issue: Medicare / Social Security	26% (87)	22% (73)	11% (35)	12% (39)	29% (95)	329
#1 Issue: Women's Issues	51% (61)	32% (37)	4% (5)	4% (4)	10% (11)	118
#1 Issue: Education	46% (79)	28% (47)	9% (15)	4% (7)	13% (23)	170
#1 Issue: Energy	36% (28)	29% (23)	13% (10)	11% (9)	11% (9)	79
#1 Issue: Other	30% (36)	14% (17)	9% (11)	13% (15)	33% (39)	118
2016 Vote: Democrat Hillary Clinton	39% (264)	27% (183)	11% (74)	9% (62)	14% (92)	674
2016 Vote: Republican Donald Trump	31% (214)	31% (212)	12% (80)	8% (59)	18% (127)	692
2016 Vote: Someone else	33% (65)	29% (58)	9% (17)	9% (17)	20% (40)	196
2012 Vote: Barack Obama	36% (319)	30% (262)	11% (95)	10% (89)	13% (112)	876
2012 Vote: Mitt Romney	28% (149)	30% (159)	12% (63)	8% (43)	22% (120)	534
2012 Vote: Other	21% (16)	31% (24)	10% (7)	13% (10)	25% (19)	76
2012 Vote: Didn't Vote	41% (293)	25% (180)	12% (83)	5% (38)	17% (121)	715
4-Region: Northeast	33% (132)	28% (112)	14% (54)	14% (54)	12% (49)	402
4-Region: Midwest	32% (151)	27% (127)	11% (53)	10% (47)	20% (95)	474
4-Region: South	37% (305)	28% (225)	11% (87)	6% (48)	18% (149)	815
4-Region: West	37% (190)	31% (160)	10% (54)	6% (30)	15% (78)	511
White Republicans	31% (174)	26% (145)	12% (69)	8% (45)	23% (133)	565
White Democrats	35% (178)	29% (144)	13% (65)	10% (49)	14% (69)	504

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

**Table BRD4\_7: How important are each of the following features in a streaming music service?**  
*The variety of music available*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	59%	(1308)	21%	(469)	4%	(88)	3%	(73)	12%	(262)	2201
Gender: Male	55%	(580)	21%	(222)	5%	(55)	4%	(43)	15%	(160)	1060
Gender: Female	64%	(728)	22%	(247)	3%	(33)	3%	(31)	9%	(102)	1141
Age: 18-29	72%	(321)	15%	(68)	5%	(21)	2%	(9)	7%	(30)	448
Age: 30-44	68%	(397)	19%	(112)	4%	(21)	3%	(15)	7%	(42)	588
Age: 45-54	57%	(207)	22%	(81)	4%	(15)	4%	(13)	13%	(47)	363
Age: 55-64	55%	(225)	23%	(92)	4%	(15)	3%	(14)	15%	(60)	405
Age: 65+	40%	(159)	29%	(116)	4%	(16)	6%	(23)	21%	(83)	398
PID: Dem (no lean)	64%	(476)	21%	(159)	4%	(27)	4%	(27)	7%	(56)	744
PID: Ind (no lean)	60%	(503)	20%	(169)	3%	(29)	3%	(28)	13%	(113)	841
PID: Rep (no lean)	54%	(330)	23%	(141)	5%	(31)	3%	(19)	15%	(94)	615
PID/Gender: Dem Men	62%	(186)	23%	(68)	5%	(14)	4%	(13)	6%	(19)	301
PID/Gender: Dem Women	65%	(289)	20%	(91)	3%	(13)	3%	(14)	8%	(36)	444
PID/Gender: Ind Men	57%	(252)	19%	(86)	4%	(18)	3%	(13)	17%	(76)	445
PID/Gender: Ind Women	63%	(250)	21%	(83)	3%	(12)	4%	(14)	9%	(37)	396
PID/Gender: Rep Men	45%	(141)	22%	(68)	7%	(23)	5%	(17)	21%	(65)	313
PID/Gender: Rep Women	62%	(189)	24%	(74)	3%	(8)	1%	(2)	10%	(29)	302
Ideo: Liberal (1-3)	61%	(456)	23%	(174)	4%	(31)	3%	(22)	9%	(68)	751
Ideo: Moderate (4)	59%	(304)	21%	(107)	4%	(23)	4%	(21)	11%	(57)	512
Ideo: Conservative (5-7)	57%	(362)	24%	(148)	4%	(24)	3%	(19)	12%	(76)	630
Educ: < College	59%	(927)	19%	(305)	4%	(69)	3%	(53)	14%	(212)	1567
Educ: Bachelors degree	60%	(251)	26%	(107)	3%	(11)	3%	(13)	8%	(34)	416
Educ: Post-grad	60%	(130)	26%	(57)	3%	(8)	3%	(7)	8%	(17)	219
Income: Under 50k	58%	(710)	20%	(245)	5%	(58)	4%	(46)	14%	(169)	1229
Income: 50k-100k	62%	(432)	23%	(164)	3%	(20)	3%	(21)	9%	(61)	698
Income: 100k+	61%	(166)	22%	(60)	4%	(10)	2%	(6)	12%	(32)	274
Ethnicity: White	57%	(1006)	21%	(375)	4%	(72)	4%	(67)	13%	(231)	1750
Ethnicity: Hispanic	66%	(218)	18%	(59)	2%	(7)	2%	(7)	12%	(38)	329

Continued on next page

**Table BRD4\_7:** How important are each of the following features in a streaming music service?  
 The variety of music available

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	59% (1308)	21% (469)	4% (88)	3% (73)	12% (262)	2201
Ethnicity: Afr. Am.	69% (184)	23% (61)	3% (8)	1% (2)	5% (13)	269
Ethnicity: Other	65% (118)	18% (33)	4% (7)	3% (5)	10% (18)	182
Relig: Protestant	52% (282)	25% (137)	3% (19)	3% (14)	17% (95)	547
Relig: Roman Catholic	59% (246)	24% (99)	4% (18)	5% (19)	9% (37)	420
Relig: Ath./Agn./None	65% (425)	18% (117)	4% (27)	3% (20)	10% (67)	656
Relig: Something Else	65% (211)	20% (63)	4% (11)	3% (10)	9% (28)	323
Relig: Jewish	50% (33)	23% (15)	5% (4)	3% (2)	18% (12)	67
Relig: Evangelical	57% (332)	24% (139)	4% (21)	3% (16)	13% (74)	583
Relig: Non-Evang. Catholics	54% (339)	23% (147)	4% (22)	4% (27)	14% (91)	627
Relig: All Christian	55% (671)	24% (287)	4% (44)	4% (43)	14% (165)	1210
Relig: All Non-Christian	65% (635)	18% (181)	4% (38)	3% (30)	10% (95)	979
Community: Urban	63% (351)	21% (116)	5% (28)	2% (13)	9% (50)	559
Community: Suburban	60% (586)	23% (230)	3% (34)	3% (27)	11% (105)	982
Community: Rural	56% (371)	19% (124)	4% (26)	5% (33)	16% (107)	660
Employ: Private Sector	62% (437)	20% (142)	5% (38)	3% (19)	10% (72)	708
Employ: Government	57% (71)	25% (31)	7% (9)	3% (4)	8% (10)	124
Employ: Self-Employed	60% (117)	28% (55)	4% (9)	1% (3)	7% (13)	196
Employ: Homemaker	71% (139)	19% (38)	— (1)	1% (2)	8% (15)	194
Employ: Student	77% (79)	17% (17)	4% (5)	2% (2)	— (1)	103
Employ: Retired	43% (207)	28% (133)	3% (15)	6% (31)	20% (94)	480
Employ: Unemployed	67% (134)	16% (31)	2% (5)	3% (7)	11% (22)	199
Employ: Other	64% (125)	11% (22)	4% (7)	3% (6)	18% (36)	196
Military HH: Yes	57% (217)	21% (79)	3% (12)	5% (18)	14% (55)	381
Military HH: No	60% (1091)	21% (390)	4% (76)	3% (56)	11% (207)	1820
RD/WT: Right Direction	56% (476)	23% (200)	4% (38)	3% (29)	13% (115)	857
RD/WT: Wrong Track	62% (832)	20% (269)	4% (50)	3% (45)	11% (147)	1344

Continued on next page

**Table BRD4\_7: How important are each of the following features in a streaming music service?**  
*The variety of music available*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	59% (1308)	21% (469)	4% (88)	3% (73)	12% (262)	2201
Strongly Approve	60% (256)	21% (91)	5% (21)	4% (15)	10% (41)	424
Somewhat Approve	56% (258)	24% (113)	3% (13)	2% (11)	14% (66)	460
Somewhat Disapprove	61% (177)	23% (67)	5% (15)	2% (7)	9% (26)	292
Strongly Disapprove	64% (536)	20% (171)	4% (33)	4% (33)	8% (70)	843
Dont Know / No Opinion	45% (82)	15% (27)	3% (5)	4% (8)	33% (59)	180
#1 Issue: Economy	65% (351)	21% (112)	4% (20)	2% (13)	9% (48)	544
#1 Issue: Security	58% (244)	22% (93)	4% (17)	4% (17)	11% (48)	419
#1 Issue: Health Care	58% (245)	22% (95)	7% (30)	3% (13)	10% (41)	424
#1 Issue: Medicare / Social Security	45% (147)	25% (82)	4% (12)	6% (20)	21% (68)	329
#1 Issue: Women's Issues	68% (81)	23% (27)	— (1)	2% (2)	7% (8)	118
#1 Issue: Education	70% (118)	20% (34)	2% (3)	— (1)	8% (14)	170
#1 Issue: Energy	62% (49)	18% (14)	5% (4)	4% (3)	12% (9)	79
#1 Issue: Other	62% (74)	9% (11)	2% (2)	5% (6)	22% (26)	118
2016 Vote: Democrat Hillary Clinton	61% (410)	24% (159)	4% (25)	3% (21)	9% (61)	674
2016 Vote: Republican Donald Trump	56% (388)	23% (161)	5% (31)	4% (29)	12% (83)	692
2016 Vote: Someone else	61% (120)	20% (38)	2% (4)	3% (6)	14% (27)	196
2012 Vote: Barack Obama	61% (533)	24% (209)	3% (27)	4% (38)	8% (69)	876
2012 Vote: Mitt Romney	54% (289)	24% (128)	4% (22)	3% (17)	15% (78)	534
2012 Vote: Other	50% (38)	15% (12)	5% (4)	4% (3)	26% (19)	76
2012 Vote: Didn't Vote	63% (448)	17% (120)	5% (35)	2% (16)	13% (96)	715
4-Region: Northeast	62% (248)	22% (89)	4% (17)	5% (18)	7% (30)	402
4-Region: Midwest	55% (260)	21% (100)	3% (15)	4% (19)	17% (80)	474
4-Region: South	61% (495)	21% (168)	4% (32)	3% (26)	11% (93)	815
4-Region: West	60% (305)	22% (113)	5% (25)	2% (10)	12% (59)	511
White Republicans	53% (300)	23% (129)	5% (27)	3% (18)	16% (93)	565
White Democrats	61% (308)	21% (105)	5% (24)	4% (21)	9% (47)	504

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

**Table BRD4\_8:** How important are each of the following features in a streaming music service?  
Good algorithms to find new music

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	30% (670)	28% (614)	12% (269)	8% (172)	22% (477)	2201
Gender: Male	31% (332)	24% (259)	12% (128)	10% (102)	22% (238)	1060
Gender: Female	30% (337)	31% (354)	12% (141)	6% (70)	21% (239)	1141
Age: 18-29	47% (208)	28% (124)	11% (49)	4% (18)	11% (48)	448
Age: 30-44	39% (230)	30% (174)	11% (62)	7% (39)	14% (82)	588
Age: 45-54	27% (97)	30% (110)	11% (40)	9% (32)	23% (84)	363
Age: 55-64	23% (94)	29% (117)	14% (56)	9% (35)	26% (104)	405
Age: 65+	10% (40)	22% (88)	16% (62)	12% (48)	40% (159)	398
PID: Dem (no lean)	36% (266)	28% (206)	11% (83)	8% (61)	17% (128)	744
PID: Ind (no lean)	29% (243)	27% (229)	13% (111)	8% (70)	22% (188)	841
PID: Rep (no lean)	26% (161)	29% (178)	12% (75)	7% (41)	26% (161)	615
PID/Gender: Dem Men	39% (118)	25% (74)	12% (37)	10% (30)	14% (41)	301
PID/Gender: Dem Women	33% (148)	30% (132)	10% (45)	7% (31)	20% (87)	444
PID/Gender: Ind Men	29% (130)	23% (103)	12% (55)	10% (46)	25% (112)	445
PID/Gender: Ind Women	29% (113)	32% (126)	14% (57)	6% (24)	19% (76)	396
PID/Gender: Rep Men	27% (84)	26% (82)	11% (36)	8% (26)	27% (85)	313
PID/Gender: Rep Women	25% (76)	32% (96)	13% (39)	5% (15)	25% (76)	302
Ideo: Liberal (1-3)	34% (257)	30% (224)	11% (84)	8% (58)	17% (128)	751
Ideo: Moderate (4)	30% (156)	27% (139)	14% (73)	8% (42)	20% (102)	512
Ideo: Conservative (5-7)	24% (151)	31% (195)	14% (86)	7% (47)	24% (151)	630
Educ: < College	32% (506)	25% (393)	11% (174)	8% (120)	24% (374)	1567
Educ: Bachelors degree	26% (106)	35% (145)	16% (67)	7% (28)	17% (70)	416
Educ: Post-grad	26% (58)	34% (75)	13% (29)	11% (24)	15% (33)	219
Income: Under 50k	31% (382)	26% (313)	11% (134)	8% (101)	24% (299)	1229
Income: 50k-100k	30% (207)	30% (209)	14% (96)	7% (50)	19% (136)	698
Income: 100k+	30% (81)	33% (91)	14% (39)	8% (21)	15% (42)	274
Ethnicity: White	27% (464)	28% (496)	14% (238)	8% (147)	23% (406)	1750
Ethnicity: Hispanic	41% (135)	27% (89)	8% (28)	4% (14)	19% (64)	329

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**Table BRD4\_8:** How important are each of the following features in a streaming music service?  
Good algorithms to find new music

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	30% (670)	28% (614)	12% (269)	8% (172)	22% (477)	2201
Ethnicity: Afr. Am.	48% (129)	27% (71)	5% (13)	5% (13)	16% (42)	269
Ethnicity: Other	42% (77)	26% (47)	10% (18)	7% (12)	16% (29)	182
Relig: Protestant	20% (112)	29% (160)	11% (63)	8% (42)	31% (170)	547
Relig: Roman Catholic	29% (123)	31% (131)	12% (52)	11% (46)	16% (68)	420
Relig: Ath./Agn./None	35% (227)	27% (174)	13% (86)	7% (47)	19% (122)	656
Relig: Something Else	35% (113)	30% (98)	12% (38)	6% (18)	17% (56)	323
Relig: Jewish	21% (14)	22% (15)	14% (9)	10% (7)	34% (23)	67
Relig: Evangelical	31% (180)	26% (154)	11% (67)	6% (35)	25% (147)	583
Relig: Non-Evang. Catholics	24% (149)	30% (187)	12% (76)	11% (68)	24% (148)	627
Relig: All Christian	27% (329)	28% (341)	12% (143)	9% (103)	24% (295)	1210
Relig: All Non-Christian	35% (339)	28% (272)	13% (124)	7% (66)	18% (178)	979
Community: Urban	37% (209)	28% (158)	11% (60)	7% (39)	17% (93)	559
Community: Suburban	26% (260)	31% (308)	14% (138)	8% (81)	20% (195)	982
Community: Rural	30% (201)	22% (147)	11% (70)	8% (52)	29% (190)	660
Employ: Private Sector	32% (229)	30% (215)	12% (82)	8% (57)	18% (125)	708
Employ: Government	38% (47)	34% (42)	12% (15)	6% (7)	11% (14)	124
Employ: Self-Employed	34% (66)	32% (62)	16% (32)	6% (11)	12% (24)	196
Employ: Homemaker	35% (69)	31% (60)	9% (18)	5% (10)	19% (38)	194
Employ: Student	49% (51)	23% (23)	19% (19)	4% (5)	5% (5)	103
Employ: Retired	13% (63)	25% (121)	13% (64)	11% (55)	37% (177)	480
Employ: Unemployed	37% (73)	25% (49)	8% (16)	7% (13)	24% (47)	199
Employ: Other	36% (71)	21% (41)	11% (22)	7% (14)	24% (48)	196
Military HH: Yes	27% (103)	25% (95)	14% (54)	10% (37)	24% (92)	381
Military HH: No	31% (567)	28% (519)	12% (214)	7% (135)	21% (385)	1820
RD/WT: Right Direction	30% (253)	28% (238)	12% (104)	6% (49)	25% (214)	857
RD/WT: Wrong Track	31% (417)	28% (375)	12% (165)	9% (123)	20% (263)	1344

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**Table BRD4\_8:** How important are each of the following features in a streaming music service?  
Good algorithms to find new music

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	30% (670)	28% (614)	12% (269)	8% (172)	22% (477)	2201
Strongly Approve	33% (142)	24% (102)	12% (51)	9% (40)	21% (89)	424
Somewhat Approve	24% (111)	33% (153)	14% (65)	3% (14)	25% (117)	460
Somewhat Disapprove	29% (85)	31% (90)	14% (41)	8% (24)	18% (54)	292
Strongly Disapprove	34% (286)	27% (231)	12% (101)	10% (84)	17% (142)	843
Dont Know / No Opinion	25% (45)	21% (38)	6% (11)	6% (10)	42% (76)	180
#1 Issue: Economy	32% (175)	31% (167)	13% (72)	6% (31)	18% (99)	544
#1 Issue: Security	27% (113)	30% (126)	14% (57)	8% (32)	22% (91)	419
#1 Issue: Health Care	31% (131)	28% (119)	13% (56)	8% (34)	20% (84)	424
#1 Issue: Medicare / Social Security	19% (63)	19% (63)	10% (34)	14% (45)	38% (124)	329
#1 Issue: Women's Issues	43% (51)	30% (36)	14% (17)	3% (4)	9% (10)	118
#1 Issue: Education	40% (67)	34% (57)	10% (17)	4% (6)	13% (22)	170
#1 Issue: Energy	46% (37)	23% (18)	6% (4)	8% (6)	17% (14)	79
#1 Issue: Other	28% (33)	24% (28)	9% (10)	11% (13)	29% (34)	118
2016 Vote: Democrat Hillary Clinton	32% (213)	30% (201)	11% (76)	9% (60)	18% (124)	674
2016 Vote: Republican Donald Trump	26% (182)	28% (196)	14% (94)	7% (52)	24% (168)	692
2016 Vote: Someone else	26% (51)	32% (63)	13% (25)	10% (19)	19% (38)	196
2012 Vote: Barack Obama	31% (269)	29% (258)	13% (115)	10% (84)	17% (150)	876
2012 Vote: Mitt Romney	21% (109)	30% (161)	13% (72)	8% (45)	27% (147)	534
2012 Vote: Other	28% (21)	27% (20)	9% (7)	7% (5)	30% (23)	76
2012 Vote: Didn't Vote	38% (270)	24% (174)	11% (75)	5% (38)	22% (157)	715
4-Region: Northeast	29% (115)	28% (111)	13% (53)	12% (48)	19% (75)	402
4-Region: Midwest	26% (125)	27% (127)	14% (65)	8% (36)	25% (119)	474
4-Region: South	31% (256)	28% (225)	11% (92)	6% (53)	23% (189)	815
4-Region: West	34% (173)	29% (151)	11% (58)	7% (35)	18% (94)	511
White Republicans	25% (140)	27% (155)	13% (72)	7% (38)	28% (160)	565
White Democrats	30% (152)	29% (148)	14% (71)	9% (47)	17% (86)	504

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

**Table BRD4\_9: How important are each of the following features in a streaming music service?**  
*Clean user interface*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	38% (846)	28% (613)	7% (157)	4% (93)	22% (492)	2201
Gender: Male	39% (418)	27% (291)	7% (72)	5% (54)	21% (224)	1060
Gender: Female	37% (428)	28% (322)	7% (85)	3% (38)	24% (268)	1141
Age: 18-29	54% (243)	25% (110)	8% (36)	2% (9)	11% (49)	448
Age: 30-44	47% (274)	28% (165)	7% (42)	4% (25)	14% (81)	588
Age: 45-54	35% (126)	31% (112)	8% (28)	6% (21)	21% (75)	363
Age: 55-64	32% (130)	30% (120)	6% (23)	2% (9)	30% (123)	405
Age: 65+	18% (72)	26% (105)	7% (28)	7% (28)	41% (165)	398
PID: Dem (no lean)	40% (295)	32% (238)	6% (42)	5% (34)	18% (135)	744
PID: Ind (no lean)	39% (331)	26% (221)	8% (65)	4% (32)	23% (191)	841
PID: Rep (no lean)	36% (220)	25% (153)	8% (50)	4% (27)	27% (166)	615
PID/Gender: Dem Men	44% (132)	33% (98)	6% (17)	5% (14)	13% (39)	301
PID/Gender: Dem Women	37% (162)	31% (140)	6% (25)	4% (20)	22% (96)	444
PID/Gender: Ind Men	39% (174)	25% (111)	7% (31)	5% (21)	24% (108)	445
PID/Gender: Ind Women	40% (157)	28% (110)	9% (34)	3% (11)	21% (83)	396
PID/Gender: Rep Men	36% (112)	26% (81)	8% (24)	6% (19)	25% (77)	313
PID/Gender: Rep Women	36% (108)	24% (72)	8% (25)	3% (8)	29% (89)	302
Ideo: Liberal (1-3)	40% (298)	31% (234)	7% (53)	4% (32)	18% (135)	751
Ideo: Moderate (4)	37% (189)	28% (145)	8% (39)	4% (20)	23% (120)	512
Ideo: Conservative (5-7)	35% (220)	30% (191)	8% (48)	3% (21)	24% (150)	630
Educ: < College	40% (620)	25% (392)	7% (113)	4% (65)	24% (376)	1567
Educ: Bachelors degree	35% (144)	35% (145)	7% (29)	4% (15)	20% (83)	416
Educ: Post-grad	38% (82)	35% (76)	7% (16)	6% (12)	15% (33)	219
Income: Under 50k	39% (485)	24% (297)	7% (88)	5% (55)	25% (304)	1229
Income: 50k-100k	37% (261)	32% (225)	8% (53)	4% (27)	19% (132)	698
Income: 100k+	37% (100)	33% (91)	6% (16)	4% (10)	21% (57)	274
Ethnicity: White	35% (609)	29% (502)	7% (131)	5% (79)	24% (428)	1750
Ethnicity: Hispanic	49% (161)	25% (82)	6% (21)	3% (9)	17% (56)	329

Continued on next page



**Table BRD4\_9:** How important are each of the following features in a streaming music service?

Clean user interface

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	38% (846)	28% (613)	7% (157)	4% (93)	22% (492)	2201
Ethnicity: Afr. Am.	55% (147)	23% (63)	6% (16)	3% (8)	13% (34)	269
Ethnicity: Other	49% (89)	26% (48)	6% (10)	3% (5)	16% (30)	182
Relig: Protestant	30% (164)	27% (145)	8% (45)	4% (22)	31% (170)	547
Relig: Roman Catholic	33% (140)	33% (137)	7% (30)	7% (27)	20% (85)	420
Relig: Ath./Agn./None	45% (298)	27% (178)	6% (37)	3% (21)	19% (123)	656
Relig: Something Else	42% (134)	29% (93)	8% (27)	3% (11)	18% (59)	323
Relig: Jewish	21% (14)	40% (27)	5% (3)	4% (2)	30% (20)	67
Relig: Evangelical	38% (220)	27% (160)	8% (44)	3% (17)	24% (143)	583
Relig: Non-Evang. Catholics	31% (193)	29% (181)	8% (48)	6% (40)	26% (164)	627
Relig: All Christian	34% (413)	28% (341)	8% (92)	5% (57)	25% (307)	1210
Relig: All Non-Christian	44% (432)	28% (271)	6% (64)	3% (32)	19% (181)	979
Community: Urban	47% (261)	26% (143)	5% (31)	5% (28)	17% (96)	559
Community: Suburban	34% (334)	31% (302)	9% (91)	4% (39)	22% (216)	982
Community: Rural	38% (250)	25% (168)	5% (35)	4% (26)	27% (181)	660
Employ: Private Sector	40% (284)	28% (200)	9% (65)	5% (32)	18% (127)	708
Employ: Government	36% (44)	40% (49)	4% (5)	6% (8)	14% (18)	124
Employ: Self-Employed	44% (86)	31% (60)	10% (19)	2% (5)	13% (26)	196
Employ: Homemaker	47% (91)	24% (46)	5% (9)	2% (3)	23% (45)	194
Employ: Student	54% (56)	27% (28)	7% (7)	2% (2)	10% (10)	103
Employ: Retired	20% (95)	30% (144)	6% (28)	6% (30)	38% (184)	480
Employ: Unemployed	50% (99)	24% (48)	5% (10)	4% (7)	18% (35)	199
Employ: Other	47% (91)	19% (38)	7% (14)	3% (5)	25% (48)	196
Military HH: Yes	33% (127)	26% (98)	9% (35)	6% (23)	26% (98)	381
Military HH: No	40% (719)	28% (515)	7% (122)	4% (69)	22% (395)	1820
RD/WT: Right Direction	37% (314)	28% (240)	7% (59)	4% (33)	25% (211)	857
RD/WT: Wrong Track	40% (532)	28% (372)	7% (98)	4% (60)	21% (282)	1344

Continued on next page

**Table BRD4\_9:** How important are each of the following features in a streaming music service?  
Clean user interface

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	38% (846)	28% (613)	7% (157)	4% (93)	22% (492)	2201
Strongly Approve	44% (185)	25% (107)	7% (30)	5% (20)	19% (81)	424
Somewhat Approve	31% (141)	30% (138)	9% (41)	2% (11)	28% (128)	460
Somewhat Disapprove	39% (115)	33% (97)	6% (18)	3% (10)	18% (54)	292
Strongly Disapprove	39% (331)	29% (246)	8% (64)	5% (45)	19% (158)	843
Dont Know / No Opinion	41% (74)	14% (24)	2% (4)	3% (6)	40% (72)	180
#1 Issue: Economy	41% (221)	32% (176)	8% (45)	3% (18)	15% (84)	544
#1 Issue: Security	35% (147)	28% (118)	8% (31)	5% (20)	25% (103)	419
#1 Issue: Health Care	41% (174)	28% (118)	7% (30)	4% (18)	20% (84)	424
#1 Issue: Medicare / Social Security	25% (83)	25% (82)	7% (22)	6% (19)	37% (123)	329
#1 Issue: Women's Issues	46% (54)	27% (32)	9% (11)	2% (2)	16% (19)	118
#1 Issue: Education	50% (85)	28% (48)	6% (10)	3% (5)	13% (22)	170
#1 Issue: Energy	46% (37)	23% (18)	5% (4)	4% (3)	22% (17)	79
#1 Issue: Other	39% (46)	18% (21)	4% (5)	6% (7)	34% (40)	118
2016 Vote: Democrat Hillary Clinton	37% (252)	33% (221)	7% (46)	4% (29)	19% (126)	674
2016 Vote: Republican Donald Trump	35% (245)	27% (189)	8% (54)	4% (31)	25% (173)	692
2016 Vote: Someone else	40% (78)	25% (49)	7% (14)	5% (10)	23% (45)	196
2012 Vote: Barack Obama	37% (324)	31% (270)	8% (70)	6% (50)	19% (162)	876
2012 Vote: Mitt Romney	30% (163)	29% (157)	7% (40)	4% (20)	29% (154)	534
2012 Vote: Other	35% (26)	24% (18)	3% (3)	6% (5)	32% (24)	76
2012 Vote: Didn't Vote	47% (333)	23% (167)	6% (44)	3% (18)	21% (152)	715
4-Region: Northeast	36% (144)	29% (117)	9% (36)	7% (27)	19% (77)	402
4-Region: Midwest	35% (167)	26% (124)	7% (32)	4% (21)	27% (130)	474
4-Region: South	41% (332)	26% (215)	7% (53)	3% (25)	23% (190)	815
4-Region: West	40% (203)	31% (157)	7% (36)	4% (20)	19% (96)	511
White Republicans	33% (189)	25% (140)	8% (47)	4% (25)	29% (164)	565
White Democrats	34% (170)	35% (175)	6% (31)	5% (25)	20% (103)	504

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

**Table BRD4\_10: How important are each of the following features in a streaming music service?**

*Low price point*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	61% (1338)	19% (427)	5% (103)	3% (65)	12% (268)	2201
Gender: Male	56% (592)	19% (203)	6% (68)	4% (44)	14% (153)	1060
Gender: Female	65% (746)	20% (224)	3% (35)	2% (22)	10% (115)	1141
Age: 18-29	68% (304)	16% (73)	7% (30)	3% (13)	6% (27)	448
Age: 30-44	65% (383)	19% (114)	6% (36)	2% (12)	7% (42)	588
Age: 45-54	59% (214)	19% (69)	3% (11)	3% (12)	15% (56)	363
Age: 55-64	62% (253)	20% (82)	2% (9)	2% (7)	13% (55)	405
Age: 65+	46% (183)	22% (89)	4% (17)	5% (21)	22% (88)	398
PID: Dem (no lean)	63% (472)	21% (153)	4% (33)	4% (28)	8% (58)	744
PID: Ind (no lean)	60% (504)	19% (158)	6% (46)	2% (19)	14% (114)	841
PID: Rep (no lean)	59% (362)	19% (115)	4% (23)	3% (19)	16% (96)	615
PID/Gender: Dem Men	65% (195)	18% (55)	6% (18)	4% (13)	6% (19)	301
PID/Gender: Dem Women	62% (277)	22% (98)	3% (15)	3% (15)	9% (39)	444
PID/Gender: Ind Men	54% (242)	19% (85)	8% (34)	3% (14)	16% (70)	445
PID/Gender: Ind Women	66% (262)	18% (73)	3% (12)	1% (5)	11% (44)	396
PID/Gender: Rep Men	49% (154)	20% (63)	5% (16)	5% (17)	20% (64)	313
PID/Gender: Rep Women	69% (207)	18% (53)	2% (7)	1% (2)	11% (32)	302
Ideo: Liberal (1-3)	59% (445)	23% (171)	5% (38)	3% (21)	10% (76)	751
Ideo: Moderate (4)	61% (311)	18% (94)	5% (26)	3% (17)	12% (64)	512
Ideo: Conservative (5-7)	63% (394)	21% (129)	4% (24)	3% (16)	11% (67)	630
Educ: < College	60% (943)	18% (281)	5% (81)	3% (47)	14% (215)	1567
Educ: Bachelors degree	64% (266)	22% (92)	3% (13)	3% (11)	8% (33)	416
Educ: Post-grad	59% (129)	25% (54)	4% (9)	3% (7)	9% (20)	219
Income: Under 50k	61% (754)	17% (203)	5% (62)	3% (38)	14% (171)	1229
Income: 50k-100k	60% (417)	24% (164)	4% (31)	3% (18)	10% (68)	698
Income: 100k+	61% (166)	22% (59)	3% (9)	3% (9)	11% (29)	274
Ethnicity: White	59% (1041)	20% (352)	4% (76)	3% (49)	13% (233)	1750
Ethnicity: Hispanic	58% (189)	22% (73)	6% (20)	2% (7)	12% (40)	329

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**Table BRD4\_10:** How important are each of the following features in a streaming music service?

Low price point

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	61% (1338)	19% (427)	5% (103)	3% (65)	12% (268)	2201
Ethnicity: Afr. Am.	67% (181)	16% (44)	6% (17)	3% (8)	7% (18)	269
Ethnicity: Other	63% (115)	17% (31)	5% (10)	5% (8)	10% (17)	182
Relig: Protestant	56% (308)	19% (105)	4% (24)	2% (13)	18% (98)	547
Relig: Roman Catholic	62% (259)	23% (95)	2% (10)	5% (19)	9% (37)	420
Relig: Ath./Agn./None	64% (419)	17% (112)	6% (42)	2% (16)	10% (67)	656
Relig: Something Else	63% (204)	19% (63)	5% (15)	3% (9)	10% (33)	323
Relig: Jewish	55% (37)	17% (11)	5% (3)	3% (2)	20% (14)	67
Relig: Evangelical	61% (355)	20% (119)	3% (20)	2% (12)	13% (78)	583
Relig: Non-Evang. Catholics	57% (358)	21% (133)	3% (21)	4% (27)	14% (89)	627
Relig: All Christian	59% (713)	21% (251)	3% (41)	3% (38)	14% (167)	1210
Relig: All Non-Christian	64% (623)	18% (175)	6% (57)	3% (25)	10% (99)	979
Community: Urban	63% (354)	19% (109)	6% (36)	2% (13)	8% (47)	559
Community: Suburban	62% (607)	21% (202)	4% (35)	3% (29)	11% (110)	982
Community: Rural	57% (376)	18% (116)	5% (32)	4% (24)	17% (111)	660
Employ: Private Sector	63% (448)	18% (130)	5% (34)	2% (16)	11% (81)	708
Employ: Government	61% (76)	17% (21)	11% (14)	2% (3)	8% (10)	124
Employ: Self-Employed	58% (114)	24% (47)	7% (13)	4% (9)	6% (13)	196
Employ: Homemaker	65% (126)	20% (38)	1% (3)	1% (2)	13% (25)	194
Employ: Student	75% (77)	16% (16)	7% (7)	1% (1)	2% (2)	103
Employ: Retired	49% (237)	23% (111)	4% (18)	5% (23)	19% (91)	480
Employ: Unemployed	63% (126)	21% (41)	2% (4)	5% (9)	9% (18)	199
Employ: Other	68% (133)	11% (22)	5% (10)	1% (3)	15% (29)	196
Military HH: Yes	56% (214)	22% (85)	5% (18)	3% (13)	14% (51)	381
Military HH: No	62% (1123)	19% (342)	5% (85)	3% (52)	12% (217)	1820
RD/WT: Right Direction	57% (490)	22% (193)	4% (38)	2% (20)	14% (117)	857
RD/WT: Wrong Track	63% (848)	17% (234)	5% (65)	3% (46)	11% (151)	1344

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**Table BRD4\_10: How important are each of the following features in a streaming music service?**  
*Low price point*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	61% (1338)	19% (427)	5% (103)	3% (65)	12% (268)	2201
Strongly Approve	63% (265)	19% (82)	3% (15)	3% (13)	11% (48)	424
Somewhat Approve	56% (258)	23% (106)	4% (18)	2% (10)	15% (69)	460
Somewhat Disapprove	66% (193)	20% (57)	6% (17)	2% (5)	7% (20)	292
Strongly Disapprove	64% (539)	18% (155)	5% (45)	4% (33)	8% (72)	843
Dont Know / No Opinion	45% (81)	15% (26)	5% (9)	3% (5)	33% (59)	180
#1 Issue: Economy	66% (357)	19% (102)	5% (25)	3% (14)	8% (45)	544
#1 Issue: Security	55% (232)	26% (107)	6% (25)	2% (9)	11% (45)	419
#1 Issue: Health Care	64% (271)	18% (74)	5% (20)	4% (15)	10% (44)	424
#1 Issue: Medicare / Social Security	52% (169)	17% (57)	3% (11)	4% (15)	23% (77)	329
#1 Issue: Women's Issues	69% (82)	20% (23)	2% (3)	2% (2)	6% (8)	118
#1 Issue: Education	64% (108)	19% (33)	6% (11)	1% (1)	10% (17)	170
#1 Issue: Energy	63% (50)	17% (13)	7% (5)	3% (2)	10% (8)	79
#1 Issue: Other	57% (67)	14% (17)	3% (3)	6% (7)	20% (24)	118
2016 Vote: Democrat Hillary Clinton	62% (415)	21% (140)	5% (34)	3% (22)	9% (64)	674
2016 Vote: Republican Donald Trump	60% (414)	21% (143)	4% (26)	3% (19)	13% (90)	692
2016 Vote: Someone else	58% (115)	19% (38)	4% (9)	2% (5)	15% (30)	196
2012 Vote: Barack Obama	61% (536)	23% (200)	4% (37)	3% (28)	9% (76)	876
2012 Vote: Mitt Romney	58% (312)	21% (111)	3% (17)	3% (17)	14% (77)	534
2012 Vote: Other	56% (43)	13% (10)	1% (1)	4% (3)	26% (20)	76
2012 Vote: Didn't Vote	63% (447)	15% (106)	7% (49)	3% (18)	13% (95)	715
4-Region: Northeast	64% (255)	20% (80)	5% (20)	4% (15)	8% (32)	402
4-Region: Midwest	61% (287)	18% (85)	4% (21)	2% (11)	15% (70)	474
4-Region: South	61% (494)	20% (161)	5% (37)	3% (28)	12% (95)	815
4-Region: West	59% (301)	20% (102)	5% (25)	2% (12)	14% (72)	511
White Republicans	58% (330)	18% (103)	4% (22)	3% (17)	17% (94)	565
White Democrats	62% (311)	23% (115)	4% (19)	4% (19)	8% (40)	504

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

**Table BRD4\_11: How important are each of the following features in a streaming music service?**  
*Artist exclusives*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	21%	(456)	25%	(557)	21%	(468)	14%	(313)	19%	(407)	2201
Gender: Male	22%	(237)	23%	(242)	20%	(214)	15%	(160)	19%	(205)	1060
Gender: Female	19%	(219)	28%	(315)	22%	(253)	13%	(153)	18%	(202)	1141
Age: 18-29	33%	(149)	24%	(109)	21%	(94)	11%	(50)	10%	(46)	448
Age: 30-44	28%	(163)	25%	(149)	21%	(123)	14%	(83)	12%	(70)	588
Age: 45-54	17%	(61)	25%	(91)	22%	(79)	16%	(57)	21%	(76)	363
Age: 55-64	13%	(51)	32%	(129)	21%	(84)	15%	(60)	20%	(82)	405
Age: 65+	8%	(33)	20%	(80)	22%	(88)	16%	(63)	34%	(134)	398
PID: Dem (no lean)	24%	(180)	28%	(207)	21%	(153)	15%	(110)	13%	(94)	744
PID: Ind (no lean)	19%	(157)	23%	(195)	22%	(189)	15%	(124)	21%	(177)	841
PID: Rep (no lean)	19%	(119)	25%	(156)	20%	(126)	13%	(79)	22%	(136)	615
PID/Gender: Dem Men	29%	(88)	28%	(84)	18%	(56)	15%	(46)	9%	(28)	301
PID/Gender: Dem Women	21%	(93)	28%	(123)	22%	(98)	14%	(64)	15%	(67)	444
PID/Gender: Ind Men	18%	(81)	20%	(88)	23%	(103)	16%	(73)	22%	(100)	445
PID/Gender: Ind Women	19%	(76)	27%	(107)	22%	(86)	13%	(51)	19%	(77)	396
PID/Gender: Rep Men	22%	(68)	22%	(70)	18%	(56)	13%	(41)	25%	(78)	313
PID/Gender: Rep Women	17%	(51)	28%	(85)	23%	(70)	12%	(38)	19%	(58)	302
Ideo: Liberal (1-3)	23%	(172)	29%	(218)	21%	(157)	14%	(102)	14%	(102)	751
Ideo: Moderate (4)	21%	(108)	25%	(131)	20%	(104)	13%	(68)	20%	(103)	512
Ideo: Conservative (5-7)	14%	(90)	24%	(151)	26%	(162)	16%	(101)	20%	(126)	630
Educ: < College	23%	(364)	25%	(398)	19%	(302)	12%	(194)	20%	(309)	1567
Educ: Bachelors degree	14%	(57)	26%	(109)	26%	(107)	18%	(74)	17%	(69)	416
Educ: Post-grad	16%	(35)	23%	(50)	27%	(59)	21%	(45)	13%	(29)	219
Income: Under 50k	24%	(293)	25%	(304)	19%	(228)	12%	(153)	20%	(250)	1229
Income: 50k-100k	17%	(121)	27%	(188)	23%	(163)	16%	(114)	16%	(112)	698
Income: 100k+	15%	(42)	24%	(65)	28%	(76)	17%	(46)	16%	(45)	274
Ethnicity: White	17%	(299)	25%	(437)	23%	(397)	15%	(264)	20%	(353)	1750
Ethnicity: Hispanic	34%	(111)	26%	(86)	15%	(50)	9%	(29)	16%	(52)	329

Continued on next page

**Table BRD4\_11: How important are each of the following features in a streaming music service?**

*Artist exclusives*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	21% (456)	25% (557)	21% (468)	14% (313)	19% (407)	2201
Ethnicity: Afr. Am.	36% (97)	30% (80)	12% (31)	12% (33)	10% (27)	269
Ethnicity: Other	33% (60)	22% (40)	21% (39)	8% (15)	15% (27)	182
Relig: Protestant	12% (67)	24% (129)	21% (117)	15% (85)	27% (149)	547
Relig: Roman Catholic	22% (94)	28% (116)	20% (84)	15% (64)	15% (62)	420
Relig: Ath./Agn./None	22% (147)	23% (152)	24% (158)	14% (93)	16% (104)	656
Relig: Something Else	29% (94)	24% (79)	21% (68)	11% (36)	14% (47)	323
Relig: Jewish	13% (9)	24% (16)	24% (16)	14% (9)	25% (17)	67
Relig: Evangelical	19% (112)	30% (176)	18% (104)	12% (71)	21% (120)	583
Relig: Non-Evang. Catholics	16% (103)	24% (149)	22% (135)	17% (106)	21% (134)	627
Relig: All Christian	18% (215)	27% (325)	20% (239)	15% (176)	21% (254)	1210
Relig: All Non-Christian	25% (241)	24% (231)	23% (227)	13% (130)	15% (151)	979
Community: Urban	27% (151)	27% (149)	22% (121)	11% (60)	14% (79)	559
Community: Suburban	16% (158)	26% (255)	24% (233)	17% (167)	17% (169)	982
Community: Rural	22% (147)	23% (153)	17% (114)	13% (86)	24% (159)	660
Employ: Private Sector	19% (138)	26% (186)	23% (162)	16% (115)	15% (106)	708
Employ: Government	27% (33)	27% (34)	19% (24)	17% (21)	10% (13)	124
Employ: Self-Employed	22% (44)	30% (59)	22% (43)	14% (28)	11% (22)	196
Employ: Homemaker	28% (55)	29% (55)	16% (32)	10% (19)	17% (34)	194
Employ: Student	33% (34)	18% (19)	29% (30)	14% (15)	6% (6)	103
Employ: Retired	9% (42)	23% (109)	22% (106)	15% (74)	31% (150)	480
Employ: Unemployed	24% (48)	26% (51)	19% (39)	13% (26)	18% (36)	199
Employ: Other	33% (64)	22% (44)	17% (32)	8% (16)	20% (40)	196
Military HH: Yes	15% (56)	25% (95)	22% (84)	16% (60)	23% (86)	381
Military HH: No	22% (400)	25% (462)	21% (384)	14% (253)	18% (321)	1820
RD/WT: Right Direction	22% (191)	26% (223)	19% (165)	12% (100)	21% (179)	857
RD/WT: Wrong Track	20% (265)	25% (334)	23% (303)	16% (213)	17% (229)	1344

Continued on next page

**Table BRD4\_11:** How important are each of the following features in a streaming music service?

Artist exclusives

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	21%	(456)	25%	(557)	21%	(468)	14%	(313)	19%	(407)	2201
Strongly Approve	30%	(126)	19%	(82)	21%	(91)	13%	(56)	17%	(70)	424
Somewhat Approve	13%	(59)	31%	(144)	19%	(86)	13%	(58)	25%	(114)	460
Somewhat Disapprove	15%	(45)	30%	(89)	26%	(76)	14%	(40)	14%	(42)	292
Strongly Disapprove	22%	(185)	25%	(208)	23%	(195)	17%	(144)	13%	(112)	843
Dont Know / No Opinion	24%	(43)	19%	(34)	11%	(21)	8%	(14)	38%	(69)	180
#1 Issue: Economy	20%	(106)	28%	(154)	25%	(134)	15%	(83)	12%	(67)	544
#1 Issue: Security	20%	(82)	24%	(99)	24%	(102)	15%	(61)	18%	(75)	419
#1 Issue: Health Care	21%	(91)	27%	(115)	19%	(81)	15%	(62)	18%	(74)	424
#1 Issue: Medicare / Social Security	14%	(45)	23%	(77)	16%	(52)	14%	(48)	33%	(107)	329
#1 Issue: Women's Issues	33%	(39)	26%	(31)	20%	(24)	10%	(12)	10%	(12)	118
#1 Issue: Education	25%	(43)	29%	(50)	19%	(31)	12%	(20)	15%	(26)	170
#1 Issue: Energy	29%	(23)	21%	(17)	19%	(15)	18%	(14)	13%	(10)	79
#1 Issue: Other	22%	(27)	12%	(14)	25%	(29)	11%	(13)	30%	(35)	118
2016 Vote: Democrat Hillary Clinton	20%	(137)	28%	(187)	23%	(153)	15%	(103)	14%	(94)	674
2016 Vote: Republican Donald Trump	20%	(136)	23%	(160)	22%	(155)	14%	(100)	20%	(141)	692
2016 Vote: Someone else	11%	(22)	26%	(52)	23%	(44)	19%	(37)	21%	(41)	196
2012 Vote: Barack Obama	19%	(170)	29%	(254)	22%	(194)	16%	(141)	13%	(118)	876
2012 Vote: Mitt Romney	16%	(84)	23%	(123)	22%	(119)	16%	(83)	23%	(125)	534
2012 Vote: Other	10%	(8)	22%	(17)	20%	(15)	20%	(15)	27%	(21)	76
2012 Vote: Didn't Vote	27%	(195)	23%	(163)	20%	(140)	10%	(73)	20%	(144)	715
4-Region: Northeast	17%	(68)	27%	(107)	21%	(86)	21%	(83)	14%	(57)	402
4-Region: Midwest	18%	(87)	24%	(116)	22%	(104)	13%	(60)	22%	(107)	474
4-Region: South	24%	(198)	24%	(194)	21%	(169)	13%	(104)	18%	(149)	815
4-Region: West	20%	(102)	27%	(140)	21%	(109)	13%	(65)	18%	(94)	511
White Republicans	18%	(105)	24%	(135)	20%	(115)	13%	(76)	24%	(135)	565
White Democrats	19%	(96)	28%	(141)	23%	(118)	16%	(81)	14%	(69)	504

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



**Table BRD4\_12: How important are each of the following features in a streaming music service?**  
*The ability to stream HiFi music, like lossless*

Demographic	Very important		Somewhat important		Not too important		Not at all important		Don't Know / No Opinion		Total N
Adults	23%	(508)	21%	(471)	15%	(330)	10%	(224)	30%	(669)	2201
Gender: Male	25%	(270)	21%	(225)	15%	(156)	10%	(107)	29%	(302)	1060
Gender: Female	21%	(238)	22%	(246)	15%	(174)	10%	(117)	32%	(367)	1141
Age: 18-29	30%	(136)	24%	(107)	13%	(57)	11%	(48)	22%	(100)	448
Age: 30-44	34%	(199)	22%	(129)	14%	(83)	8%	(45)	22%	(132)	588
Age: 45-54	21%	(75)	25%	(89)	18%	(64)	9%	(34)	27%	(100)	363
Age: 55-64	17%	(69)	20%	(80)	15%	(63)	10%	(42)	37%	(151)	405
Age: 65+	7%	(28)	16%	(65)	16%	(64)	14%	(55)	47%	(186)	398
PID: Dem (no lean)	24%	(181)	22%	(167)	16%	(120)	11%	(85)	26%	(192)	744
PID: Ind (no lean)	25%	(210)	20%	(171)	15%	(128)	8%	(69)	31%	(264)	841
PID: Rep (no lean)	19%	(116)	22%	(133)	13%	(83)	11%	(70)	35%	(213)	615
PID/Gender: Dem Men	29%	(87)	25%	(75)	16%	(49)	11%	(33)	19%	(57)	301
PID/Gender: Dem Women	21%	(94)	21%	(92)	16%	(71)	12%	(52)	30%	(135)	444
PID/Gender: Ind Men	26%	(117)	18%	(81)	15%	(68)	8%	(36)	32%	(143)	445
PID/Gender: Ind Women	23%	(93)	23%	(90)	15%	(60)	8%	(32)	31%	(121)	396
PID/Gender: Rep Men	21%	(65)	22%	(70)	13%	(39)	12%	(37)	33%	(103)	313
PID/Gender: Rep Women	17%	(52)	21%	(64)	14%	(43)	11%	(33)	37%	(111)	302
Ideo: Liberal (1-3)	25%	(189)	23%	(175)	16%	(120)	11%	(79)	25%	(189)	751
Ideo: Moderate (4)	23%	(116)	21%	(108)	16%	(84)	9%	(44)	31%	(159)	512
Ideo: Conservative (5-7)	18%	(111)	22%	(140)	16%	(104)	11%	(69)	33%	(206)	630
Educ: < College	25%	(384)	21%	(322)	14%	(225)	10%	(156)	31%	(480)	1567
Educ: Bachelors degree	18%	(77)	24%	(100)	17%	(69)	11%	(46)	30%	(124)	416
Educ: Post-grad	21%	(47)	22%	(48)	17%	(36)	10%	(22)	30%	(65)	219
Income: Under 50k	23%	(283)	20%	(241)	15%	(180)	11%	(133)	32%	(392)	1229
Income: 50k-100k	24%	(165)	23%	(163)	15%	(106)	10%	(70)	28%	(194)	698
Income: 100k+	22%	(59)	24%	(66)	16%	(44)	7%	(20)	30%	(83)	274
Ethnicity: White	20%	(346)	21%	(360)	16%	(281)	11%	(187)	33%	(576)	1750
Ethnicity: Hispanic	35%	(115)	23%	(77)	8%	(26)	9%	(31)	25%	(81)	329

Continued on next page

**Table BRD4\_12: How important are each of the following features in a streaming music service?**  
*The ability to stream HiFi music, like lossless*

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	23% (508)	21% (471)	15% (330)	10% (224)	30% (669)	2201
Ethnicity: Afr. Am.	39% (106)	26% (69)	10% (27)	9% (23)	17% (44)	269
Ethnicity: Other	31% (56)	23% (42)	12% (22)	7% (14)	27% (49)	182
Relig: Protestant	17% (92)	18% (99)	14% (77)	12% (65)	39% (214)	547
Relig: Roman Catholic	22% (94)	22% (90)	17% (73)	13% (53)	26% (110)	420
Relig: Ath./Agn./None	26% (168)	24% (157)	14% (90)	8% (54)	28% (187)	656
Relig: Something Else	29% (94)	23% (75)	14% (45)	8% (26)	26% (84)	323
Relig: Jewish	15% (10)	22% (15)	15% (10)	7% (5)	41% (28)	67
Relig: Evangelical	24% (138)	20% (115)	15% (88)	8% (45)	34% (197)	583
Relig: Non-Evang. Catholics	17% (108)	20% (124)	16% (101)	15% (95)	32% (200)	627
Relig: All Christian	20% (246)	20% (238)	16% (189)	12% (140)	33% (397)	1210
Relig: All Non-Christian	27% (262)	24% (232)	14% (135)	8% (80)	28% (271)	979
Community: Urban	29% (160)	24% (132)	16% (90)	8% (44)	24% (133)	559
Community: Suburban	20% (200)	22% (214)	15% (151)	11% (106)	32% (312)	982
Community: Rural	22% (147)	19% (124)	14% (90)	11% (74)	34% (225)	660
Employ: Private Sector	25% (178)	22% (157)	16% (115)	10% (69)	27% (189)	708
Employ: Government	26% (33)	27% (33)	19% (24)	8% (10)	20% (24)	124
Employ: Self-Employed	26% (51)	27% (54)	18% (36)	7% (14)	21% (41)	196
Employ: Homemaker	28% (55)	22% (43)	11% (21)	4% (8)	35% (68)	194
Employ: Student	29% (30)	24% (24)	15% (15)	11% (12)	21% (22)	103
Employ: Retired	9% (42)	19% (92)	14% (70)	14% (67)	44% (209)	480
Employ: Unemployed	31% (63)	19% (37)	10% (20)	14% (27)	26% (52)	199
Employ: Other	28% (56)	16% (31)	15% (30)	8% (16)	32% (63)	196
Military HH: Yes	20% (76)	19% (74)	17% (64)	11% (43)	33% (124)	381
Military HH: No	24% (431)	22% (397)	15% (266)	10% (181)	30% (545)	1820
RD/WT: Right Direction	24% (208)	23% (199)	13% (113)	8% (68)	32% (271)	857
RD/WT: Wrong Track	22% (300)	20% (272)	16% (218)	12% (156)	30% (399)	1344

Continued on next page

**Table BRD4\_12: How important are each of the following features in a streaming music service?  
The ability to stream HiFi music, like lossless**

Demographic	Very important	Somewhat important	Not too important	Not at all important	Don't Know / No Opinion	Total N
Adults	23% (508)	21% (471)	15% (330)	10% (224)	30% (669)	2201
Strongly Approve	29% (124)	19% (80)	15% (64)	10% (42)	27% (115)	424
Somewhat Approve	17% (80)	25% (116)	15% (70)	8% (35)	35% (161)	460
Somewhat Disapprove	18% (53)	26% (75)	20% (58)	11% (33)	25% (74)	292
Strongly Disapprove	26% (218)	19% (164)	15% (129)	11% (94)	28% (238)	843
Dont Know / No Opinion	18% (33)	20% (36)	6% (10)	11% (20)	44% (80)	180
#1 Issue: Economy	25% (135)	23% (126)	17% (91)	9% (51)	26% (140)	544
#1 Issue: Security	20% (82)	21% (90)	17% (70)	11% (45)	31% (132)	419
#1 Issue: Health Care	25% (106)	23% (99)	14% (58)	11% (47)	27% (114)	424
#1 Issue: Medicare / Social Security	13% (42)	18% (60)	13% (43)	13% (43)	43% (142)	329
#1 Issue: Women's Issues	37% (44)	16% (18)	21% (25)	6% (7)	21% (25)	118
#1 Issue: Education	28% (47)	28% (48)	11% (19)	7% (12)	26% (44)	170
#1 Issue: Energy	27% (21)	25% (20)	13% (10)	11% (9)	24% (19)	79
#1 Issue: Other	26% (31)	8% (10)	13% (15)	8% (10)	45% (53)	118
2016 Vote: Democrat Hillary Clinton	24% (159)	22% (145)	16% (105)	11% (73)	29% (192)	674
2016 Vote: Republican Donald Trump	21% (146)	22% (155)	15% (101)	11% (73)	31% (216)	692
2016 Vote: Someone else	19% (38)	18% (36)	16% (32)	11% (22)	35% (69)	196
2012 Vote: Barack Obama	25% (219)	21% (183)	16% (142)	11% (98)	27% (233)	876
2012 Vote: Mitt Romney	17% (88)	22% (118)	15% (81)	10% (53)	36% (194)	534
2012 Vote: Other	20% (15)	18% (14)	12% (9)	12% (9)	37% (28)	76
2012 Vote: Didn't Vote	26% (184)	22% (155)	14% (97)	9% (63)	30% (215)	715
4-Region: Northeast	22% (88)	19% (76)	16% (65)	16% (62)	27% (110)	402
4-Region: Midwest	18% (85)	22% (102)	15% (71)	9% (45)	36% (171)	474
4-Region: South	26% (213)	20% (164)	14% (118)	10% (80)	29% (239)	815
4-Region: West	24% (120)	25% (129)	15% (77)	7% (37)	29% (149)	511
White Republicans	18% (99)	21% (116)	14% (79)	11% (62)	37% (209)	565
White Democrats	21% (104)	20% (99)	20% (98)	11% (58)	29% (146)	504

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

**Table BRD5:** What is the most you would be willing to pay for a music streaming service without any ads?

Demographic	\$4 or less per month		\$5 per month		\$10 per month		\$15 per month		\$20 or more per month		None	Total N	
Adults	25%	(544)	20%	(435)	22%	(479)	5%	(102)	2%	(35)	28%	(606)	2201
Gender: Male	23%	(246)	16%	(173)	23%	(243)	4%	(44)	2%	(26)	31%	(327)	1060
Gender: Female	26%	(298)	23%	(262)	21%	(236)	5%	(58)	1%	(9)	24%	(279)	1141
Age: 18-29	22%	(100)	24%	(108)	34%	(153)	4%	(20)	2%	(11)	12%	(56)	448
Age: 30-44	27%	(156)	19%	(110)	26%	(153)	7%	(41)	2%	(15)	19%	(113)	588
Age: 45-54	25%	(91)	21%	(77)	21%	(75)	6%	(21)	1%	(3)	26%	(96)	363
Age: 55-64	27%	(111)	20%	(82)	14%	(56)	3%	(14)	1%	(6)	34%	(136)	405
Age: 65+	21%	(85)	15%	(58)	11%	(42)	2%	(6)	—	(1)	52%	(205)	398
PID: Dem (no lean)	26%	(197)	22%	(164)	24%	(179)	5%	(37)	1%	(9)	21%	(158)	744
PID: Ind (no lean)	26%	(221)	18%	(151)	20%	(169)	4%	(37)	2%	(17)	29%	(247)	841
PID: Rep (no lean)	21%	(126)	19%	(120)	21%	(131)	5%	(28)	1%	(9)	33%	(202)	615
PID/Gender: Dem Men	28%	(84)	21%	(63)	24%	(72)	6%	(19)	2%	(6)	19%	(58)	301
PID/Gender: Dem Women	26%	(113)	23%	(102)	24%	(108)	4%	(18)	1%	(3)	22%	(100)	444
PID/Gender: Ind Men	24%	(105)	15%	(69)	21%	(92)	3%	(14)	3%	(14)	34%	(152)	445
PID/Gender: Ind Women	29%	(116)	21%	(82)	20%	(77)	6%	(23)	1%	(3)	24%	(95)	396
PID/Gender: Rep Men	18%	(58)	13%	(42)	25%	(80)	4%	(11)	2%	(6)	37%	(117)	313
PID/Gender: Rep Women	23%	(69)	26%	(78)	17%	(51)	5%	(16)	1%	(3)	28%	(85)	302
Ideo: Liberal (1-3)	25%	(189)	21%	(161)	26%	(198)	5%	(40)	2%	(18)	19%	(145)	751
Ideo: Moderate (4)	23%	(120)	19%	(98)	23%	(120)	5%	(25)	1%	(6)	28%	(144)	512
Ideo: Conservative (5-7)	25%	(159)	19%	(122)	19%	(117)	4%	(26)	1%	(8)	32%	(199)	630
Educ: < College	25%	(384)	19%	(304)	21%	(331)	4%	(65)	2%	(25)	29%	(457)	1567
Educ: Bachelors degree	24%	(100)	20%	(82)	25%	(103)	6%	(25)	1%	(5)	24%	(100)	416
Educ: Post-grad	28%	(60)	23%	(49)	20%	(44)	5%	(11)	2%	(5)	22%	(49)	219
Income: Under 50k	25%	(308)	18%	(223)	19%	(238)	4%	(45)	2%	(20)	32%	(394)	1229
Income: 50k-100k	24%	(168)	22%	(152)	25%	(177)	5%	(37)	1%	(7)	22%	(157)	698
Income: 100k+	25%	(68)	22%	(60)	23%	(64)	7%	(19)	3%	(7)	20%	(56)	274
Ethnicity: White	25%	(437)	19%	(336)	20%	(353)	4%	(78)	1%	(18)	30%	(528)	1750
Ethnicity: Hispanic	22%	(71)	18%	(61)	31%	(103)	6%	(21)	3%	(8)	20%	(65)	329
Ethnicity: Afr. Am.	24%	(65)	22%	(59)	28%	(75)	7%	(18)	3%	(9)	16%	(42)	269
Ethnicity: Other	23%	(42)	22%	(40)	28%	(52)	3%	(5)	4%	(8)	19%	(35)	182

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**Table BRD5:** What is the most you would be willing to pay for a music streaming service without any ads?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Total N
Adults	25% (544)	20% (435)	22% (479)	5% (102)	2% (35)	28% (606)	2201
Relig: Protestant	25% (138)	19% (106)	15% (84)	5% (25)	1% (7)	34% (187)	547
Relig: Roman Catholic	25% (104)	24% (101)	19% (81)	5% (21)	3% (12)	24% (100)	420
Relig: Ath./Agn./None	25% (163)	17% (109)	26% (169)	5% (33)	1% (7)	27% (176)	656
Relig: Something Else	27% (89)	23% (76)	23% (73)	3% (9)	2% (6)	22% (71)	323
Relig: Jewish	21% (14)	18% (12)	16% (10)	1% (1)	1% (1)	43% (29)	67
Relig: Evangelical	25% (147)	19% (112)	20% (114)	6% (33)	2% (14)	28% (162)	583
Relig: Non-Evang. Catholics	23% (143)	22% (138)	19% (119)	4% (27)	1% (8)	31% (193)	627
Relig: All Christian	24% (290)	21% (250)	19% (233)	5% (60)	2% (22)	29% (355)	1210
Relig: All Non-Christian	26% (252)	19% (185)	25% (242)	4% (42)	1% (13)	25% (247)	979
Community: Urban	25% (138)	21% (116)	23% (126)	7% (38)	3% (15)	23% (127)	559
Community: Suburban	26% (253)	21% (207)	21% (211)	4% (43)	1% (7)	27% (260)	982
Community: Rural	23% (153)	17% (112)	22% (142)	3% (20)	2% (13)	33% (219)	660
Employ: Private Sector	28% (198)	20% (140)	24% (167)	5% (38)	2% (16)	21% (149)	708
Employ: Government	22% (27)	21% (26)	35% (43)	8% (10)	— (0)	14% (17)	124
Employ: Self-Employed	25% (49)	20% (40)	28% (55)	6% (12)	2% (4)	18% (36)	196
Employ: Homemaker	31% (60)	19% (37)	22% (43)	5% (9)	2% (4)	21% (41)	194
Employ: Student	24% (25)	36% (37)	34% (35)	1% (1)	— (0)	6% (6)	103
Employ: Retired	22% (108)	16% (78)	12% (56)	1% (6)	— (2)	48% (231)	480
Employ: Unemployed	18% (35)	21% (41)	22% (44)	7% (15)	1% (3)	31% (62)	199
Employ: Other	21% (42)	19% (36)	19% (37)	6% (12)	3% (6)	33% (64)	196
Military HH: Yes	22% (82)	19% (74)	21% (81)	4% (14)	2% (9)	32% (121)	381
Military HH: No	25% (462)	20% (361)	22% (398)	5% (87)	1% (26)	27% (486)	1820
RD/WT: Right Direction	23% (198)	19% (159)	22% (190)	4% (31)	2% (18)	30% (261)	857
RD/WT: Wrong Track	26% (346)	21% (276)	22% (289)	5% (70)	1% (17)	26% (345)	1344
Strongly Approve	23% (98)	19% (79)	20% (86)	5% (21)	3% (14)	30% (126)	424
Somewhat Approve	24% (112)	18% (83)	23% (105)	4% (19)	1% (3)	30% (139)	460
Somewhat Disapprove	23% (67)	23% (67)	24% (70)	8% (24)	2% (6)	20% (59)	292
Strongly Disapprove	27% (231)	21% (180)	23% (196)	4% (32)	1% (7)	23% (197)	843
Dont Know / No Opinion	21% (38)	14% (24)	13% (23)	3% (6)	3% (5)	47% (85)	180

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**Table BRD5:** What is the most you would be willing to pay for a music streaming service without any ads?

Demographic	\$4 or less per month		\$5 per month		\$10 per month		\$15 per month		\$20 or more per month		None	Total N	
Adults	25%	(544)	20%	(435)	22%	(479)	5%	(102)	2%	(35)	28%	(606)	2201
#1 Issue: Economy	26%	(140)	21%	(117)	23%	(126)	5%	(29)	2%	(11)	22%	(121)	544
#1 Issue: Security	24%	(100)	22%	(91)	17%	(71)	5%	(23)	3%	(12)	29%	(123)	419
#1 Issue: Health Care	25%	(104)	17%	(73)	29%	(122)	5%	(22)	1%	(4)	23%	(98)	424
#1 Issue: Medicare / Social Security	26%	(86)	16%	(54)	11%	(36)	2%	(7)	—	(1)	44%	(145)	329
#1 Issue: Women's Issues	26%	(30)	18%	(21)	37%	(43)	5%	(5)	—	(0)	15%	(18)	118
#1 Issue: Education	27%	(47)	23%	(38)	26%	(45)	6%	(11)	3%	(5)	15%	(25)	170
#1 Issue: Energy	25%	(20)	23%	(18)	24%	(19)	4%	(3)	1%	(1)	23%	(18)	79
#1 Issue: Other	15%	(18)	19%	(23)	15%	(17)	2%	(2)	1%	(1)	49%	(58)	118
2016 Vote: Democrat Hillary Clinton	28%	(188)	18%	(123)	25%	(167)	5%	(30)	2%	(14)	22%	(151)	674
2016 Vote: Republican Donald Trump	22%	(154)	20%	(140)	18%	(126)	5%	(31)	2%	(10)	33%	(230)	692
2016 Vote: Someone else	28%	(55)	19%	(37)	23%	(46)	2%	(5)	2%	(3)	26%	(50)	196
2012 Vote: Barack Obama	27%	(232)	20%	(174)	23%	(201)	5%	(44)	3%	(22)	23%	(202)	876
2012 Vote: Mitt Romney	23%	(122)	18%	(98)	19%	(101)	4%	(19)	—	(1)	36%	(192)	534
2012 Vote: Other	21%	(16)	14%	(10)	16%	(12)	7%	(5)	1%	(1)	40%	(31)	76
2012 Vote: Didn't Vote	24%	(174)	21%	(152)	23%	(165)	5%	(34)	1%	(10)	25%	(181)	715
4-Region: Northeast	27%	(110)	18%	(72)	24%	(95)	4%	(15)	1%	(4)	26%	(106)	402
4-Region: Midwest	23%	(110)	20%	(95)	20%	(94)	4%	(18)	1%	(5)	32%	(152)	474
4-Region: South	24%	(192)	20%	(162)	19%	(154)	6%	(46)	2%	(18)	30%	(243)	815
4-Region: West	26%	(132)	21%	(106)	27%	(136)	5%	(23)	2%	(8)	21%	(106)	511
White Republicans	21%	(117)	18%	(105)	20%	(113)	4%	(24)	1%	(7)	35%	(200)	565
White Democrats	25%	(129)	21%	(106)	23%	(114)	5%	(26)	1%	(7)	24%	(123)	504

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

**Table BRD6:** What is the most you would be willing to pay for a music streaming service with ads?

Demographic	\$4 or less per month		\$5 per month		\$10 per month		\$15 per month		\$20 or more per month		None	Total N	
Adults	29%	(636)	14%	(316)	6%	(137)	2%	(33)	1%	(27)	48%	(1052)	2201
Gender: Male	26%	(276)	15%	(161)	7%	(78)	2%	(20)	2%	(21)	47%	(502)	1060
Gender: Female	31%	(360)	14%	(155)	5%	(58)	1%	(13)	—	(5)	48%	(550)	1141
Age: 18-29	31%	(138)	19%	(85)	9%	(39)	2%	(9)	2%	(10)	37%	(167)	448
Age: 30-44	31%	(184)	13%	(77)	8%	(48)	3%	(18)	2%	(10)	43%	(251)	588
Age: 45-54	33%	(121)	17%	(61)	5%	(19)	—	(1)	1%	(2)	44%	(159)	363
Age: 55-64	28%	(112)	13%	(55)	4%	(17)	1%	(3)	1%	(3)	53%	(215)	405
Age: 65+	20%	(81)	10%	(40)	4%	(14)	1%	(2)	—	(1)	65%	(259)	398
PID: Dem (no lean)	33%	(242)	18%	(131)	7%	(51)	2%	(15)	1%	(7)	40%	(299)	744
PID: Ind (no lean)	28%	(237)	12%	(102)	5%	(43)	1%	(7)	2%	(15)	52%	(437)	841
PID: Rep (no lean)	25%	(156)	14%	(83)	7%	(43)	2%	(12)	1%	(5)	51%	(316)	615
PID/Gender: Dem Men	34%	(102)	17%	(52)	9%	(28)	3%	(8)	2%	(5)	35%	(106)	301
PID/Gender: Dem Women	32%	(140)	18%	(79)	5%	(22)	1%	(6)	—	(2)	44%	(193)	444
PID/Gender: Ind Men	24%	(106)	13%	(56)	5%	(24)	2%	(7)	3%	(12)	54%	(240)	445
PID/Gender: Ind Women	33%	(132)	12%	(46)	5%	(19)	—	(0)	1%	(3)	50%	(197)	396
PID/Gender: Rep Men	22%	(69)	17%	(53)	8%	(26)	2%	(5)	1%	(5)	50%	(156)	313
PID/Gender: Rep Women	29%	(87)	10%	(30)	6%	(17)	2%	(7)	—	(1)	53%	(160)	302
Ideo: Liberal (1-3)	34%	(257)	16%	(124)	7%	(55)	3%	(21)	2%	(18)	37%	(277)	751
Ideo: Moderate (4)	28%	(143)	14%	(73)	7%	(36)	1%	(6)	—	(2)	49%	(253)	512
Ideo: Conservative (5-7)	27%	(170)	13%	(83)	4%	(28)	1%	(6)	1%	(4)	54%	(339)	630
Educ: < College	29%	(453)	15%	(234)	6%	(91)	1%	(13)	1%	(19)	48%	(757)	1567
Educ: Bachelors degree	30%	(125)	12%	(51)	8%	(32)	2%	(10)	1%	(5)	46%	(193)	416
Educ: Post-grad	27%	(58)	14%	(31)	7%	(14)	4%	(10)	1%	(3)	47%	(103)	219
Income: Under 50k	29%	(353)	13%	(156)	6%	(69)	1%	(12)	1%	(17)	51%	(622)	1229
Income: 50k-100k	29%	(200)	18%	(123)	7%	(50)	1%	(10)	1%	(6)	44%	(309)	698
Income: 100k+	30%	(83)	13%	(37)	7%	(18)	4%	(11)	1%	(4)	44%	(122)	274
Ethnicity: White	28%	(493)	13%	(221)	6%	(97)	1%	(23)	1%	(13)	52%	(904)	1750
Ethnicity: Hispanic	32%	(105)	19%	(62)	9%	(28)	2%	(5)	3%	(9)	36%	(119)	329
Ethnicity: Afr. Am.	29%	(79)	26%	(69)	10%	(26)	4%	(10)	2%	(5)	30%	(80)	269
Ethnicity: Other	35%	(64)	15%	(27)	8%	(14)	—	(0)	5%	(9)	37%	(68)	182

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**Table BRD6:** What is the most you would be willing to pay for a music streaming service with ads?

Demographic	\$4 or less per month		\$5 per month		\$10 per month		\$15 per month		\$20 or more per month		None	Total N	
Adults	29%	(636)	14%	(316)	6%	(137)	2%	(33)	1%	(27)	48%	(1052)	2201
Relig: Protestant	27%	(149)	11%	(61)	7%	(37)	1%	(6)	1%	(3)	53%	(291)	547
Relig: Roman Catholic	28%	(119)	18%	(77)	5%	(22)	2%	(9)	3%	(11)	44%	(183)	420
Relig: Ath./Agn./None	31%	(202)	12%	(76)	6%	(38)	1%	(9)	1%	(5)	50%	(326)	656
Relig: Something Else	26%	(83)	21%	(67)	6%	(20)	1%	(3)	2%	(5)	45%	(145)	323
Relig: Jewish	22%	(15)	13%	(8)	4%	(3)	1%	(1)	1%	(1)	59%	(40)	67
Relig: Evangelical	30%	(175)	12%	(71)	8%	(44)	2%	(14)	1%	(8)	46%	(270)	583
Relig: Non-Evang. Catholics	27%	(170)	16%	(102)	5%	(34)	1%	(7)	1%	(8)	49%	(307)	627
Relig: All Christian	28%	(345)	14%	(173)	6%	(78)	2%	(21)	1%	(16)	48%	(577)	1210
Relig: All Non-Christian	29%	(285)	15%	(143)	6%	(59)	1%	(12)	1%	(10)	48%	(470)	979
Community: Urban	31%	(175)	17%	(95)	9%	(52)	2%	(11)	2%	(8)	39%	(218)	559
Community: Suburban	29%	(283)	14%	(136)	5%	(48)	1%	(13)	1%	(8)	50%	(494)	982
Community: Rural	27%	(178)	13%	(85)	6%	(37)	1%	(10)	2%	(10)	52%	(341)	660
Employ: Private Sector	32%	(223)	15%	(109)	7%	(49)	3%	(21)	1%	(8)	42%	(297)	708
Employ: Government	35%	(44)	18%	(22)	12%	(14)	—	(0)	2%	(2)	34%	(42)	124
Employ: Self-Employed	32%	(63)	13%	(26)	9%	(17)	2%	(4)	1%	(3)	42%	(83)	196
Employ: Homemaker	30%	(58)	15%	(29)	6%	(12)	2%	(4)	1%	(3)	46%	(89)	194
Employ: Student	47%	(49)	18%	(18)	2%	(2)	1%	(1)	—	(0)	32%	(33)	103
Employ: Retired	23%	(109)	11%	(52)	3%	(14)	—	(2)	—	(2)	63%	(300)	480
Employ: Unemployed	25%	(51)	13%	(25)	7%	(15)	—	(1)	2%	(4)	52%	(103)	199
Employ: Other	21%	(40)	18%	(35)	6%	(13)	—	(0)	2%	(4)	53%	(105)	196
Military HH: Yes	25%	(94)	14%	(55)	6%	(23)	2%	(9)	1%	(4)	51%	(196)	381
Military HH: No	30%	(542)	14%	(262)	6%	(114)	1%	(24)	1%	(22)	47%	(856)	1820
RD/WT: Right Direction	26%	(223)	15%	(127)	7%	(62)	2%	(20)	1%	(11)	48%	(414)	857
RD/WT: Wrong Track	31%	(412)	14%	(190)	6%	(75)	1%	(13)	1%	(16)	48%	(639)	1344
Strongly Approve	26%	(110)	16%	(67)	8%	(35)	2%	(9)	3%	(12)	45%	(191)	424
Somewhat Approve	29%	(131)	13%	(58)	6%	(29)	2%	(7)	—	(1)	51%	(234)	460
Somewhat Disapprove	35%	(102)	13%	(39)	7%	(21)	3%	(9)	1%	(3)	41%	(119)	292
Strongly Disapprove	31%	(262)	15%	(129)	5%	(44)	1%	(8)	1%	(8)	47%	(393)	843
Dont Know / No Opinion	17%	(30)	13%	(24)	5%	(8)	—	(0)	2%	(3)	64%	(115)	180

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**Table BRD6:** What is the most you would be willing to pay for a music streaming service with ads?

Demographic	\$4 or less per month		\$5 per month		\$10 per month		\$15 per month		\$20 or more per month		None	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)			
Adults	29%	(636)	14%	(316)	6%	(137)	2%	(33)	1%	(27)	48%	(1052)	2201
#1 Issue: Economy	34%	(185)	12%	(65)	6%	(35)	2%	(12)	1%	(5)	44%	(242)	544
#1 Issue: Security	25%	(106)	12%	(52)	6%	(23)	1%	(5)	2%	(9)	53%	(224)	419
#1 Issue: Health Care	28%	(119)	19%	(79)	7%	(32)	3%	(11)	2%	(7)	42%	(177)	424
#1 Issue: Medicare / Social Security	25%	(81)	12%	(41)	4%	(13)	1%	(3)	—	(0)	58%	(189)	329
#1 Issue: Women's Issues	32%	(37)	20%	(23)	10%	(12)	—	(0)	—	(0)	39%	(46)	118
#1 Issue: Education	32%	(55)	18%	(31)	9%	(15)	1%	(1)	3%	(5)	37%	(63)	170
#1 Issue: Energy	34%	(27)	14%	(11)	5%	(4)	1%	(1)	1%	(1)	45%	(35)	79
#1 Issue: Other	21%	(25)	12%	(14)	2%	(3)	—	(0)	—	(0)	65%	(77)	118
2016 Vote: Democrat Hillary Clinton	31%	(212)	17%	(113)	6%	(44)	3%	(17)	2%	(10)	41%	(278)	674
2016 Vote: Republican Donald Trump	26%	(177)	13%	(90)	6%	(42)	2%	(12)	1%	(8)	53%	(363)	692
2016 Vote: Someone else	30%	(59)	11%	(22)	6%	(12)	1%	(2)	1%	(3)	50%	(99)	196
2012 Vote: Barack Obama	30%	(261)	17%	(153)	6%	(57)	2%	(19)	2%	(17)	42%	(369)	876
2012 Vote: Mitt Romney	25%	(135)	13%	(67)	5%	(28)	1%	(6)	—	(3)	55%	(295)	534
2012 Vote: Other	21%	(16)	8%	(6)	3%	(2)	1%	(1)	—	(0)	68%	(51)	76
2012 Vote: Didn't Vote	31%	(224)	13%	(90)	7%	(50)	1%	(6)	1%	(7)	47%	(337)	715
4-Region: Northeast	29%	(118)	16%	(63)	6%	(26)	1%	(4)	1%	(6)	46%	(185)	402
4-Region: Midwest	28%	(135)	13%	(63)	7%	(31)	1%	(4)	—	(0)	51%	(241)	474
4-Region: South	27%	(220)	15%	(122)	6%	(52)	2%	(16)	2%	(13)	48%	(392)	815
4-Region: West	32%	(163)	13%	(69)	5%	(28)	2%	(9)	1%	(8)	46%	(234)	511
White Republicans	26%	(147)	12%	(69)	6%	(36)	1%	(7)	1%	(4)	53%	(302)	565
White Democrats	30%	(153)	16%	(80)	5%	(27)	2%	(11)	1%	(5)	45%	(227)	504

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

**Table BRD7: How much extra would you be willing to pay each month for access to HiFi music, like lossless?**

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Don't Know	Total N
							/ No Opinion	
Adults	20% (191)	18% (172)	11% (112)	4% (40)	3% (27)	24% (231)	21% (206)	978
Gender: Male	18% (87)	17% (84)	14% (67)	4% (21)	5% (24)	25% (124)	18% (87)	495
Gender: Female	21% (103)	18% (88)	9% (44)	4% (19)	1% (3)	22% (106)	25% (119)	484
Age: 18-29	18% (43)	21% (51)	21% (50)	5% (13)	4% (9)	11% (27)	20% (50)	243
Age: 30-44	19% (64)	18% (59)	10% (34)	6% (18)	4% (14)	23% (74)	20% (65)	328
Age: 45-54	26% (43)	13% (22)	10% (16)	1% (2)	1% (1)	26% (43)	23% (37)	165
Age: 55-64	16% (24)	18% (28)	4% (6)	3% (5)	2% (3)	33% (49)	23% (34)	149
Age: 65+	19% (17)	13% (12)	6% (6)	2% (1)	— (0)	40% (37)	21% (20)	93
PID: Dem (no lean)	23% (79)	20% (70)	14% (49)	3% (11)	2% (8)	19% (65)	19% (67)	348
PID: Ind (no lean)	18% (68)	15% (59)	8% (32)	3% (11)	3% (11)	28% (105)	25% (95)	381
PID: Rep (no lean)	18% (44)	17% (43)	12% (31)	7% (18)	3% (8)	24% (61)	18% (45)	250
PID/Gender: Dem Men	23% (38)	16% (26)	18% (29)	3% (5)	4% (6)	21% (34)	15% (24)	162
PID/Gender: Dem Women	22% (41)	24% (44)	11% (20)	3% (6)	1% (1)	17% (31)	23% (43)	186
PID/Gender: Ind Men	14% (28)	16% (31)	7% (13)	3% (7)	5% (10)	32% (63)	24% (47)	198
PID/Gender: Ind Women	22% (40)	15% (28)	10% (19)	2% (4)	1% (1)	23% (42)	26% (48)	182
PID/Gender: Rep Men	16% (22)	20% (27)	19% (26)	6% (9)	6% (8)	21% (28)	12% (16)	134
PID/Gender: Rep Women	20% (23)	14% (16)	5% (6)	8% (9)	1% (1)	28% (33)	25% (29)	115
Ideo: Liberal (1-3)	21% (75)	22% (79)	15% (54)	5% (17)	4% (15)	17% (62)	17% (62)	364
Ideo: Moderate (4)	16% (35)	19% (44)	13% (28)	4% (8)	2% (4)	27% (61)	20% (44)	225
Ideo: Conservative (5-7)	24% (61)	14% (36)	9% (22)	4% (11)	2% (6)	25% (62)	21% (53)	251
Educ: < College	19% (136)	17% (117)	13% (89)	3% (23)	2% (17)	24% (170)	22% (154)	706
Educ: Bachelors degree	21% (37)	21% (36)	9% (16)	6% (10)	3% (5)	23% (41)	18% (32)	177
Educ: Post-grad	19% (18)	19% (18)	7% (7)	8% (7)	5% (5)	21% (19)	22% (20)	95
Income: Under 50k	21% (110)	15% (81)	12% (62)	3% (15)	3% (16)	24% (126)	22% (113)	524
Income: 50k-100k	19% (64)	22% (72)	13% (43)	5% (15)	1% (5)	22% (72)	18% (59)	328
Income: 100k+	14% (17)	15% (19)	5% (6)	8% (10)	5% (6)	26% (33)	28% (35)	126
Ethnicity: White	20% (139)	18% (131)	9% (63)	4% (28)	2% (14)	24% (171)	23% (161)	706
Ethnicity: Hispanic	21% (40)	23% (45)	17% (32)	6% (11)	5% (9)	9% (18)	20% (38)	192
Ethnicity: Afr. Am.	19% (34)	14% (24)	18% (31)	4% (8)	5% (9)	22% (38)	18% (31)	174

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**Table BRD7:** How much extra would you be willing to pay each month for access to HiFi music, like lossless?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Don't Know	Total N
							/ No Opinion	
Adults	20% (191)	18% (172)	11% (112)	4% (40)	3% (27)	24% (231)	21% (206)	978
Ethnicity: Other	18% (18)	17% (17)	18% (17)	5% (5)	5% (5)	22% (22)	15% (14)	98
Relig: Protestant	26% (49)	15% (29)	8% (15)	3% (5)	3% (6)	29% (55)	16% (31)	191
Relig: Roman Catholic	20% (38)	21% (38)	10% (19)	6% (10)	4% (7)	20% (36)	19% (35)	184
Relig: Ath./Agn./None	19% (61)	14% (45)	12% (39)	4% (12)	2% (6)	23% (75)	27% (87)	325
Relig: Something Else	15% (26)	24% (41)	14% (24)	1% (1)	3% (6)	25% (41)	17% (29)	168
Relig: Evangelical	20% (51)	14% (35)	11% (27)	8% (21)	6% (14)	24% (62)	17% (43)	253
Relig: Non-Evang. Catholics	22% (52)	22% (51)	9% (22)	2% (5)	1% (1)	23% (52)	21% (48)	231
Relig: All Christian	21% (103)	18% (85)	10% (49)	5% (26)	3% (16)	24% (114)	19% (91)	484
Relig: All Non-Christian	18% (87)	18% (87)	13% (63)	3% (13)	2% (11)	24% (116)	23% (116)	493
Community: Urban	22% (65)	18% (51)	13% (39)	6% (18)	4% (11)	20% (57)	18% (52)	293
Community: Suburban	18% (75)	19% (78)	8% (34)	2% (10)	2% (9)	27% (113)	23% (96)	414
Community: Rural	19% (51)	16% (42)	14% (39)	4% (12)	3% (8)	22% (60)	21% (58)	271
Employ: Private Sector	24% (80)	22% (73)	11% (36)	5% (17)	4% (12)	17% (56)	18% (61)	335
Employ: Government	21% (14)	22% (15)	17% (11)	4% (3)	4% (3)	17% (11)	14% (9)	66
Employ: Self-Employed	16% (17)	19% (19)	16% (16)	7% (8)	1% (1)	27% (28)	14% (14)	104
Employ: Homemaker	11% (11)	18% (18)	13% (12)	2% (2)	4% (3)	31% (30)	21% (20)	98
Employ: Student	23% (12)	19% (10)	9% (5)	— (0)	1% (1)	18% (10)	30% (16)	55
Employ: Retired	17% (22)	11% (15)	6% (8)	3% (4)	— (0)	38% (51)	25% (34)	135
Employ: Unemployed	21% (20)	14% (14)	15% (15)	3% (3)	3% (3)	21% (21)	24% (24)	100
Employ: Other	16% (14)	8% (7)	9% (8)	4% (3)	5% (4)	27% (23)	31% (27)	87
Military HH: Yes	14% (21)	18% (27)	16% (23)	3% (5)	1% (2)	25% (37)	23% (34)	150
Military HH: No	20% (169)	18% (145)	11% (88)	4% (35)	3% (25)	23% (193)	21% (172)	828
RD/WT: Right Direction	16% (63)	20% (80)	14% (57)	5% (21)	4% (15)	25% (100)	17% (69)	406
RD/WT: Wrong Track	22% (128)	16% (91)	10% (55)	3% (18)	2% (12)	23% (131)	24% (137)	572
Strongly Approve	22% (44)	16% (32)	17% (34)	6% (12)	6% (12)	23% (46)	12% (24)	203
Somewhat Approve	14% (28)	24% (47)	12% (24)	6% (11)	2% (4)	23% (45)	19% (37)	195
Somewhat Disapprove	23% (30)	23% (30)	8% (10)	4% (6)	3% (4)	24% (30)	15% (19)	128
Strongly Disapprove	21% (81)	14% (53)	11% (41)	2% (9)	1% (5)	24% (92)	26% (100)	382
Dont Know / No Opinion	12% (8)	14% (10)	4% (3)	3% (2)	4% (3)	25% (17)	37% (26)	70

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**Table BRD7:** How much extra would you be willing to pay each month for access to HiFi music, like lossless?

Demographic	\$4 or less per month	\$5 per month	\$10 per month	\$15 per month	\$20 or more per month	None	Don't Know	Total N
							/ No Opinion	
Adults	20% (191)	18% (172)	11% (112)	4% (40)	3% (27)	24% (231)	21% (206)	978
#1 Issue: Economy	17% (44)	18% (48)	13% (34)	3% (8)	4% (11)	26% (67)	19% (50)	261
#1 Issue: Security	22% (39)	12% (21)	11% (20)	5% (9)	5% (9)	26% (44)	18% (32)	173
#1 Issue: Health Care	18% (37)	22% (44)	15% (31)	4% (9)	1% (2)	18% (38)	21% (43)	205
#1 Issue: Medicare / Social Security	21% (21)	14% (14)	6% (6)	6% (6)	— (0)	27% (28)	26% (27)	101
#1 Issue: Women's Issues	16% (10)	35% (22)	11% (7)	5% (3)	1% (1)	13% (8)	19% (12)	62
#1 Issue: Education	20% (19)	17% (16)	8% (8)	4% (4)	4% (4)	21% (20)	26% (25)	95
2016 Vote: Democrat Hillary Clinton	23% (70)	14% (43)	12% (37)	3% (10)	3% (8)	23% (69)	22% (67)	304
2016 Vote: Republican Donald Trump	16% (48)	18% (54)	11% (32)	7% (20)	4% (11)	27% (82)	18% (55)	302
2016 Vote: Someone else	21% (16)	21% (16)	8% (6)	2% (1)	4% (3)	26% (20)	18% (13)	74
2012 Vote: Barack Obama	19% (77)	19% (77)	10% (41)	4% (16)	4% (17)	22% (87)	22% (87)	403
2012 Vote: Mitt Romney	20% (40)	15% (32)	11% (22)	4% (8)	2% (3)	28% (57)	21% (43)	206
2012 Vote: Didn't Vote	20% (67)	16% (54)	14% (46)	4% (14)	2% (7)	23% (78)	22% (73)	340
4-Region: Northeast	25% (41)	18% (29)	10% (17)	2% (3)	2% (3)	24% (40)	18% (30)	164
4-Region: Midwest	18% (34)	19% (35)	16% (30)	3% (6)	1% (2)	27% (51)	15% (29)	187
4-Region: South	21% (79)	13% (51)	13% (48)	4% (16)	4% (16)	21% (81)	23% (86)	378
4-Region: West	14% (36)	23% (56)	7% (17)	6% (15)	2% (5)	24% (59)	25% (61)	249
White Republicans	19% (41)	16% (34)	10% (21)	5% (11)	3% (7)	28% (60)	20% (42)	216
White Democrats	22% (44)	25% (51)	11% (23)	4% (8)	2% (5)	16% (32)	19% (39)	202

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

**Table BRD8:** Do you currently stream music to a virtual assistant or smart home device?

Demographic	Yes	No	Total N
Adults	26% (563)	74% (1638)	2201
Gender: Male	28% (293)	72% (767)	1060
Gender: Female	24% (270)	76% (871)	1141
Age: 18-29	41% (185)	59% (263)	448
Age: 30-44	33% (194)	67% (393)	588
Age: 45-54	22% (80)	78% (282)	363
Age: 55-64	15% (61)	85% (345)	405
Age: 65+	11% (43)	89% (355)	398
PID: Dem (no lean)	29% (213)	71% (531)	744
PID: Ind (no lean)	25% (208)	75% (633)	841
PID: Rep (no lean)	23% (141)	77% (474)	615
PID/Gender: Dem Men	33% (98)	67% (202)	301
PID/Gender: Dem Women	26% (115)	74% (329)	444
PID/Gender: Ind Men	24% (107)	76% (338)	445
PID/Gender: Ind Women	26% (101)	74% (295)	396
PID/Gender: Rep Men	28% (87)	72% (227)	313
PID/Gender: Rep Women	18% (55)	82% (247)	302
Ideo: Liberal (1-3)	34% (255)	66% (496)	751
Ideo: Moderate (4)	21% (109)	79% (403)	512
Ideo: Conservative (5-7)	18% (116)	82% (514)	630
Educ: < College	25% (393)	75% (1173)	1567
Educ: Bachelors degree	26% (106)	74% (309)	416
Educ: Post-grad	29% (63)	71% (156)	219
Income: Under 50k	22% (276)	78% (952)	1229
Income: 50k-100k	28% (198)	72% (500)	698
Income: 100k+	32% (88)	68% (186)	274
Ethnicity: White	22% (384)	78% (1367)	1750
Ethnicity: Hispanic	44% (144)	56% (185)	329
Ethnicity: Afr. Am.	39% (105)	61% (164)	269
Ethnicity: Other	41% (74)	59% (108)	182

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**Table BRD8:** Do you currently stream music to a virtual assistant or smart home device?

Demographic	Yes	No	Total N
Adults	26% (563)	74% (1638)	2201
Relig: Protestant	19% (102)	81% (445)	547
Relig: Roman Catholic	24% (102)	76% (318)	420
Relig: Ath./Agn./None	25% (161)	75% (495)	656
Relig: Something Else	35% (113)	65% (211)	323
Relig: Jewish	34% (23)	66% (44)	67
Relig: Evangelical	27% (160)	73% (423)	583
Relig: Non-Evang. Catholics	20% (125)	80% (502)	627
Relig: All Christian	24% (285)	76% (925)	1210
Relig: All Non-Christian	28% (274)	72% (706)	979
Community: Urban	29% (164)	71% (395)	559
Community: Suburban	24% (240)	76% (742)	982
Community: Rural	24% (159)	76% (501)	660
Employ: Private Sector	28% (198)	72% (510)	708
Employ: Government	38% (47)	62% (77)	124
Employ: Self-Employed	37% (73)	63% (123)	196
Employ: Homemaker	32% (61)	68% (133)	194
Employ: Student	32% (33)	68% (70)	103
Employ: Retired	11% (54)	89% (426)	480
Employ: Unemployed	24% (47)	76% (152)	199
Employ: Other	25% (49)	75% (147)	196
Military HH: Yes	26% (98)	74% (283)	381
Military HH: No	26% (465)	74% (1355)	1820
RD/WT: Right Direction	26% (226)	74% (631)	857
RD/WT: Wrong Track	25% (337)	75% (1007)	1344
Strongly Approve	31% (130)	69% (295)	424
Somewhat Approve	23% (104)	77% (356)	460
Somewhat Disapprove	27% (80)	73% (213)	292
Strongly Disapprove	26% (217)	74% (627)	843
Dont Know / No Opinion	18% (32)	82% (148)	180

Continued on next page

**Table BRD8:** Do you currently stream music to a virtual assistant or smart home device?

Demographic	Yes	No	Total N
Adults	26% (563)	74% (1638)	2201
#1 Issue: Economy	24% (131)	76% (412)	544
#1 Issue: Security	20% (83)	80% (336)	419
#1 Issue: Health Care	31% (130)	69% (294)	424
#1 Issue: Medicare / Social Security	18% (59)	82% (269)	329
#1 Issue: Women's Issues	39% (46)	61% (73)	118
#1 Issue: Education	35% (60)	65% (110)	170
#1 Issue: Energy	35% (28)	65% (51)	79
#1 Issue: Other	21% (25)	79% (93)	118
2016 Vote: Democrat Hillary Clinton	28% (190)	72% (484)	674
2016 Vote: Republican Donald Trump	23% (160)	77% (532)	692
2016 Vote: Someone else	21% (42)	79% (155)	196
2012 Vote: Barack Obama	26% (228)	74% (649)	876
2012 Vote: Mitt Romney	19% (103)	81% (430)	534
2012 Vote: Other	14% (11)	86% (65)	76
2012 Vote: Didn't Vote	31% (221)	69% (494)	715
4-Region: Northeast	25% (101)	75% (301)	402
4-Region: Midwest	22% (102)	78% (371)	474
4-Region: South	26% (215)	74% (600)	815
4-Region: West	28% (145)	72% (366)	511
White Republicans	20% (114)	80% (451)	565
White Democrats	24% (121)	76% (383)	504

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

**Table BRD9\_1:** And do you stream music through any of the following virtual assistants or smart home devices?

Apple HomePod

Demographic	Yes	No	Total N
Adults	19% (108)	81% (455)	563
Gender: Male	26% (75)	74% (217)	293
Gender: Female	12% (33)	88% (237)	270
Age: 18-29	28% (52)	72% (133)	185
Age: 30-44	20% (38)	80% (156)	194
Age: 45-54	8% (6)	92% (74)	80
Age: 55-64	10% (6)	90% (54)	61
PID: Dem (no lean)	19% (41)	81% (172)	213
PID: Ind (no lean)	14% (30)	86% (179)	208
PID: Rep (no lean)	26% (37)	74% (104)	141
PID/Gender: Dem Men	25% (25)	75% (73)	98
PID/Gender: Dem Women	14% (16)	86% (98)	115
PID/Gender: Ind Men	19% (20)	81% (87)	107
PID/Gender: Ind Women	9% (9)	91% (92)	101
PID/Gender: Rep Men	34% (30)	66% (57)	87
PID/Gender: Rep Women	13% (7)	87% (47)	55
Ideo: Liberal (1-3)	25% (63)	75% (192)	255
Ideo: Moderate (4)	18% (19)	82% (90)	109
Ideo: Conservative (5-7)	16% (19)	84% (97)	116
Educ: < College	18% (69)	82% (325)	393
Educ: Bachelors degree	18% (19)	82% (88)	106
Educ: Post-grad	33% (20)	67% (43)	63
Income: Under 50k	18% (50)	82% (227)	276
Income: 50k-100k	22% (44)	78% (154)	198
Income: 100k+	16% (14)	84% (74)	88
Ethnicity: White	17% (67)	83% (317)	384
Ethnicity: Hispanic	30% (43)	70% (101)	144
Ethnicity: Afr. Am.	27% (28)	73% (76)	105
Ethnicity: Other	17% (13)	83% (62)	74

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**Table BRD9\_1:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
*Apple HomePod*

Demographic	Yes	No	Total N
Adults	19% (108)	81% (455)	563
Relig: Protestant	21% (21)	79% (81)	102
Relig: Roman Catholic	25% (26)	75% (76)	102
Relig: Ath./Agn./None	11% (19)	89% (143)	161
Relig: Something Else	27% (30)	73% (83)	113
Relig: Evangelical	19% (30)	81% (130)	160
Relig: Non-Evang. Catholics	24% (30)	76% (95)	125
Relig: All Christian	21% (60)	79% (225)	285
Relig: All Non-Christian	18% (48)	82% (225)	274
Community: Urban	23% (37)	77% (127)	164
Community: Suburban	15% (35)	85% (205)	240
Community: Rural	23% (36)	77% (123)	159
Employ: Private Sector	23% (45)	77% (153)	198
Employ: Self-Employed	27% (19)	73% (53)	73
Employ: Homemaker	30% (18)	70% (43)	61
Employ: Retired	4% (2)	96% (52)	54
Military HH: Yes	21% (20)	79% (77)	98
Military HH: No	19% (88)	81% (377)	465
RD/WT: Right Direction	29% (66)	71% (160)	226
RD/WT: Wrong Track	13% (42)	87% (295)	337
Strongly Approve	33% (43)	67% (87)	130
Somewhat Approve	21% (22)	79% (82)	104
Somewhat Disapprove	12% (10)	88% (70)	80
Strongly Disapprove	16% (34)	84% (183)	217
#1 Issue: Economy	16% (21)	84% (110)	131
#1 Issue: Security	10% (9)	90% (74)	83
#1 Issue: Health Care	29% (38)	71% (93)	130
#1 Issue: Medicare / Social Security	15% (9)	85% (50)	59
#1 Issue: Education	13% (8)	87% (52)	60
2016 Vote: Democrat Hillary Clinton	16% (31)	84% (159)	190
2016 Vote: Republican Donald Trump	24% (38)	76% (122)	160

Continued on next page

**Table BRD9\_1:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
*Apple HomePod*

Demographic	Yes		No		Total N
Adults	19%	(108)	81%	(455)	563
2012 Vote: Barack Obama	22%	(50)	78%	(178)	228
2012 Vote: Mitt Romney	19%	(20)	81%	(84)	103
2012 Vote: Didn't Vote	16%	(36)	84%	(185)	221
4-Region: Northeast	20%	(20)	80%	(81)	101
4-Region: Midwest	15%	(15)	85%	(87)	102
4-Region: South	21%	(45)	79%	(170)	215
4-Region: West	19%	(28)	81%	(116)	145
White Republicans	24%	(27)	76%	(87)	114
White Democrats	23%	(27)	77%	(94)	121

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

**Table BRD9\_4:** *And do you stream music through any of the following virtual assistants or smart home devices?*

*Amazon Echo*

Demographic	Yes	No	Total N
Adults	40% (225)	60% (338)	563
Gender: Male	44% (128)	56% (164)	293
Gender: Female	36% (97)	64% (174)	270
Age: 18-29	47% (87)	53% (98)	185
Age: 30-44	39% (76)	61% (118)	194
Age: 45-54	37% (30)	63% (50)	80
Age: 55-64	30% (18)	70% (42)	61
PID: Dem (no lean)	41% (88)	59% (125)	213
PID: Ind (no lean)	35% (72)	65% (136)	208
PID: Rep (no lean)	46% (65)	54% (77)	141
PID/Gender: Dem Men	42% (41)	58% (57)	98
PID/Gender: Dem Women	41% (47)	59% (68)	115
PID/Gender: Ind Men	36% (39)	64% (68)	107
PID/Gender: Ind Women	33% (33)	67% (68)	101
PID/Gender: Rep Men	55% (48)	45% (39)	87
PID/Gender: Rep Women	30% (16)	70% (38)	55
Ideo: Liberal (1-3)	50% (128)	50% (127)	255
Ideo: Moderate (4)	39% (43)	61% (66)	109
Ideo: Conservative (5-7)	35% (40)	65% (75)	116
Educ: < College	36% (142)	64% (252)	393
Educ: Bachelors degree	51% (55)	49% (52)	106
Educ: Post-grad	45% (29)	55% (34)	63
Income: Under 50k	34% (93)	66% (183)	276
Income: 50k-100k	42% (83)	58% (115)	198
Income: 100k+	55% (48)	45% (40)	88
Ethnicity: White	37% (142)	63% (242)	384
Ethnicity: Hispanic	50% (72)	50% (72)	144
Ethnicity: Afr. Am.	55% (57)	45% (47)	105
Ethnicity: Other	34% (25)	66% (49)	74

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**Table BRD9\_4:** And do you stream music through any of the following virtual assistants or smart home devices?

Amazon Echo

Demographic	Yes	No	Total N
Adults	40% (225)	60% (338)	563
Relig: Protestant	38% (39)	62% (63)	102
Relig: Roman Catholic	40% (41)	60% (61)	102
Relig: Ath./Agn./None	37% (60)	63% (101)	161
Relig: Something Else	47% (53)	53% (60)	113
Relig: Evangelical	38% (61)	62% (99)	160
Relig: Non-Evang. Catholics	38% (47)	62% (77)	125
Relig: All Christian	38% (108)	62% (176)	285
Relig: All Non-Christian	41% (113)	59% (161)	274
Community: Urban	42% (69)	58% (95)	164
Community: Suburban	43% (103)	57% (137)	240
Community: Rural	33% (53)	67% (106)	159
Employ: Private Sector	37% (73)	63% (125)	198
Employ: Self-Employed	55% (40)	45% (33)	73
Employ: Homemaker	56% (34)	44% (27)	61
Employ: Retired	31% (17)	69% (38)	54
Military HH: Yes	54% (53)	46% (45)	98
Military HH: No	37% (172)	63% (293)	465
RD/WT: Right Direction	48% (108)	52% (118)	226
RD/WT: Wrong Track	35% (117)	65% (220)	337
Strongly Approve	45% (58)	55% (71)	130
Somewhat Approve	42% (44)	58% (60)	104
Somewhat Disapprove	44% (35)	56% (45)	80
Strongly Disapprove	39% (84)	61% (133)	217
#1 Issue: Economy	35% (47)	65% (85)	131
#1 Issue: Security	43% (36)	57% (48)	83
#1 Issue: Health Care	56% (73)	44% (57)	130
#1 Issue: Medicare / Social Security	26% (15)	74% (44)	59
#1 Issue: Education	23% (14)	77% (46)	60
2016 Vote: Democrat Hillary Clinton	40% (76)	60% (114)	190
2016 Vote: Republican Donald Trump	44% (70)	56% (90)	160

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**Table BRD9\_4:** And do you stream music through any of the following virtual assistants or smart home devices?

*Amazon Echo*

Demographic	Yes		No		Total N
Adults	40%	(225)	60%	(338)	563
2012 Vote: Barack Obama	48%	(109)	52%	(119)	228
2012 Vote: Mitt Romney	34%	(35)	66%	(68)	103
2012 Vote: Didn't Vote	34%	(75)	66%	(146)	221
4-Region: Northeast	52%	(53)	48%	(48)	101
4-Region: Midwest	37%	(38)	63%	(65)	102
4-Region: South	39%	(83)	61%	(132)	215
4-Region: West	35%	(51)	65%	(94)	145
White Republicans	42%	(48)	58%	(66)	114
White Democrats	42%	(51)	58%	(70)	121

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

**Table BRD9\_5:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
Google Home

Demographic	Yes	No	Total N
Adults	40% (225)	60% (338)	563
Gender: Male	45% (132)	55% (160)	293
Gender: Female	34% (93)	66% (177)	270
Age: 18-29	44% (81)	56% (104)	185
Age: 30-44	41% (79)	59% (115)	194
Age: 45-54	38% (31)	62% (50)	80
Age: 55-64	34% (20)	66% (40)	61
PID: Dem (no lean)	36% (77)	64% (136)	213
PID: Ind (no lean)	40% (84)	60% (125)	208
PID: Rep (no lean)	46% (65)	54% (77)	141
PID/Gender: Dem Men	42% (41)	58% (57)	98
PID/Gender: Dem Women	31% (36)	69% (79)	115
PID/Gender: Ind Men	42% (46)	58% (62)	107
PID/Gender: Ind Women	38% (38)	62% (63)	101
PID/Gender: Rep Men	52% (45)	48% (41)	87
PID/Gender: Rep Women	36% (19)	64% (35)	55
Ideo: Liberal (1-3)	42% (107)	58% (148)	255
Ideo: Moderate (4)	43% (47)	57% (63)	109
Ideo: Conservative (5-7)	37% (43)	63% (73)	116
Educ: < College	39% (152)	61% (242)	393
Educ: Bachelors degree	44% (47)	56% (60)	106
Educ: Post-grad	43% (27)	57% (36)	63
Income: Under 50k	42% (116)	58% (161)	276
Income: 50k-100k	40% (80)	60% (119)	198
Income: 100k+	34% (30)	66% (58)	88
Ethnicity: White	37% (143)	63% (240)	384
Ethnicity: Hispanic	55% (79)	45% (65)	144
Ethnicity: Afr. Am.	39% (41)	61% (64)	105
Ethnicity: Other	56% (41)	44% (33)	74

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**Table BRD9\_5:** And do you stream music through any of the following virtual assistants or smart home devices?  
 Google Home

Demographic	Yes	No	Total N
Adults	40% (225)	60% (338)	563
Relig: Protestant	47% (48)	53% (54)	102
Relig: Roman Catholic	42% (42)	58% (59)	102
Relig: Ath./Agn./None	33% (54)	67% (107)	161
Relig: Something Else	46% (52)	54% (61)	113
Relig: Evangelical	42% (67)	58% (93)	160
Relig: Non-Evang. Catholics	42% (52)	58% (72)	125
Relig: All Christian	42% (119)	58% (166)	285
Relig: All Non-Christian	39% (106)	61% (168)	274
Community: Urban	47% (77)	53% (87)	164
Community: Suburban	34% (82)	66% (158)	240
Community: Rural	42% (66)	58% (93)	159
Employ: Private Sector	42% (84)	58% (114)	198
Employ: Self-Employed	43% (31)	57% (42)	73
Employ: Homemaker	46% (28)	54% (33)	61
Employ: Retired	24% (13)	76% (42)	54
Military HH: Yes	42% (41)	58% (56)	98
Military HH: No	40% (184)	60% (281)	465
RD/WT: Right Direction	51% (116)	49% (110)	226
RD/WT: Wrong Track	32% (109)	68% (228)	337
Strongly Approve	49% (64)	51% (66)	130
Somewhat Approve	51% (53)	49% (51)	104
Somewhat Disapprove	27% (21)	73% (59)	80
Strongly Disapprove	35% (75)	65% (142)	217
#1 Issue: Economy	47% (62)	53% (69)	131
#1 Issue: Security	35% (29)	65% (54)	83
#1 Issue: Health Care	43% (57)	57% (74)	130
#1 Issue: Medicare / Social Security	32% (19)	68% (40)	59
#1 Issue: Education	23% (14)	77% (46)	60
2016 Vote: Democrat Hillary Clinton	40% (76)	60% (115)	190
2016 Vote: Republican Donald Trump	41% (66)	59% (94)	160

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**Table BRD9\_5:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
*Google Home*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Total N</b>
Adults	40%	(225)	60%	(338)	563
2012 Vote: Barack Obama	41%	(93)	59%	(134)	228
2012 Vote: Mitt Romney	40%	(41)	60%	(62)	103
2012 Vote: Didn't Vote	38%	(84)	62%	(137)	221
4-Region: Northeast	35%	(35)	65%	(66)	101
4-Region: Midwest	43%	(44)	57%	(58)	102
4-Region: South	40%	(86)	60%	(129)	215
4-Region: West	42%	(60)	58%	(85)	145
White Republicans	46%	(53)	54%	(62)	114
White Democrats	36%	(44)	64%	(77)	121

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



**Table BRD9\_6:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
*Echo Dot*

Demographic	Yes	No	Total N
Adults	29% (163)	71% (399)	563
Gender: Male	35% (102)	65% (190)	293
Gender: Female	23% (61)	77% (209)	270
Age: 18-29	33% (62)	67% (123)	185
Age: 30-44	29% (57)	71% (138)	194
Age: 45-54	19% (15)	81% (65)	80
Age: 55-64	35% (21)	65% (39)	61
PID: Dem (no lean)	28% (59)	72% (154)	213
PID: Ind (no lean)	26% (55)	74% (153)	208
PID: Rep (no lean)	35% (50)	65% (92)	141
PID/Gender: Dem Men	29% (29)	71% (70)	98
PID/Gender: Dem Women	26% (30)	74% (84)	115
PID/Gender: Ind Men	36% (38)	64% (69)	107
PID/Gender: Ind Women	17% (17)	83% (84)	101
PID/Gender: Rep Men	41% (36)	59% (51)	87
PID/Gender: Rep Women	26% (14)	74% (41)	55
Ideo: Liberal (1-3)	35% (90)	65% (165)	255
Ideo: Moderate (4)	28% (30)	72% (79)	109
Ideo: Conservative (5-7)	27% (32)	73% (84)	116
Educ: < College	27% (106)	73% (287)	393
Educ: Bachelors degree	27% (29)	73% (78)	106
Educ: Post-grad	45% (29)	55% (34)	63
Income: Under 50k	25% (70)	75% (206)	276
Income: 50k-100k	33% (66)	67% (133)	198
Income: 100k+	32% (28)	68% (60)	88
Ethnicity: White	28% (106)	72% (278)	384
Ethnicity: Hispanic	30% (44)	70% (100)	144
Ethnicity: Afr. Am.	38% (40)	62% (65)	105
Ethnicity: Other	24% (18)	76% (56)	74

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**Table BRD9\_6:** And do you stream music through any of the following virtual assistants or smart home devices?

Echo Dot

Demographic	Yes	No	Total N
Adults	29% (163)	71% (399)	563
Relig: Protestant	29% (29)	71% (73)	102
Relig: Roman Catholic	33% (33)	67% (69)	102
Relig: Ath./Agn./None	27% (43)	73% (118)	161
Relig: Something Else	36% (41)	64% (72)	113
Relig: Evangelical	21% (34)	79% (126)	160
Relig: Non-Evang. Catholics	33% (42)	67% (83)	125
Relig: All Christian	27% (76)	73% (209)	285
Relig: All Non-Christian	31% (84)	69% (190)	274
Community: Urban	32% (53)	68% (111)	164
Community: Suburban	28% (68)	72% (171)	240
Community: Rural	27% (42)	73% (117)	159
Employ: Private Sector	30% (59)	70% (139)	198
Employ: Self-Employed	35% (25)	65% (47)	73
Employ: Homemaker	38% (24)	62% (38)	61
Employ: Retired	23% (12)	77% (42)	54
Military HH: Yes	35% (34)	65% (63)	98
Military HH: No	28% (129)	72% (336)	465
RD/WT: Right Direction	38% (87)	62% (139)	226
RD/WT: Wrong Track	23% (76)	77% (260)	337
Strongly Approve	41% (53)	59% (76)	130
Somewhat Approve	30% (31)	70% (73)	104
Somewhat Disapprove	21% (16)	79% (64)	80
Strongly Disapprove	27% (59)	73% (158)	217
#1 Issue: Economy	29% (39)	71% (93)	131
#1 Issue: Security	28% (23)	72% (60)	83
#1 Issue: Health Care	37% (48)	63% (83)	130
#1 Issue: Medicare / Social Security	18% (11)	82% (49)	59
#1 Issue: Education	33% (20)	67% (40)	60
2016 Vote: Democrat Hillary Clinton	34% (64)	66% (126)	190
2016 Vote: Republican Donald Trump	34% (54)	66% (106)	160

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**Table BRD9\_6:** *And do you stream music through any of the following virtual assistants or smart home devices?*  
 Echo Dot

Demographic	Yes		No		Total N
Adults	29%	(163)	71%	(399)	563
2012 Vote: Barack Obama	31%	(71)	69%	(157)	228
2012 Vote: Mitt Romney	33%	(34)	67%	(69)	103
2012 Vote: Didn't Vote	25%	(54)	75%	(167)	221
4-Region: Northeast	30%	(30)	70%	(71)	101
4-Region: Midwest	31%	(32)	69%	(70)	102
4-Region: South	28%	(60)	72%	(155)	215
4-Region: West	29%	(41)	71%	(103)	145
White Republicans	30%	(34)	70%	(80)	114
White Democrats	32%	(39)	68%	(82)	121

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

**Table BRD10:** Do you have a personal or family subscription plan for music streaming services?

Demographic	Personal		Family		Both		Total N
Adults	71%	(693)	19%	(185)	10%	(93)	971
Gender: Male	67%	(307)	23%	(104)	10%	(47)	457
Gender: Female	75%	(386)	16%	(82)	9%	(46)	514
Age: 18-29	70%	(226)	19%	(61)	12%	(38)	324
Age: 30-44	67%	(222)	22%	(71)	11%	(36)	329
Age: 45-54	72%	(95)	19%	(25)	9%	(12)	133
Age: 55-64	81%	(91)	15%	(17)	4%	(5)	112
Age: 65+	82%	(60)	15%	(11)	3%	(2)	73
PID: Dem (no lean)	69%	(267)	20%	(78)	11%	(42)	387
PID: Ind (no lean)	74%	(277)	15%	(55)	11%	(40)	373
PID: Rep (no lean)	71%	(150)	24%	(52)	5%	(11)	212
PID/Gender: Dem Men	64%	(103)	25%	(39)	11%	(18)	160
PID/Gender: Dem Women	72%	(164)	17%	(39)	11%	(24)	227
PID/Gender: Ind Men	72%	(132)	16%	(29)	13%	(23)	183
PID/Gender: Ind Women	77%	(145)	14%	(27)	9%	(17)	189
PID/Gender: Rep Men	64%	(73)	31%	(36)	5%	(6)	114
PID/Gender: Rep Women	79%	(77)	16%	(16)	5%	(5)	98
Ideo: Liberal (1-3)	64%	(260)	25%	(104)	11%	(45)	409
Ideo: Moderate (4)	80%	(162)	12%	(25)	8%	(16)	202
Ideo: Conservative (5-7)	72%	(157)	21%	(45)	7%	(15)	217
Educ: < College	71%	(497)	19%	(131)	10%	(69)	697
Educ: Bachelors degree	70%	(122)	21%	(36)	9%	(15)	174
Educ: Post-grad	73%	(74)	18%	(18)	9%	(9)	101
Income: Under 50k	76%	(407)	14%	(77)	10%	(53)	537
Income: 50k-100k	68%	(207)	24%	(72)	8%	(25)	305
Income: 100k+	61%	(79)	28%	(36)	11%	(14)	129
Ethnicity: White	68%	(467)	23%	(156)	9%	(59)	683
Ethnicity: Hispanic	64%	(146)	21%	(48)	15%	(33)	226
Ethnicity: Afr. Am.	79%	(143)	12%	(21)	9%	(16)	180
Ethnicity: Other	76%	(83)	8%	(8)	16%	(17)	108

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**Table BRD10:** Do you have a personal or family subscription plan for music streaming services?

Demographic	Personal		Family		Both		Total N
Adults	71%	(693)	19%	(185)	10%	(93)	971
Relig: Protestant	75%	(122)	16%	(27)	9%	(14)	163
Relig: Roman Catholic	69%	(131)	17%	(33)	14%	(26)	190
Relig: Ath./Agn./None	70%	(231)	21%	(68)	10%	(33)	332
Relig: Something Else	68%	(103)	21%	(32)	11%	(17)	152
Relig: Evangelical	75%	(182)	19%	(45)	7%	(17)	245
Relig: Non-Evang. Catholics	72%	(170)	17%	(40)	11%	(27)	236
Relig: All Christian	73%	(352)	18%	(85)	9%	(44)	481
Relig: All Non-Christian	69%	(335)	21%	(100)	10%	(49)	484
Community: Urban	78%	(226)	16%	(48)	6%	(17)	291
Community: Suburban	66%	(267)	23%	(92)	12%	(48)	407
Community: Rural	73%	(200)	17%	(46)	10%	(28)	273
Employ: Private Sector	69%	(224)	20%	(67)	10%	(34)	325
Employ: Government	69%	(52)	23%	(17)	9%	(7)	76
Employ: Self-Employed	67%	(76)	24%	(27)	9%	(11)	114
Employ: Homemaker	64%	(56)	20%	(18)	15%	(13)	87
Employ: Student	75%	(51)	20%	(14)	5%	(4)	69
Employ: Retired	83%	(78)	12%	(11)	5%	(5)	94
Employ: Unemployed	73%	(82)	17%	(19)	10%	(12)	113
Employ: Other	78%	(73)	13%	(12)	9%	(8)	94
Military HH: Yes	63%	(102)	25%	(41)	11%	(18)	162
Military HH: No	73%	(591)	18%	(144)	9%	(74)	809
RD/WT: Right Direction	68%	(216)	21%	(66)	12%	(37)	319
RD/WT: Wrong Track	73%	(477)	18%	(120)	9%	(56)	653
Strongly Approve	65%	(110)	24%	(41)	11%	(18)	169
Somewhat Approve	65%	(111)	23%	(40)	12%	(20)	171
Somewhat Disapprove	73%	(103)	21%	(29)	7%	(9)	142
Strongly Disapprove	73%	(299)	17%	(69)	10%	(39)	407
Dont Know / No Opinion	85%	(70)	8%	(6)	8%	(6)	82

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**Table BRD10:** Do you have a personal or family subscription plan for music streaming services?

Demographic	Personal		Family		Both		Total N
Adults	71%	(693)	19%	(185)	10%	(93)	971
#1 Issue: Economy	72%	(157)	16%	(36)	12%	(26)	220
#1 Issue: Security	71%	(134)	21%	(40)	8%	(15)	188
#1 Issue: Health Care	69%	(139)	21%	(42)	10%	(20)	201
#1 Issue: Medicare / Social Security	83%	(77)	12%	(11)	5%	(5)	92
#1 Issue: Women's Issues	72%	(59)	20%	(16)	8%	(7)	82
#1 Issue: Education	67%	(68)	21%	(21)	12%	(12)	101
2016 Vote: Democrat Hillary Clinton	72%	(227)	18%	(57)	10%	(32)	315
2016 Vote: Republican Donald Trump	72%	(178)	20%	(50)	7%	(18)	247
2016 Vote: Someone else	68%	(50)	22%	(16)	11%	(8)	74
2012 Vote: Barack Obama	69%	(273)	20%	(78)	11%	(43)	394
2012 Vote: Mitt Romney	75%	(124)	21%	(34)	5%	(8)	166
2012 Vote: Didn't Vote	72%	(281)	18%	(69)	10%	(40)	390
4-Region: Northeast	68%	(120)	23%	(41)	9%	(16)	177
4-Region: Midwest	64%	(109)	21%	(36)	15%	(26)	171
4-Region: South	75%	(278)	16%	(60)	8%	(31)	368
4-Region: West	73%	(187)	19%	(48)	8%	(20)	255
White Republicans	69%	(122)	26%	(47)	5%	(9)	178
White Democrats	63%	(139)	28%	(62)	10%	(21)	221

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

**Table BRD11: Do you share your family plan with friends?**

Demographic	Yes		No		Total N
Adults	29%	(82)	71%	(197)	278
Gender: Male	39%	(59)	61%	(91)	150
Gender: Female	18%	(23)	82%	(105)	128
Age: 18-29	34%	(33)	66%	(65)	98
Age: 30-44	36%	(39)	64%	(69)	107
PID: Dem (no lean)	26%	(31)	74%	(90)	120
PID: Ind (no lean)	25%	(24)	75%	(72)	96
PID: Rep (no lean)	44%	(27)	56%	(35)	62
PID/Gender: Dem Men	38%	(22)	62%	(35)	57
PID/Gender: Dem Women	14%	(9)	86%	(54)	63
PID/Gender: Ind Men	27%	(14)	73%	(38)	52
Ideo: Liberal (1-3)	32%	(47)	68%	(101)	149
Ideo: Conservative (5-7)	28%	(17)	72%	(43)	60
Educ: < College	29%	(59)	71%	(141)	200
Educ: Bachelors degree	25%	(13)	75%	(38)	51
Income: Under 50k	28%	(36)	72%	(94)	130
Income: 50k-100k	35%	(34)	65%	(63)	98
Income: 100k+	22%	(11)	78%	(39)	50
Ethnicity: White	31%	(66)	69%	(149)	215
Ethnicity: Hispanic	29%	(23)	71%	(57)	81
Relig: Roman Catholic	23%	(13)	77%	(45)	59
Relig: Ath./Agn./None	30%	(30)	70%	(71)	101
Relig: Evangelical	34%	(21)	66%	(41)	62
Relig: Non-Evang. Catholics	20%	(13)	80%	(53)	66
Relig: All Christian	27%	(35)	73%	(94)	129
Relig: All Non-Christian	31%	(47)	69%	(102)	149
Community: Urban	41%	(26)	59%	(39)	65
Community: Suburban	22%	(31)	78%	(108)	140
Community: Rural	33%	(24)	67%	(50)	74
Employ: Private Sector	24%	(24)	76%	(77)	100

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**Table BRD11: Do you share your family plan with friends?**

Demographic	Yes	No	Total N
Adults	29% (82)	71% (197)	278
Military HH: Yes	31% (18)	69% (41)	60
Military HH: No	29% (63)	71% (155)	219
RD/WT: Right Direction	35% (36)	65% (67)	103
RD/WT: Wrong Track	26% (46)	74% (130)	176
Strongly Approve	51% (30)	49% (29)	59
Somewhat Approve	29% (18)	71% (42)	60
Strongly Disapprove	26% (28)	74% (80)	108
#1 Issue: Economy	27% (17)	73% (46)	62
#1 Issue: Security	30% (16)	70% (38)	55
#1 Issue: Health Care	43% (27)	57% (36)	62
2016 Vote: Democrat Hillary Clinton	23% (20)	77% (68)	88
2016 Vote: Republican Donald Trump	39% (27)	61% (42)	69
2012 Vote: Barack Obama	30% (36)	70% (85)	121
2012 Vote: Didn't Vote	32% (35)	68% (74)	110
4-Region: Northeast	6% (3)	94% (54)	57
4-Region: Midwest	34% (21)	66% (41)	62
4-Region: South	41% (37)	59% (54)	91
4-Region: West	29% (20)	71% (48)	68
White Republicans	42% (23)	58% (33)	56
White Democrats	28% (23)	72% (60)	83

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



**Table BRD12\_1: In your opinion, are people like you represented on each of the following?**  
Television

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1208)	28% (625)	17% (367)	2201
Gender: Male	54% (571)	28% (301)	18% (188)	1060
Gender: Female	56% (637)	28% (325)	16% (179)	1141
Age: 18-29	57% (257)	28% (124)	15% (66)	448
Age: 30-44	60% (353)	25% (148)	15% (87)	588
Age: 45-54	53% (193)	26% (96)	20% (73)	363
Age: 55-64	54% (220)	30% (121)	16% (64)	405
Age: 65+	46% (184)	34% (137)	19% (76)	398
PID: Dem (no lean)	64% (477)	25% (188)	11% (80)	744
PID: Ind (no lean)	50% (418)	29% (248)	21% (175)	841
PID: Rep (no lean)	51% (314)	31% (189)	18% (112)	615
PID/Gender: Dem Men	66% (199)	23% (69)	11% (33)	301
PID/Gender: Dem Women	63% (278)	27% (119)	10% (47)	444
PID/Gender: Ind Men	51% (229)	29% (129)	20% (88)	445
PID/Gender: Ind Women	48% (189)	30% (119)	22% (88)	396
PID/Gender: Rep Men	46% (143)	33% (103)	21% (67)	313
PID/Gender: Rep Women	57% (171)	28% (86)	15% (45)	302
Ideo: Liberal (1-3)	60% (447)	27% (199)	14% (105)	751
Ideo: Moderate (4)	57% (291)	28% (141)	16% (80)	512
Ideo: Conservative (5-7)	52% (326)	35% (221)	13% (82)	630
Educ: < College	54% (839)	27% (416)	20% (311)	1567
Educ: Bachelors degree	59% (246)	32% (132)	9% (38)	416
Educ: Post-grad	56% (123)	35% (77)	8% (18)	219
Income: Under 50k	50% (620)	29% (353)	21% (256)	1229
Income: 50k-100k	60% (420)	28% (192)	12% (86)	698
Income: 100k+	62% (169)	29% (80)	9% (25)	274
Ethnicity: White	54% (941)	29% (510)	17% (299)	1750
Ethnicity: Hispanic	61% (201)	20% (67)	19% (62)	329

Continued on next page

**Table BRD12\_1: In your opinion, are people like you represented on each of the following?**

Television

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1208)	28% (625)	17% (367)	2201
Ethnicity: Afr. Am.	69% (185)	20% (54)	11% (30)	269
Ethnicity: Other	45% (82)	34% (62)	21% (38)	182
Relig: Protestant	52% (284)	29% (159)	19% (104)	547
Relig: Roman Catholic	64% (267)	25% (106)	11% (46)	420
Relig: Ath./Agn./None	51% (337)	29% (191)	19% (127)	656
Relig: Something Else	56% (182)	28% (90)	16% (52)	323
Relig: Jewish	60% (40)	30% (20)	10% (7)	67
Relig: Evangelical	55% (322)	31% (181)	14% (80)	583
Relig: Non-Evang. Catholics	58% (362)	25% (159)	17% (106)	627
Relig: All Christian	57% (684)	28% (340)	15% (186)	1210
Relig: All Non-Christian	53% (519)	29% (281)	18% (179)	979
Community: Urban	60% (336)	26% (146)	14% (78)	559
Community: Suburban	55% (545)	29% (281)	16% (157)	982
Community: Rural	50% (328)	30% (199)	20% (133)	660
Employ: Private Sector	60% (423)	26% (183)	14% (102)	708
Employ: Government	69% (85)	27% (33)	5% (6)	124
Employ: Self-Employed	50% (99)	30% (59)	19% (37)	196
Employ: Homemaker	60% (116)	27% (53)	13% (25)	194
Employ: Student	65% (67)	28% (29)	7% (7)	103
Employ: Retired	46% (221)	34% (163)	20% (96)	480
Employ: Unemployed	55% (110)	25% (50)	20% (40)	199
Employ: Other	45% (87)	28% (55)	28% (54)	196
Military HH: Yes	52% (198)	32% (123)	16% (60)	381
Military HH: No	56% (1010)	28% (502)	17% (307)	1820
RD/WT: Right Direction	53% (455)	28% (239)	19% (163)	857
RD/WT: Wrong Track	56% (753)	29% (387)	15% (204)	1344

Continued on next page

**Table BRD12\_1: In your opinion, are people like you represented on each of the following?**

Television

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	55% (1208)	28% (625)	17% (367)	2201
Strongly Approve	52% (221)	34% (143)	14% (60)	424
Somewhat Approve	52% (241)	30% (140)	17% (79)	460
Somewhat Disapprove	60% (175)	29% (85)	11% (32)	292
Strongly Disapprove	60% (503)	28% (236)	12% (104)	843
Dont Know / No Opinion	37% (67)	11% (20)	52% (93)	180
#1 Issue: Economy	58% (316)	30% (160)	12% (67)	544
#1 Issue: Security	52% (219)	32% (135)	16% (65)	419
#1 Issue: Health Care	58% (246)	26% (111)	16% (67)	424
#1 Issue: Medicare / Social Security	46% (150)	29% (97)	25% (82)	329
#1 Issue: Women's Issues	72% (86)	19% (22)	9% (11)	118
#1 Issue: Education	60% (102)	20% (34)	20% (34)	170
#1 Issue: Energy	58% (46)	26% (20)	16% (13)	79
#1 Issue: Other	37% (44)	39% (46)	24% (29)	118
2016 Vote: Democrat Hillary Clinton	64% (433)	25% (170)	10% (71)	674
2016 Vote: Republican Donald Trump	53% (364)	35% (244)	12% (84)	692
2016 Vote: Someone else	52% (101)	31% (62)	17% (33)	196
2012 Vote: Barack Obama	60% (528)	27% (233)	13% (115)	876
2012 Vote: Mitt Romney	52% (279)	35% (188)	12% (67)	534
2012 Vote: Other	40% (30)	45% (34)	15% (12)	76
2012 Vote: Didn't Vote	52% (371)	24% (170)	24% (174)	715
4-Region: Northeast	57% (228)	29% (115)	14% (58)	402
4-Region: Midwest	54% (258)	25% (116)	21% (99)	474
4-Region: South	54% (444)	29% (236)	17% (134)	815
4-Region: West	54% (278)	31% (158)	15% (76)	511
White Republicans	51% (286)	30% (170)	19% (109)	565
White Democrats	64% (324)	26% (132)	10% (49)	504

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

**Table BRD12\_4:** *In your opinion, are people like you represented on each of the following?*  
*Movies*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	52% (1143)	31% (684)	17% (374)	2201
Gender: Male	51% (536)	32% (339)	17% (185)	1060
Gender: Female	53% (608)	30% (345)	17% (189)	1141
Age: 18-29	62% (278)	25% (112)	13% (58)	448
Age: 30-44	60% (354)	25% (147)	15% (87)	588
Age: 45-54	48% (173)	32% (117)	20% (73)	363
Age: 55-64	47% (190)	35% (141)	18% (74)	405
Age: 65+	37% (149)	42% (167)	21% (82)	398
PID: Dem (no lean)	60% (446)	28% (211)	12% (87)	744
PID: Ind (no lean)	48% (407)	31% (264)	20% (171)	841
PID: Rep (no lean)	47% (291)	34% (209)	19% (116)	615
PID/Gender: Dem Men	62% (185)	27% (82)	11% (33)	301
PID/Gender: Dem Women	59% (261)	29% (129)	12% (54)	444
PID/Gender: Ind Men	49% (218)	32% (142)	19% (85)	445
PID/Gender: Ind Women	48% (188)	31% (122)	22% (85)	396
PID/Gender: Rep Men	42% (132)	37% (115)	21% (66)	313
PID/Gender: Rep Women	52% (158)	31% (94)	17% (50)	302
Ideo: Liberal (1-3)	59% (441)	27% (205)	14% (105)	751
Ideo: Moderate (4)	51% (263)	33% (168)	16% (81)	512
Ideo: Conservative (5-7)	46% (291)	39% (245)	15% (93)	630
Educ: < College	51% (796)	29% (456)	20% (314)	1567
Educ: Bachelors degree	55% (229)	36% (148)	9% (39)	416
Educ: Post-grad	54% (118)	37% (80)	9% (21)	219
Income: Under 50k	49% (596)	30% (372)	21% (261)	1229
Income: 50k-100k	55% (383)	33% (228)	13% (88)	698
Income: 100k+	60% (164)	31% (84)	9% (25)	274
Ethnicity: White	50% (881)	32% (554)	18% (315)	1750
Ethnicity: Hispanic	63% (208)	19% (64)	18% (58)	329

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**Table BRD12\_4:** In your opinion, are people like you represented on each of the following?

Movies

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	52% (1143)	31% (684)	17% (374)	2201
Ethnicity: Afr. Am.	68% (183)	23% (63)	9% (23)	269
Ethnicity: Other	44% (79)	37% (67)	19% (35)	182
Relig: Protestant	46% (250)	34% (187)	20% (109)	547
Relig: Roman Catholic	59% (246)	29% (124)	12% (50)	420
Relig: Ath./Agn./None	51% (336)	30% (200)	18% (120)	656
Relig: Something Else	54% (176)	28% (92)	17% (56)	323
Relig: Jewish	53% (35)	31% (20)	17% (11)	67
Relig: Evangelical	51% (300)	34% (196)	15% (87)	583
Relig: Non-Evang. Catholics	53% (331)	30% (188)	17% (109)	627
Relig: All Christian	52% (631)	32% (384)	16% (195)	1210
Relig: All Non-Christian	52% (512)	30% (292)	18% (176)	979
Community: Urban	57% (319)	30% (165)	13% (75)	559
Community: Suburban	52% (513)	32% (312)	16% (157)	982
Community: Rural	47% (311)	31% (207)	21% (142)	660
Employ: Private Sector	57% (404)	28% (199)	15% (106)	708
Employ: Government	64% (79)	32% (39)	5% (6)	124
Employ: Self-Employed	51% (100)	32% (63)	17% (33)	196
Employ: Homemaker	56% (108)	31% (61)	13% (25)	194
Employ: Student	67% (69)	26% (27)	8% (8)	103
Employ: Retired	37% (180)	41% (198)	21% (103)	480
Employ: Unemployed	51% (101)	27% (54)	23% (45)	199
Employ: Other	53% (103)	23% (44)	25% (49)	196
Military HH: Yes	45% (173)	39% (147)	16% (61)	381
Military HH: No	53% (970)	30% (537)	17% (313)	1820
RD/WT: Right Direction	50% (431)	30% (261)	19% (166)	857
RD/WT: Wrong Track	53% (713)	31% (423)	15% (208)	1344

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**Table BRD12\_4: In your opinion, are people like you represented on each of the following?**

Movies

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	52% (1143)	31% (684)	17% (374)	2201
Strongly Approve	48% (203)	38% (161)	14% (60)	424
Somewhat Approve	50% (230)	31% (143)	19% (87)	460
Somewhat Disapprove	52% (152)	36% (104)	12% (36)	292
Strongly Disapprove	58% (493)	30% (251)	12% (100)	843
Dont Know / No Opinion	36% (66)	14% (25)	50% (90)	180
#1 Issue: Economy	54% (293)	33% (181)	13% (69)	544
#1 Issue: Security	49% (207)	36% (150)	15% (63)	419
#1 Issue: Health Care	57% (241)	27% (115)	16% (68)	424
#1 Issue: Medicare / Social Security	38% (126)	35% (115)	27% (88)	329
#1 Issue: Women's Issues	77% (91)	16% (19)	8% (9)	118
#1 Issue: Education	60% (102)	21% (35)	19% (33)	170
#1 Issue: Energy	55% (44)	28% (22)	17% (13)	79
#1 Issue: Other	34% (41)	40% (48)	25% (30)	118
2016 Vote: Democrat Hillary Clinton	61% (414)	27% (182)	12% (78)	674
2016 Vote: Republican Donald Trump	48% (329)	39% (268)	14% (95)	692
2016 Vote: Someone else	46% (91)	36% (70)	18% (35)	196
2012 Vote: Barack Obama	59% (513)	28% (248)	13% (115)	876
2012 Vote: Mitt Romney	45% (240)	42% (222)	13% (72)	534
2012 Vote: Other	33% (25)	53% (40)	14% (11)	76
2012 Vote: Didn't Vote	51% (365)	24% (174)	25% (176)	715
4-Region: Northeast	53% (211)	32% (130)	15% (61)	402
4-Region: Midwest	49% (232)	30% (141)	21% (100)	474
4-Region: South	52% (423)	31% (251)	17% (141)	815
4-Region: West	54% (278)	32% (162)	14% (72)	511
White Republicans	46% (261)	34% (191)	20% (114)	565
White Democrats	59% (296)	29% (145)	13% (63)	504

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

**Table BRD12\_5: In your opinion, are people like you represented on each of the following?**  
*Pop Culture*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	35% (773)	40% (882)	25% (546)	2201
Gender: Male	34% (355)	42% (445)	25% (260)	1060
Gender: Female	37% (418)	38% (437)	25% (287)	1141
Age: 18-29	47% (213)	34% (154)	18% (81)	448
Age: 30-44	47% (276)	33% (195)	20% (116)	588
Age: 45-54	36% (130)	38% (137)	26% (96)	363
Age: 55-64	25% (101)	44% (179)	31% (126)	405
Age: 65+	13% (53)	55% (218)	32% (128)	398
PID: Dem (no lean)	45% (336)	37% (272)	18% (136)	744
PID: Ind (no lean)	31% (263)	41% (342)	28% (236)	841
PID: Rep (no lean)	28% (174)	43% (268)	28% (174)	615
PID/Gender: Dem Men	45% (134)	38% (114)	17% (52)	301
PID/Gender: Dem Women	45% (201)	36% (158)	19% (84)	444
PID/Gender: Ind Men	31% (138)	42% (186)	27% (121)	445
PID/Gender: Ind Women	32% (125)	39% (156)	29% (115)	396
PID/Gender: Rep Men	26% (82)	46% (144)	28% (87)	313
PID/Gender: Rep Women	30% (91)	41% (124)	29% (87)	302
Ideo: Liberal (1-3)	47% (351)	34% (256)	19% (144)	751
Ideo: Moderate (4)	33% (170)	39% (201)	27% (141)	512
Ideo: Conservative (5-7)	25% (156)	53% (331)	23% (143)	630
Educ: < College	33% (523)	38% (591)	29% (452)	1567
Educ: Bachelors degree	41% (171)	44% (181)	15% (63)	416
Educ: Post-grad	36% (79)	50% (109)	14% (31)	219
Income: Under 50k	32% (391)	38% (473)	30% (365)	1229
Income: 50k-100k	39% (269)	42% (294)	19% (135)	698
Income: 100k+	41% (112)	42% (114)	17% (47)	274
Ethnicity: White	32% (560)	42% (733)	26% (457)	1750
Ethnicity: Hispanic	54% (178)	23% (77)	23% (75)	329

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**Table BRD12\_5: In your opinion, are people like you represented on each of the following?**  
*Pop Culture*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	35% (773)	40% (882)	25% (546)	2201
Ethnicity: Afr. Am.	58% (156)	27% (73)	15% (40)	269
Ethnicity: Other	31% (56)	42% (77)	27% (49)	182
Relig: Protestant	30% (165)	42% (228)	28% (154)	547
Relig: Roman Catholic	40% (166)	40% (169)	20% (85)	420
Relig: Ath./Agn./None	35% (227)	39% (258)	26% (171)	656
Relig: Something Else	40% (128)	37% (120)	23% (76)	323
Relig: Jewish	35% (23)	42% (28)	23% (15)	67
Relig: Evangelical	33% (192)	44% (257)	23% (133)	583
Relig: Non-Evang. Catholics	36% (225)	38% (240)	26% (162)	627
Relig: All Christian	35% (418)	41% (498)	24% (295)	1210
Relig: All Non-Christian	36% (355)	39% (377)	25% (247)	979
Community: Urban	39% (217)	39% (216)	22% (126)	559
Community: Suburban	37% (361)	40% (397)	23% (224)	982
Community: Rural	29% (194)	41% (269)	30% (196)	660
Employ: Private Sector	41% (290)	38% (270)	21% (148)	708
Employ: Government	47% (59)	39% (48)	14% (17)	124
Employ: Self-Employed	41% (81)	38% (75)	21% (41)	196
Employ: Homemaker	44% (86)	32% (62)	24% (46)	194
Employ: Student	57% (59)	35% (36)	8% (8)	103
Employ: Retired	16% (75)	52% (248)	33% (157)	480
Employ: Unemployed	34% (68)	37% (75)	28% (57)	199
Employ: Other	29% (56)	35% (68)	37% (72)	196
Military HH: Yes	28% (106)	45% (171)	27% (104)	381
Military HH: No	37% (667)	39% (711)	24% (442)	1820
RD/WT: Right Direction	33% (282)	40% (340)	27% (235)	857
RD/WT: Wrong Track	37% (491)	40% (542)	23% (311)	1344

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**Table BRD12\_5: In your opinion, are people like you represented on each of the following?**

*Pop Culture*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	35% (773)	40% (882)	25% (546)	2201
Strongly Approve	32% (136)	44% (188)	24% (100)	424
Somewhat Approve	29% (134)	45% (207)	26% (120)	460
Somewhat Disapprove	39% (114)	39% (115)	22% (63)	292
Strongly Disapprove	41% (343)	41% (344)	19% (157)	843
Dont Know / No Opinion	26% (46)	15% (27)	59% (107)	180
#1 Issue: Economy	37% (201)	44% (237)	19% (105)	544
#1 Issue: Security	31% (131)	44% (183)	25% (105)	419
#1 Issue: Health Care	41% (175)	37% (156)	22% (94)	424
#1 Issue: Medicare / Social Security	16% (52)	45% (149)	39% (128)	329
#1 Issue: Women's Issues	65% (77)	25% (30)	10% (12)	118
#1 Issue: Education	48% (82)	27% (46)	25% (42)	170
#1 Issue: Energy	45% (35)	30% (24)	25% (20)	79
#1 Issue: Other	17% (21)	49% (58)	34% (40)	118
2016 Vote: Democrat Hillary Clinton	43% (292)	37% (247)	20% (134)	674
2016 Vote: Republican Donald Trump	30% (206)	49% (336)	22% (149)	692
2016 Vote: Someone else	32% (63)	43% (85)	25% (48)	196
2012 Vote: Barack Obama	42% (369)	38% (332)	20% (175)	876
2012 Vote: Mitt Romney	26% (137)	51% (270)	24% (127)	534
2012 Vote: Other	16% (12)	65% (50)	19% (14)	76
2012 Vote: Didn't Vote	36% (255)	32% (230)	32% (231)	715
4-Region: Northeast	37% (147)	44% (177)	19% (77)	402
4-Region: Midwest	31% (148)	39% (187)	29% (139)	474
4-Region: South	35% (286)	38% (309)	27% (220)	815
4-Region: West	38% (192)	41% (209)	22% (110)	511
White Republicans	25% (141)	45% (257)	30% (168)	565
White Democrats	41% (207)	39% (198)	20% (100)	504

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

**Table BRD13\_1: In your opinion, are your political views represented on each of the following?**  
Television

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (949)	36% (782)	21% (470)	2201
Gender: Male	42% (446)	36% (382)	22% (232)	1060
Gender: Female	44% (504)	35% (400)	21% (238)	1141
Age: 18-29	47% (212)	34% (150)	19% (86)	448
Age: 30-44	45% (264)	33% (195)	22% (129)	588
Age: 45-54	40% (145)	36% (129)	24% (89)	363
Age: 55-64	43% (173)	36% (145)	21% (87)	405
Age: 65+	39% (155)	41% (163)	20% (79)	398
PID: Dem (no lean)	57% (427)	26% (194)	17% (123)	744
PID: Ind (no lean)	36% (303)	36% (302)	28% (236)	841
PID: Rep (no lean)	36% (219)	46% (286)	18% (111)	615
PID/Gender: Dem Men	55% (166)	27% (82)	18% (53)	301
PID/Gender: Dem Women	59% (261)	25% (112)	16% (70)	444
PID/Gender: Ind Men	37% (163)	36% (161)	27% (122)	445
PID/Gender: Ind Women	35% (140)	36% (141)	29% (114)	396
PID/Gender: Rep Men	37% (117)	45% (140)	18% (57)	313
PID/Gender: Rep Women	34% (102)	48% (146)	18% (54)	302
Ideo: Liberal (1-3)	56% (422)	26% (199)	17% (131)	751
Ideo: Moderate (4)	46% (234)	33% (171)	21% (107)	512
Ideo: Conservative (5-7)	33% (209)	52% (327)	15% (95)	630
Educ: < College	41% (637)	35% (552)	24% (378)	1567
Educ: Bachelors degree	48% (201)	38% (157)	14% (58)	416
Educ: Post-grad	51% (111)	34% (74)	15% (34)	219
Income: Under 50k	42% (513)	33% (407)	25% (309)	1229
Income: 50k-100k	45% (316)	39% (269)	16% (114)	698
Income: 100k+	44% (120)	39% (106)	17% (47)	274
Ethnicity: White	42% (730)	37% (640)	22% (380)	1750
Ethnicity: Hispanic	48% (158)	28% (93)	24% (78)	329

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**Table BRD13\_1: In your opinion, are your political views represented on each of the following?**  
*Television*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (949)	36% (782)	21% (470)	2201
Ethnicity: Afr. Am.	59% (158)	26% (71)	15% (40)	269
Ethnicity: Other	34% (61)	39% (71)	28% (50)	182
Relig: Protestant	38% (205)	41% (225)	21% (116)	547
Relig: Roman Catholic	52% (219)	33% (140)	15% (61)	420
Relig: Ath./Agn./None	42% (273)	31% (205)	27% (179)	656
Relig: Something Else	43% (140)	36% (115)	21% (69)	323
Relig: Jewish	55% (37)	25% (17)	20% (13)	67
Relig: Evangelical	44% (254)	42% (242)	15% (87)	583
Relig: Non-Evang. Catholics	44% (278)	34% (215)	21% (134)	627
Relig: All Christian	44% (533)	38% (457)	18% (220)	1210
Relig: All Non-Christian	42% (412)	33% (320)	25% (247)	979
Community: Urban	49% (273)	32% (179)	19% (107)	559
Community: Suburban	44% (431)	35% (347)	21% (204)	982
Community: Rural	37% (245)	39% (256)	24% (159)	660
Employ: Private Sector	44% (310)	34% (240)	22% (159)	708
Employ: Government	55% (68)	34% (42)	12% (14)	124
Employ: Self-Employed	43% (83)	39% (76)	19% (37)	196
Employ: Homemaker	44% (86)	37% (71)	19% (37)	194
Employ: Student	58% (59)	28% (29)	14% (15)	103
Employ: Retired	40% (194)	39% (186)	21% (100)	480
Employ: Unemployed	37% (73)	39% (78)	24% (48)	199
Employ: Other	38% (75)	31% (61)	31% (60)	196
Military HH: Yes	44% (168)	40% (154)	16% (59)	381
Military HH: No	43% (781)	35% (629)	23% (410)	1820
RD/WT: Right Direction	39% (332)	42% (361)	19% (164)	857
RD/WT: Wrong Track	46% (617)	31% (421)	23% (305)	1344

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**Table BRD13\_1: In your opinion, are your political views represented on each of the following?**

Television

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	43% (949)	36% (782)	21% (470)	2201
Strongly Approve	36% (151)	52% (222)	12% (51)	424
Somewhat Approve	36% (168)	40% (184)	23% (108)	460
Somewhat Disapprove	45% (131)	33% (96)	22% (65)	292
Strongly Disapprove	56% (470)	27% (226)	17% (147)	843
Dont Know / No Opinion	16% (29)	29% (53)	54% (98)	180
#1 Issue: Economy	43% (234)	37% (201)	20% (109)	544
#1 Issue: Security	39% (163)	47% (197)	14% (59)	419
#1 Issue: Health Care	48% (202)	29% (122)	23% (100)	424
#1 Issue: Medicare / Social Security	39% (129)	34% (110)	27% (89)	329
#1 Issue: Women's Issues	60% (71)	24% (28)	16% (19)	118
#1 Issue: Education	51% (86)	24% (41)	25% (43)	170
#1 Issue: Energy	43% (34)	36% (28)	21% (17)	79
#1 Issue: Other	25% (30)	45% (53)	30% (35)	118
2016 Vote: Democrat Hillary Clinton	62% (417)	22% (148)	16% (110)	674
2016 Vote: Republican Donald Trump	34% (238)	51% (352)	15% (102)	692
2016 Vote: Someone else	36% (72)	39% (77)	24% (48)	196
2012 Vote: Barack Obama	55% (485)	27% (236)	18% (156)	876
2012 Vote: Mitt Romney	32% (173)	55% (292)	13% (68)	534
2012 Vote: Other	26% (20)	48% (36)	26% (20)	76
2012 Vote: Didn't Vote	38% (271)	30% (217)	32% (226)	715
4-Region: Northeast	47% (189)	36% (146)	17% (66)	402
4-Region: Midwest	41% (195)	33% (159)	25% (120)	474
4-Region: South	42% (339)	38% (308)	21% (167)	815
4-Region: West	44% (226)	33% (169)	23% (116)	511
White Republicans	36% (204)	45% (256)	19% (106)	565
White Democrats	58% (292)	26% (133)	16% (80)	504

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

**Table BRD13\_4:** *In your opinion, are your political views represented on each of the following?*

*Movies*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	35% (771)	40% (880)	25% (549)	2201
Gender: Male	35% (373)	40% (428)	24% (258)	1060
Gender: Female	35% (398)	40% (452)	26% (292)	1141
Age: 18-29	43% (191)	35% (158)	22% (99)	448
Age: 30-44	43% (252)	36% (210)	21% (125)	588
Age: 45-54	31% (112)	44% (158)	26% (93)	363
Age: 55-64	31% (124)	40% (163)	29% (119)	405
Age: 65+	23% (93)	48% (191)	29% (114)	398
PID: Dem (no lean)	47% (349)	32% (238)	21% (158)	744
PID: Ind (no lean)	30% (250)	39% (330)	31% (261)	841
PID: Rep (no lean)	28% (172)	51% (313)	21% (131)	615
PID/Gender: Dem Men	46% (139)	35% (104)	19% (57)	301
PID/Gender: Dem Women	47% (210)	30% (133)	23% (101)	444
PID/Gender: Ind Men	31% (138)	40% (177)	29% (131)	445
PID/Gender: Ind Women	28% (112)	39% (153)	33% (130)	396
PID/Gender: Rep Men	31% (96)	47% (147)	22% (70)	313
PID/Gender: Rep Women	25% (76)	55% (165)	20% (61)	302
Ideo: Liberal (1-3)	48% (361)	30% (227)	22% (163)	751
Ideo: Moderate (4)	31% (159)	42% (214)	27% (140)	512
Ideo: Conservative (5-7)	27% (173)	55% (347)	17% (110)	630
Educ: < College	32% (508)	40% (622)	28% (437)	1567
Educ: Bachelors degree	40% (166)	43% (177)	18% (73)	416
Educ: Post-grad	45% (98)	37% (82)	18% (39)	219
Income: Under 50k	33% (406)	38% (462)	29% (361)	1229
Income: 50k-100k	37% (261)	43% (302)	19% (136)	698
Income: 100k+	38% (105)	42% (116)	19% (53)	274
Ethnicity: White	33% (580)	41% (721)	26% (450)	1750
Ethnicity: Hispanic	43% (140)	28% (93)	29% (96)	329

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**Table BRD13\_4:** In your opinion, are your political views represented on each of the following?

Movies

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	35% (771)	40% (880)	25% (549)	2201
Ethnicity: Afr. Am.	47% (127)	37% (99)	16% (43)	269
Ethnicity: Other	36% (65)	33% (60)	31% (57)	182
Relig: Protestant	28% (155)	46% (254)	25% (138)	547
Relig: Roman Catholic	41% (171)	38% (158)	22% (91)	420
Relig: Ath./Agn./None	36% (235)	33% (216)	31% (205)	656
Relig: Something Else	42% (136)	36% (118)	22% (70)	323
Relig: Jewish	45% (30)	36% (24)	19% (13)	67
Relig: Evangelical	32% (189)	51% (295)	17% (99)	583
Relig: Non-Evang. Catholics	33% (207)	39% (246)	28% (174)	627
Relig: All Christian	33% (396)	45% (541)	23% (273)	1210
Relig: All Non-Christian	38% (371)	34% (333)	28% (275)	979
Community: Urban	41% (229)	37% (204)	22% (126)	559
Community: Suburban	35% (346)	40% (392)	25% (244)	982
Community: Rural	30% (196)	43% (284)	27% (180)	660
Employ: Private Sector	37% (264)	39% (273)	24% (171)	708
Employ: Government	55% (68)	33% (41)	13% (16)	124
Employ: Self-Employed	34% (67)	43% (84)	23% (45)	196
Employ: Homemaker	34% (66)	45% (87)	21% (41)	194
Employ: Student	57% (59)	27% (27)	17% (17)	103
Employ: Retired	25% (119)	46% (220)	29% (141)	480
Employ: Unemployed	33% (66)	40% (80)	27% (53)	199
Employ: Other	32% (63)	35% (69)	33% (65)	196
Military HH: Yes	33% (124)	44% (169)	23% (88)	381
Military HH: No	36% (647)	39% (711)	25% (462)	1820
RD/WT: Right Direction	32% (270)	46% (395)	22% (192)	857
RD/WT: Wrong Track	37% (501)	36% (485)	27% (358)	1344

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**Table BRD13\_4:** In your opinion, are your political views represented on each of the following?

Movies

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	35% (771)	40% (880)	25% (549)	2201
Strongly Approve	29% (122)	55% (233)	16% (69)	424
Somewhat Approve	29% (132)	45% (209)	26% (119)	460
Somewhat Disapprove	39% (113)	37% (107)	25% (73)	292
Strongly Disapprove	44% (373)	33% (280)	23% (191)	843
Dont Know / No Opinion	18% (32)	28% (50)	54% (98)	180
#1 Issue: Economy	36% (194)	43% (231)	22% (118)	544
#1 Issue: Security	33% (140)	49% (205)	18% (74)	419
#1 Issue: Health Care	39% (163)	35% (147)	27% (114)	424
#1 Issue: Medicare / Social Security	25% (81)	40% (130)	35% (117)	329
#1 Issue: Women's Issues	54% (64)	29% (34)	17% (20)	118
#1 Issue: Education	42% (71)	32% (54)	26% (45)	170
#1 Issue: Energy	40% (32)	31% (24)	29% (23)	79
#1 Issue: Other	21% (25)	46% (54)	33% (39)	118
2016 Vote: Democrat Hillary Clinton	50% (335)	29% (199)	21% (141)	674
2016 Vote: Republican Donald Trump	28% (192)	54% (373)	18% (127)	692
2016 Vote: Someone else	32% (62)	43% (85)	25% (50)	196
2012 Vote: Barack Obama	44% (389)	32% (284)	23% (202)	876
2012 Vote: Mitt Romney	24% (126)	60% (322)	16% (86)	534
2012 Vote: Other	20% (15)	49% (37)	31% (23)	76
2012 Vote: Didn't Vote	34% (240)	33% (237)	33% (238)	715
4-Region: Northeast	41% (165)	35% (142)	24% (95)	402
4-Region: Midwest	30% (144)	40% (189)	30% (140)	474
4-Region: South	34% (277)	44% (355)	23% (183)	815
4-Region: West	36% (186)	38% (194)	26% (131)	511
White Republicans	28% (158)	49% (280)	23% (128)	565
White Democrats	46% (234)	32% (160)	22% (110)	504

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

**Table BRD13\_5: In your opinion, are your political views represented on each of the following?**  
*Pop Culture*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	28% (614)	44% (973)	28% (614)	2201
Gender: Male	27% (285)	45% (481)	28% (293)	1060
Gender: Female	29% (328)	43% (492)	28% (321)	1141
Age: 18-29	36% (163)	41% (185)	22% (100)	448
Age: 30-44	35% (203)	40% (236)	25% (148)	588
Age: 45-54	24% (88)	50% (180)	26% (95)	363
Age: 55-64	24% (96)	44% (179)	32% (131)	405
Age: 65+	16% (64)	49% (194)	35% (140)	398
PID: Dem (no lean)	41% (302)	35% (262)	24% (180)	744
PID: Ind (no lean)	23% (193)	44% (366)	34% (282)	841
PID: Rep (no lean)	19% (119)	56% (345)	25% (152)	615
PID/Gender: Dem Men	38% (113)	38% (113)	25% (75)	301
PID/Gender: Dem Women	43% (189)	34% (149)	24% (106)	444
PID/Gender: Ind Men	22% (100)	46% (204)	32% (142)	445
PID/Gender: Ind Women	23% (93)	41% (163)	35% (140)	396
PID/Gender: Rep Men	23% (73)	52% (164)	24% (77)	313
PID/Gender: Rep Women	15% (47)	60% (180)	25% (75)	302
Ideo: Liberal (1-3)	45% (337)	32% (241)	23% (174)	751
Ideo: Moderate (4)	25% (130)	46% (235)	29% (147)	512
Ideo: Conservative (5-7)	15% (96)	61% (387)	23% (147)	630
Educ: < College	25% (392)	44% (693)	31% (482)	1567
Educ: Bachelors degree	34% (143)	44% (182)	22% (91)	416
Educ: Post-grad	36% (79)	45% (98)	19% (41)	219
Income: Under 50k	24% (289)	43% (534)	33% (406)	1229
Income: 50k-100k	33% (233)	46% (319)	21% (147)	698
Income: 100k+	34% (92)	44% (120)	23% (62)	274
Ethnicity: White	26% (456)	45% (790)	29% (505)	1750
Ethnicity: Hispanic	35% (116)	37% (123)	27% (90)	329

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**Table BRD13\_5: In your opinion, are your political views represented on each of the following?**  
*Pop Culture*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	28%	(614)	44%	(973)	28%	(614)	2201
Ethnicity: Afr. Am.	40%	(108)	40%	(106)	20%	(54)	269
Ethnicity: Other	28%	(51)	42%	(76)	30%	(55)	182
Relig: Protestant	23%	(125)	49%	(268)	28%	(154)	547
Relig: Roman Catholic	30%	(127)	45%	(188)	25%	(104)	420
Relig: Ath./Agn./None	30%	(194)	38%	(250)	32%	(212)	656
Relig: Something Else	35%	(115)	38%	(122)	27%	(87)	323
Relig: Jewish	46%	(31)	31%	(20)	23%	(15)	67
Relig: Evangelical	24%	(140)	55%	(321)	21%	(122)	583
Relig: Non-Evang. Catholics	26%	(164)	43%	(272)	30%	(191)	627
Relig: All Christian	25%	(304)	49%	(593)	26%	(313)	1210
Relig: All Non-Christian	32%	(309)	38%	(372)	30%	(298)	979
Community: Urban	33%	(184)	43%	(241)	24%	(134)	559
Community: Suburban	29%	(283)	43%	(421)	28%	(278)	982
Community: Rural	22%	(147)	47%	(311)	31%	(202)	660
Employ: Private Sector	30%	(210)	45%	(322)	25%	(176)	708
Employ: Government	41%	(51)	44%	(54)	15%	(19)	124
Employ: Self-Employed	38%	(74)	42%	(83)	20%	(39)	196
Employ: Homemaker	32%	(63)	43%	(83)	25%	(49)	194
Employ: Student	39%	(41)	38%	(39)	23%	(23)	103
Employ: Retired	18%	(86)	47%	(224)	35%	(170)	480
Employ: Unemployed	22%	(44)	43%	(86)	35%	(69)	199
Employ: Other	23%	(46)	42%	(82)	35%	(68)	196
Military HH: Yes	26%	(98)	46%	(176)	28%	(108)	381
Military HH: No	28%	(516)	44%	(797)	28%	(506)	1820
RD/WT: Right Direction	21%	(176)	53%	(456)	26%	(225)	857
RD/WT: Wrong Track	33%	(438)	38%	(517)	29%	(389)	1344

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**Table BRD13\_5: In your opinion, are your political views represented on each of the following?**

Pop Culture

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	28% (614)	44% (973)	28% (614)	2201
Strongly Approve	21% (90)	59% (252)	19% (83)	424
Somewhat Approve	17% (79)	54% (247)	29% (135)	460
Somewhat Disapprove	30% (89)	43% (125)	27% (79)	292
Strongly Disapprove	40% (335)	35% (291)	26% (217)	843
Dont Know / No Opinion	12% (23)	32% (57)	56% (101)	180
#1 Issue: Economy	28% (152)	49% (266)	23% (126)	544
#1 Issue: Security	21% (88)	56% (233)	24% (99)	419
#1 Issue: Health Care	35% (148)	37% (157)	28% (120)	424
#1 Issue: Medicare / Social Security	16% (52)	44% (144)	40% (133)	329
#1 Issue: Women's Issues	53% (63)	28% (33)	19% (22)	118
#1 Issue: Education	37% (63)	33% (56)	30% (51)	170
#1 Issue: Energy	40% (31)	34% (27)	26% (21)	79
#1 Issue: Other	16% (19)	49% (58)	36% (42)	118
2016 Vote: Democrat Hillary Clinton	43% (289)	32% (217)	25% (169)	674
2016 Vote: Republican Donald Trump	18% (123)	60% (412)	23% (156)	692
2016 Vote: Someone else	27% (52)	48% (94)	26% (50)	196
2012 Vote: Barack Obama	39% (340)	36% (317)	25% (220)	876
2012 Vote: Mitt Romney	17% (91)	63% (337)	20% (106)	534
2012 Vote: Other	11% (9)	58% (44)	30% (23)	76
2012 Vote: Didn't Vote	24% (174)	38% (275)	37% (266)	715
4-Region: Northeast	33% (133)	43% (174)	24% (94)	402
4-Region: Midwest	24% (114)	44% (210)	32% (150)	474
4-Region: South	28% (226)	46% (371)	27% (217)	815
4-Region: West	28% (141)	43% (218)	30% (152)	511
White Republicans	17% (98)	57% (320)	26% (147)	565
White Democrats	41% (205)	34% (173)	25% (126)	504

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

**Table BRD14:** Which of the following statements is closer to your opinion, even if neither is exactly right?

Demographic	Characters on television shows tend to represent a more liberal perspective		Characters on television shows tend to represent a more conservative perspective		Characters on television shows tend to represent both political ideologies equally		Don't Know / No Opinion		Total N
Adults	41%	(910)	10%	(212)	21%	(459)	28%	(621)	2201
Gender: Male	41%	(438)	11%	(120)	18%	(193)	29%	(309)	1060
Gender: Female	41%	(472)	8%	(91)	23%	(266)	27%	(312)	1141
Age: 18-29	36%	(163)	17%	(75)	21%	(95)	26%	(116)	448
Age: 30-44	38%	(221)	12%	(69)	21%	(122)	30%	(175)	588
Age: 45-54	40%	(145)	8%	(29)	19%	(68)	33%	(120)	363
Age: 55-64	43%	(173)	6%	(23)	25%	(101)	27%	(109)	405
Age: 65+	52%	(208)	4%	(16)	18%	(73)	25%	(101)	398
PID: Dem (no lean)	34%	(250)	13%	(94)	29%	(217)	25%	(184)	744
PID: Ind (no lean)	33%	(281)	9%	(76)	19%	(162)	38%	(323)	841
PID: Rep (no lean)	62%	(380)	7%	(42)	13%	(80)	19%	(114)	615
PID/Gender: Dem Men	35%	(105)	14%	(42)	27%	(80)	24%	(73)	301
PID/Gender: Dem Women	33%	(145)	12%	(51)	31%	(137)	25%	(111)	444
PID/Gender: Ind Men	35%	(154)	10%	(45)	17%	(78)	38%	(169)	445
PID/Gender: Ind Women	32%	(127)	8%	(31)	21%	(85)	39%	(154)	396
PID/Gender: Rep Men	57%	(179)	10%	(33)	11%	(35)	21%	(67)	313
PID/Gender: Rep Women	66%	(201)	3%	(9)	15%	(45)	16%	(47)	302
Ideo: Liberal (1-3)	38%	(287)	14%	(105)	26%	(196)	22%	(163)	751
Ideo: Moderate (4)	31%	(160)	11%	(55)	29%	(148)	29%	(150)	512
Ideo: Conservative (5-7)	69%	(432)	6%	(38)	11%	(67)	15%	(93)	630
Educ: < College	36%	(567)	10%	(160)	20%	(316)	33%	(524)	1567
Educ: Bachelors degree	52%	(218)	8%	(34)	22%	(92)	17%	(72)	416
Educ: Post-grad	57%	(125)	8%	(18)	23%	(51)	11%	(25)	219
Income: Under 50k	33%	(401)	10%	(125)	22%	(265)	36%	(438)	1229
Income: 50k-100k	51%	(357)	10%	(68)	19%	(136)	20%	(138)	698
Income: 100k+	56%	(152)	7%	(19)	21%	(58)	16%	(45)	274
Ethnicity: White	44%	(771)	8%	(138)	21%	(365)	27%	(476)	1750

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**Table BRD14:** Which of the following statements is closer to your opinion, even if neither is exactly right?

Demographic	Characters on television shows tend to represent a more liberal perspective		Characters on television shows tend to represent a more conservative perspective		Characters on television shows tend to represent both political ideologies equally		Don't Know / No Opinion		Total N
Adults	41%	(910)	10%	(212)	21%	(459)	28%	(621)	2201
Ethnicity: Hispanic	36%	(118)	15%	(49)	20%	(65)	29%	(97)	329
Ethnicity: Afr. Am.	29%	(79)	17%	(46)	24%	(64)	30%	(80)	269
Ethnicity: Other	33%	(60)	15%	(28)	16%	(30)	35%	(64)	182
Relig: Protestant	51%	(281)	8%	(44)	17%	(93)	23%	(128)	547
Relig: Roman Catholic	46%	(192)	11%	(47)	23%	(97)	20%	(85)	420
Relig: Ath./Agn./None	32%	(211)	9%	(59)	21%	(138)	38%	(248)	656
Relig: Something Else	40%	(130)	12%	(39)	22%	(71)	26%	(84)	323
Relig: Jewish	40%	(27)	14%	(9)	26%	(18)	20%	(13)	67
Relig: Evangelical	50%	(292)	9%	(50)	19%	(114)	22%	(127)	583
Relig: Non-Evang. Catholics	44%	(275)	10%	(60)	21%	(133)	25%	(159)	627
Relig: All Christian	47%	(567)	9%	(110)	20%	(247)	24%	(286)	1210
Relig: All Non-Christian	35%	(340)	10%	(98)	21%	(209)	34%	(332)	979
Community: Urban	32%	(179)	16%	(91)	23%	(128)	29%	(161)	559
Community: Suburban	48%	(470)	6%	(61)	20%	(197)	26%	(254)	982
Community: Rural	39%	(260)	9%	(60)	20%	(134)	31%	(206)	660
Employ: Private Sector	44%	(312)	11%	(75)	20%	(143)	25%	(179)	708
Employ: Government	42%	(52)	21%	(26)	20%	(25)	16%	(20)	124
Employ: Self-Employed	47%	(91)	10%	(20)	18%	(35)	25%	(50)	196
Employ: Homemaker	41%	(80)	16%	(30)	19%	(36)	25%	(48)	194
Employ: Student	32%	(33)	16%	(16)	34%	(35)	18%	(19)	103
Employ: Retired	49%	(236)	5%	(22)	20%	(95)	27%	(127)	480
Employ: Unemployed	27%	(54)	7%	(14)	26%	(52)	40%	(79)	199
Employ: Other	26%	(52)	4%	(8)	19%	(37)	51%	(99)	196
Military HH: Yes	49%	(186)	10%	(38)	17%	(66)	24%	(91)	381
Military HH: No	40%	(724)	10%	(174)	22%	(393)	29%	(529)	1820
RD/WT: Right Direction	52%	(443)	9%	(77)	15%	(127)	24%	(209)	857
RD/WT: Wrong Track	35%	(467)	10%	(134)	25%	(331)	31%	(411)	1344

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**Table BRD14:** Which of the following statements is closer to your opinion, even if neither is exactly right?

Demographic	Characters on television shows tend to represent a more liberal perspective		Characters on television shows tend to represent a more conservative perspective		Characters on television shows tend to represent both political ideologies equally		Don't Know / No Opinion		Total N
Adults	41%	(910)	10%	(212)	21%	(459)	28%	(621)	2201
Strongly Approve	64%	(272)	10%	(43)	9%	(38)	17%	(71)	424
Somewhat Approve	53%	(245)	7%	(34)	15%	(70)	24%	(111)	460
Somewhat Disapprove	40%	(116)	10%	(31)	29%	(85)	21%	(61)	292
Strongly Disapprove	30%	(257)	11%	(93)	29%	(242)	30%	(252)	843
Dont Know / No Opinion	11%	(20)	6%	(11)	13%	(24)	70%	(126)	180
#1 Issue: Economy	50%	(271)	9%	(46)	19%	(103)	23%	(124)	544
#1 Issue: Security	54%	(225)	8%	(32)	17%	(70)	22%	(92)	419
#1 Issue: Health Care	31%	(130)	11%	(46)	25%	(105)	34%	(143)	424
#1 Issue: Medicare / Social Security	30%	(99)	6%	(21)	23%	(74)	41%	(134)	329
#1 Issue: Women's Issues	50%	(59)	14%	(16)	23%	(27)	14%	(17)	118
#1 Issue: Education	32%	(55)	14%	(24)	24%	(41)	30%	(50)	170
#1 Issue: Energy	36%	(28)	21%	(16)	23%	(18)	21%	(16)	79
#1 Issue: Other	36%	(43)	9%	(10)	17%	(21)	37%	(44)	118
2016 Vote: Democrat Hillary Clinton	35%	(233)	11%	(75)	32%	(213)	23%	(153)	674
2016 Vote: Republican Donald Trump	66%	(455)	6%	(38)	10%	(72)	18%	(126)	692
2016 Vote: Someone else	42%	(83)	11%	(21)	22%	(43)	25%	(50)	196
2012 Vote: Barack Obama	34%	(301)	12%	(101)	29%	(250)	26%	(224)	876
2012 Vote: Mitt Romney	72%	(385)	5%	(29)	10%	(52)	13%	(67)	534
2012 Vote: Other	49%	(37)	11%	(8)	15%	(11)	26%	(19)	76
2012 Vote: Didn't Vote	26%	(186)	10%	(74)	20%	(145)	43%	(310)	715
4-Region: Northeast	42%	(170)	11%	(44)	25%	(102)	21%	(85)	402
4-Region: Midwest	40%	(190)	8%	(37)	19%	(90)	33%	(157)	474
4-Region: South	43%	(348)	9%	(73)	20%	(166)	28%	(227)	815
4-Region: West	39%	(201)	11%	(57)	20%	(101)	30%	(152)	511
White Republicans	61%	(348)	5%	(31)	13%	(76)	20%	(111)	565
White Democrats	38%	(189)	11%	(58)	31%	(155)	20%	(102)	504

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

**Table BRD15:** When television shows address ongoing political conversations, does it make you more or less likely to watch?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	9%	(192)	20%	(435)	24%	(528)	26%	(572)	22%	(473)	2201
Gender: Male	11%	(118)	19%	(206)	21%	(220)	25%	(264)	24%	(250)	1060
Gender: Female	6%	(74)	20%	(229)	27%	(308)	27%	(308)	20%	(223)	1141
Age: 18-29	11%	(47)	24%	(109)	25%	(114)	17%	(75)	23%	(103)	448
Age: 30-44	11%	(67)	17%	(97)	22%	(130)	23%	(135)	27%	(158)	588
Age: 45-54	8%	(31)	17%	(62)	22%	(78)	26%	(95)	26%	(96)	363
Age: 55-64	6%	(24)	19%	(77)	24%	(99)	35%	(144)	15%	(61)	405
Age: 65+	6%	(23)	22%	(88)	27%	(107)	31%	(123)	14%	(56)	398
PID: Dem (no lean)	13%	(97)	33%	(242)	21%	(156)	13%	(94)	21%	(156)	744
PID: Ind (no lean)	4%	(34)	15%	(127)	24%	(199)	30%	(249)	27%	(231)	841
PID: Rep (no lean)	10%	(62)	11%	(65)	28%	(173)	37%	(229)	14%	(86)	615
PID/Gender: Dem Men	18%	(53)	28%	(85)	21%	(63)	12%	(35)	22%	(65)	301
PID/Gender: Dem Women	10%	(44)	35%	(157)	21%	(93)	13%	(59)	20%	(91)	444
PID/Gender: Ind Men	4%	(19)	19%	(84)	20%	(89)	28%	(123)	29%	(130)	445
PID/Gender: Ind Women	4%	(15)	11%	(43)	28%	(110)	32%	(126)	26%	(101)	396
PID/Gender: Rep Men	15%	(46)	12%	(37)	22%	(69)	34%	(107)	17%	(55)	313
PID/Gender: Rep Women	5%	(15)	9%	(28)	35%	(104)	40%	(122)	10%	(32)	302
Ideo: Liberal (1-3)	16%	(124)	30%	(227)	19%	(141)	11%	(86)	23%	(173)	751
Ideo: Moderate (4)	6%	(29)	19%	(99)	27%	(138)	24%	(123)	24%	(122)	512
Ideo: Conservative (5-7)	5%	(33)	13%	(81)	30%	(188)	43%	(270)	9%	(57)	630
Educ: < College	8%	(132)	18%	(275)	25%	(385)	26%	(413)	23%	(362)	1567
Educ: Bachelors degree	9%	(36)	24%	(100)	23%	(95)	27%	(111)	18%	(73)	416
Educ: Post-grad	11%	(25)	28%	(60)	22%	(48)	22%	(48)	17%	(38)	219
Income: Under 50k	7%	(90)	19%	(236)	24%	(300)	24%	(298)	25%	(305)	1229
Income: 50k-100k	11%	(76)	20%	(142)	24%	(170)	28%	(199)	16%	(112)	698
Income: 100k+	10%	(26)	21%	(58)	21%	(58)	28%	(75)	21%	(56)	274
Ethnicity: White	8%	(135)	18%	(311)	26%	(449)	28%	(490)	21%	(367)	1750
Ethnicity: Hispanic	15%	(48)	21%	(68)	20%	(64)	17%	(55)	29%	(94)	329
Ethnicity: Afr. Am.	15%	(41)	31%	(84)	19%	(51)	14%	(39)	20%	(54)	269
Ethnicity: Other	9%	(17)	22%	(40)	16%	(28)	24%	(44)	29%	(53)	182

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**Table BRD15:** When television shows address ongoing political conversations, does it make you more or less likely to watch?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	9%	(192)	20%	(435)	24%	(528)	26%	(572)	22%	(473)	2201
Relig: Protestant	8%	(44)	17%	(92)	25%	(138)	32%	(174)	18%	(100)	547
Relig: Roman Catholic	12%	(50)	20%	(83)	27%	(111)	26%	(111)	15%	(65)	420
Relig: Ath./Agn./None	5%	(35)	21%	(135)	23%	(150)	24%	(158)	27%	(177)	656
Relig: Something Else	13%	(43)	23%	(73)	20%	(65)	21%	(67)	23%	(76)	323
Relig: Jewish	13%	(9)	35%	(24)	22%	(15)	9%	(6)	20%	(14)	67
Relig: Evangelical	9%	(55)	15%	(90)	25%	(146)	34%	(197)	16%	(95)	583
Relig: Non-Evang. Catholics	9%	(59)	21%	(132)	26%	(164)	24%	(149)	20%	(124)	627
Relig: All Christian	9%	(114)	18%	(222)	26%	(309)	29%	(346)	18%	(219)	1210
Relig: All Non-Christian	8%	(78)	21%	(208)	22%	(215)	23%	(225)	26%	(252)	979
Community: Urban	12%	(70)	27%	(149)	18%	(101)	21%	(117)	22%	(123)	559
Community: Suburban	8%	(74)	19%	(182)	28%	(275)	24%	(238)	22%	(213)	982
Community: Rural	7%	(48)	16%	(103)	23%	(153)	33%	(217)	21%	(138)	660
Employ: Private Sector	11%	(76)	19%	(136)	25%	(174)	25%	(180)	20%	(142)	708
Employ: Government	13%	(16)	26%	(32)	25%	(31)	17%	(22)	19%	(23)	124
Employ: Self-Employed	13%	(26)	17%	(33)	22%	(43)	25%	(50)	23%	(44)	196
Employ: Homemaker	11%	(20)	15%	(30)	27%	(52)	30%	(58)	18%	(34)	194
Employ: Student	4%	(4)	34%	(35)	22%	(23)	14%	(15)	26%	(27)	103
Employ: Retired	6%	(30)	22%	(104)	26%	(126)	32%	(152)	14%	(68)	480
Employ: Unemployed	4%	(7)	19%	(37)	25%	(51)	21%	(43)	31%	(61)	199
Employ: Other	7%	(13)	15%	(29)	14%	(28)	27%	(53)	38%	(74)	196
Military HH: Yes	11%	(42)	18%	(67)	24%	(93)	30%	(115)	17%	(63)	381
Military HH: No	8%	(150)	20%	(368)	24%	(435)	25%	(457)	23%	(410)	1820
RD/WT: Right Direction	10%	(87)	14%	(120)	24%	(202)	35%	(303)	17%	(145)	857
RD/WT: Wrong Track	8%	(105)	23%	(315)	24%	(326)	20%	(269)	24%	(328)	1344
Strongly Approve	19%	(81)	10%	(42)	20%	(85)	40%	(169)	11%	(47)	424
Somewhat Approve	3%	(15)	15%	(71)	31%	(143)	35%	(161)	15%	(69)	460
Somewhat Disapprove	3%	(9)	21%	(61)	31%	(91)	23%	(67)	22%	(64)	292
Strongly Disapprove	10%	(82)	30%	(252)	21%	(180)	16%	(136)	23%	(194)	843
Dont Know / No Opinion	2%	(4)	5%	(9)	16%	(29)	21%	(39)	55%	(99)	180

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**Table BRD15:** When television shows address ongoing political conversations, does it make you more or less likely to watch?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	9%	(192)	20%	(435)	24%	(528)	26%	(572)	22%	(473)	2201
#1 Issue: Economy	6%	(34)	20%	(108)	25%	(139)	31%	(166)	18%	(97)	544
#1 Issue: Security	6%	(25)	13%	(56)	24%	(103)	36%	(150)	20%	(86)	419
#1 Issue: Health Care	10%	(44)	23%	(96)	23%	(96)	24%	(101)	21%	(88)	424
#1 Issue: Medicare / Social Security	9%	(29)	17%	(54)	30%	(97)	20%	(65)	25%	(83)	329
#1 Issue: Women's Issues	24%	(28)	31%	(37)	18%	(21)	8%	(9)	19%	(23)	118
#1 Issue: Education	7%	(12)	21%	(36)	27%	(46)	16%	(26)	28%	(48)	170
#1 Issue: Energy	14%	(11)	31%	(24)	15%	(12)	24%	(19)	16%	(13)	79
#1 Issue: Other	7%	(8)	19%	(23)	13%	(15)	31%	(36)	30%	(36)	118
2016 Vote: Democrat Hillary Clinton	12%	(79)	34%	(230)	22%	(148)	12%	(81)	20%	(137)	674
2016 Vote: Republican Donald Trump	9%	(64)	11%	(76)	26%	(179)	41%	(285)	13%	(88)	692
2016 Vote: Someone else	6%	(13)	15%	(29)	28%	(55)	31%	(61)	20%	(38)	196
2012 Vote: Barack Obama	12%	(104)	28%	(245)	22%	(192)	17%	(151)	21%	(184)	876
2012 Vote: Mitt Romney	6%	(33)	10%	(51)	28%	(147)	45%	(241)	11%	(61)	534
2012 Vote: Other	5%	(4)	13%	(10)	21%	(16)	37%	(28)	24%	(18)	76
2012 Vote: Didn't Vote	7%	(51)	18%	(129)	24%	(173)	21%	(152)	29%	(210)	715
4-Region: Northeast	8%	(32)	23%	(94)	23%	(92)	27%	(109)	19%	(74)	402
4-Region: Midwest	7%	(32)	18%	(84)	26%	(122)	29%	(139)	20%	(96)	474
4-Region: South	10%	(85)	19%	(156)	22%	(182)	26%	(209)	23%	(183)	815
4-Region: West	8%	(43)	20%	(101)	26%	(133)	23%	(115)	23%	(119)	511
White Republicans	7%	(40)	11%	(59)	29%	(164)	39%	(222)	14%	(80)	565
White Democrats	14%	(73)	30%	(152)	23%	(117)	12%	(61)	20%	(102)	504

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



**Table BRD16:** *If the political views of a television shows central character are different than your own, does it make you more or less likely to watch the show?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	6%	(135)	11%	(252)	29%	(628)	22%	(489)	32%	(697)	2201
Gender: Male	9%	(94)	12%	(130)	26%	(276)	21%	(221)	32%	(339)	1060
Gender: Female	4%	(41)	11%	(122)	31%	(352)	24%	(268)	31%	(358)	1141
Age: 18-29	10%	(47)	18%	(80)	26%	(116)	12%	(53)	34%	(152)	448
Age: 30-44	7%	(41)	12%	(72)	27%	(159)	19%	(109)	35%	(205)	588
Age: 45-54	6%	(22)	7%	(27)	26%	(94)	24%	(86)	37%	(134)	363
Age: 55-64	4%	(16)	9%	(38)	31%	(127)	29%	(117)	27%	(108)	405
Age: 65+	2%	(9)	9%	(35)	33%	(131)	31%	(124)	25%	(99)	398
PID: Dem (no lean)	8%	(57)	16%	(116)	30%	(224)	18%	(134)	29%	(213)	744
PID: Ind (no lean)	3%	(24)	10%	(81)	27%	(224)	19%	(160)	42%	(353)	841
PID: Rep (no lean)	9%	(54)	9%	(55)	29%	(179)	32%	(195)	21%	(132)	615
PID/Gender: Dem Men	12%	(36)	14%	(43)	28%	(84)	16%	(47)	30%	(91)	301
PID/Gender: Dem Women	5%	(21)	16%	(73)	32%	(141)	20%	(87)	28%	(122)	444
PID/Gender: Ind Men	3%	(14)	11%	(48)	27%	(118)	18%	(82)	41%	(183)	445
PID/Gender: Ind Women	3%	(11)	8%	(33)	27%	(106)	20%	(78)	43%	(169)	396
PID/Gender: Rep Men	14%	(45)	12%	(38)	24%	(74)	29%	(92)	21%	(65)	313
PID/Gender: Rep Women	3%	(9)	6%	(17)	35%	(106)	34%	(104)	22%	(67)	302
Ideo: Liberal (1-3)	12%	(91)	13%	(100)	31%	(231)	15%	(113)	29%	(215)	751
Ideo: Moderate (4)	4%	(19)	15%	(75)	27%	(141)	19%	(95)	36%	(182)	512
Ideo: Conservative (5-7)	3%	(17)	9%	(59)	32%	(204)	35%	(221)	20%	(128)	630
Educ: < College	7%	(111)	11%	(177)	26%	(413)	21%	(333)	34%	(532)	1567
Educ: Bachelors degree	3%	(12)	12%	(52)	35%	(143)	25%	(103)	25%	(105)	416
Educ: Post-grad	5%	(11)	11%	(24)	32%	(71)	24%	(52)	28%	(60)	219
Income: Under 50k	6%	(74)	11%	(131)	27%	(327)	22%	(268)	35%	(428)	1229
Income: 50k-100k	6%	(45)	15%	(103)	30%	(210)	22%	(156)	26%	(185)	698
Income: 100k+	5%	(15)	7%	(19)	33%	(91)	24%	(65)	31%	(84)	274
Ethnicity: White	5%	(85)	10%	(170)	30%	(531)	23%	(406)	32%	(559)	1750
Ethnicity: Hispanic	13%	(44)	18%	(58)	19%	(61)	15%	(50)	35%	(117)	329

Continued on next page

**Table BRD16:** *If the political views of a television shows central character are different than your own, does it make you more or less likely to watch the show?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	6%	(135)	11%	(252)	29%	(628)	22%	(489)	32%	(697)	2201
Ethnicity: Afr. Am.	12%	(31)	20%	(54)	20%	(53)	19%	(51)	29%	(79)	269
Ethnicity: Other	10%	(19)	15%	(28)	24%	(44)	17%	(32)	33%	(59)	182
Relig: Protestant	4%	(24)	9%	(51)	30%	(161)	27%	(147)	30%	(163)	547
Relig: Roman Catholic	10%	(41)	13%	(53)	29%	(123)	22%	(94)	26%	(109)	420
Relig: Ath./Agn./None	2%	(16)	13%	(83)	28%	(186)	20%	(133)	36%	(238)	656
Relig: Something Else	12%	(39)	12%	(38)	24%	(77)	19%	(61)	33%	(108)	323
Relig: Jewish	6%	(4)	12%	(8)	28%	(19)	18%	(12)	36%	(24)	67
Relig: Evangelical	7%	(40)	10%	(60)	31%	(178)	28%	(162)	24%	(143)	583
Relig: Non-Evang. Catholics	6%	(39)	11%	(71)	29%	(181)	21%	(129)	33%	(207)	627
Relig: All Christian	7%	(79)	11%	(131)	30%	(359)	24%	(291)	29%	(349)	1210
Relig: All Non-Christian	6%	(55)	12%	(121)	27%	(263)	20%	(194)	35%	(346)	979
Community: Urban	9%	(50)	18%	(103)	25%	(140)	19%	(108)	28%	(158)	559
Community: Suburban	4%	(43)	10%	(96)	32%	(314)	22%	(218)	32%	(311)	982
Community: Rural	6%	(41)	8%	(53)	26%	(174)	25%	(163)	35%	(229)	660
Employ: Private Sector	7%	(49)	13%	(90)	29%	(206)	22%	(157)	29%	(205)	708
Employ: Government	8%	(10)	16%	(20)	36%	(45)	18%	(22)	23%	(28)	124
Employ: Self-Employed	11%	(22)	11%	(22)	31%	(61)	21%	(40)	26%	(51)	196
Employ: Homemaker	7%	(13)	11%	(21)	28%	(54)	20%	(39)	34%	(67)	194
Employ: Student	7%	(7)	22%	(23)	22%	(23)	12%	(13)	36%	(37)	103
Employ: Retired	2%	(11)	7%	(35)	31%	(151)	33%	(158)	26%	(125)	480
Employ: Unemployed	3%	(5)	10%	(20)	28%	(55)	14%	(27)	46%	(92)	199
Employ: Other	9%	(17)	11%	(22)	16%	(32)	17%	(33)	47%	(92)	196
Military HH: Yes	7%	(27)	11%	(41)	29%	(112)	27%	(101)	26%	(100)	381
Military HH: No	6%	(108)	12%	(211)	28%	(515)	21%	(388)	33%	(597)	1820
RD/WT: Right Direction	9%	(74)	10%	(90)	27%	(229)	29%	(244)	26%	(220)	857
RD/WT: Wrong Track	4%	(60)	12%	(163)	30%	(399)	18%	(245)	36%	(478)	1344

Continued on next page

**Table BRD16:** *If the political views of a television shows central character are different than your own, does it make you more or less likely to watch the show?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	6%	(135)	11%	(252)	29%	(628)	22%	(489)	32%	(697)	2201
Strongly Approve	16%	(70)	8%	(32)	24%	(100)	37%	(158)	15%	(65)	424
Somewhat Approve	2%	(8)	11%	(51)	35%	(160)	21%	(98)	31%	(144)	460
Somewhat Disapprove	2%	(7)	17%	(49)	34%	(99)	16%	(48)	31%	(90)	292
Strongly Disapprove	5%	(43)	13%	(111)	30%	(254)	19%	(163)	32%	(273)	843
Dont Know / No Opinion	4%	(7)	5%	(9)	8%	(15)	12%	(22)	70%	(127)	180
#1 Issue: Economy	5%	(30)	11%	(61)	29%	(157)	22%	(119)	32%	(176)	544
#1 Issue: Security	4%	(18)	11%	(47)	28%	(118)	28%	(117)	28%	(119)	419
#1 Issue: Health Care	8%	(32)	12%	(53)	31%	(133)	19%	(83)	29%	(124)	424
#1 Issue: Medicare / Social Security	5%	(18)	9%	(29)	26%	(86)	26%	(85)	34%	(111)	329
#1 Issue: Women's Issues	14%	(17)	19%	(23)	30%	(36)	15%	(18)	21%	(25)	118
#1 Issue: Education	6%	(10)	9%	(16)	30%	(51)	19%	(32)	36%	(62)	170
#1 Issue: Energy	13%	(10)	17%	(14)	29%	(23)	14%	(11)	26%	(21)	79
#1 Issue: Other	—	(0)	9%	(10)	21%	(25)	20%	(24)	50%	(59)	118
2016 Vote: Democrat Hillary Clinton	6%	(39)	17%	(114)	32%	(213)	19%	(126)	27%	(183)	674
2016 Vote: Republican Donald Trump	8%	(58)	8%	(57)	28%	(197)	33%	(227)	22%	(153)	692
2016 Vote: Someone else	4%	(9)	11%	(21)	34%	(66)	19%	(36)	32%	(64)	196
2012 Vote: Barack Obama	7%	(61)	14%	(124)	30%	(266)	19%	(165)	30%	(260)	876
2012 Vote: Mitt Romney	4%	(23)	8%	(44)	31%	(166)	37%	(196)	20%	(105)	534
2012 Vote: Other	4%	(3)	7%	(5)	30%	(23)	23%	(17)	36%	(27)	76
2012 Vote: Didn't Vote	7%	(47)	11%	(79)	24%	(173)	15%	(111)	43%	(305)	715
4-Region: Northeast	5%	(20)	11%	(42)	30%	(120)	26%	(103)	29%	(117)	402
4-Region: Midwest	4%	(18)	12%	(56)	30%	(143)	23%	(107)	31%	(149)	474
4-Region: South	8%	(64)	11%	(87)	25%	(207)	24%	(199)	32%	(258)	815
4-Region: West	6%	(33)	13%	(68)	31%	(157)	16%	(80)	34%	(174)	511
White Republicans	6%	(32)	9%	(50)	31%	(174)	33%	(188)	21%	(121)	565
White Democrats	7%	(35)	13%	(66)	34%	(171)	17%	(84)	29%	(147)	504

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

**Table BRD17:** As you may know, the sitcom *Roseanne* is returning to television and it has been announced that its central character will be a supporter of President Donald Trump. Does that make you more or less likely to watch the show?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	13%	(292)	19%	(427)	13%	(290)	22%	(486)	32%	(706)	2201
Gender: Male	14%	(144)	21%	(224)	12%	(123)	20%	(209)	34%	(359)	1060
Gender: Female	13%	(148)	18%	(203)	15%	(166)	24%	(277)	30%	(347)	1141
Age: 18-29	16%	(70)	12%	(56)	14%	(63)	19%	(87)	39%	(173)	448
Age: 30-44	13%	(74)	19%	(113)	15%	(87)	18%	(105)	36%	(209)	588
Age: 45-54	14%	(49)	22%	(81)	11%	(40)	20%	(73)	33%	(119)	363
Age: 55-64	17%	(67)	21%	(87)	11%	(46)	26%	(104)	25%	(102)	405
Age: 65+	8%	(32)	23%	(90)	14%	(54)	30%	(118)	26%	(103)	398
PID: Dem (no lean)	9%	(65)	13%	(98)	17%	(129)	37%	(273)	24%	(179)	744
PID: Ind (no lean)	7%	(63)	16%	(133)	15%	(125)	20%	(169)	42%	(352)	841
PID: Rep (no lean)	27%	(164)	32%	(196)	6%	(36)	7%	(44)	28%	(175)	615
PID/Gender: Dem Men	12%	(37)	14%	(41)	12%	(37)	34%	(101)	28%	(84)	301
PID/Gender: Dem Women	6%	(28)	13%	(56)	21%	(92)	39%	(172)	22%	(96)	444
PID/Gender: Ind Men	6%	(27)	19%	(85)	15%	(65)	18%	(82)	42%	(186)	445
PID/Gender: Ind Women	9%	(36)	12%	(48)	15%	(59)	22%	(86)	42%	(167)	396
PID/Gender: Rep Men	25%	(79)	31%	(97)	7%	(21)	8%	(26)	29%	(90)	313
PID/Gender: Rep Women	28%	(84)	33%	(99)	5%	(15)	6%	(18)	28%	(85)	302
Ideo: Liberal (1-3)	12%	(91)	11%	(86)	18%	(135)	32%	(239)	27%	(199)	751
Ideo: Moderate (4)	7%	(37)	19%	(99)	16%	(81)	24%	(124)	33%	(172)	512
Ideo: Conservative (5-7)	23%	(144)	32%	(200)	7%	(41)	10%	(62)	29%	(182)	630
Educ: < College	15%	(227)	20%	(308)	12%	(181)	20%	(316)	34%	(534)	1567
Educ: Bachelors degree	9%	(36)	21%	(87)	18%	(74)	25%	(102)	28%	(117)	416
Educ: Post-grad	13%	(29)	15%	(32)	16%	(35)	31%	(68)	25%	(55)	219
Income: Under 50k	13%	(154)	17%	(211)	13%	(162)	23%	(281)	34%	(420)	1229
Income: 50k-100k	14%	(101)	23%	(159)	14%	(95)	21%	(144)	29%	(200)	698
Income: 100k+	13%	(37)	21%	(57)	12%	(33)	22%	(61)	32%	(86)	274
Ethnicity: White	13%	(233)	20%	(354)	13%	(224)	21%	(371)	33%	(569)	1750
Ethnicity: Hispanic	15%	(49)	13%	(44)	11%	(36)	22%	(74)	38%	(126)	329

Continued on next page

**Table BRD17:** As you may know, the sitcom *Roseanne* is returning to television and it has been announced that its central character will be a supporter of President Donald Trump. Does that make you more or less likely to watch the show?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		Don't Know / No Opinion		Total N
Adults	13%	(292)	19%	(427)	13%	(290)	22%	(486)	32%	(706)	2201
Ethnicity: Afr. Am.	11%	(31)	18%	(48)	16%	(43)	28%	(75)	27%	(71)	269
Ethnicity: Other	15%	(28)	14%	(25)	12%	(23)	22%	(40)	36%	(66)	182
Relig: Protestant	15%	(79)	23%	(124)	11%	(61)	18%	(101)	33%	(182)	547
Relig: Roman Catholic	17%	(70)	24%	(102)	12%	(48)	23%	(97)	25%	(104)	420
Relig: Ath./Agn./None	7%	(44)	13%	(85)	15%	(101)	26%	(170)	39%	(255)	656
Relig: Something Else	17%	(54)	18%	(59)	14%	(46)	23%	(75)	28%	(91)	323
Relig: Jewish	14%	(9)	15%	(10)	19%	(13)	24%	(16)	28%	(19)	67
Relig: Evangelical	20%	(116)	26%	(150)	11%	(62)	14%	(83)	29%	(171)	583
Relig: Non-Evang. Catholics	12%	(78)	21%	(132)	12%	(77)	24%	(152)	30%	(190)	627
Relig: All Christian	16%	(194)	23%	(282)	11%	(139)	19%	(235)	30%	(361)	1210
Relig: All Non-Christian	10%	(98)	15%	(144)	15%	(147)	25%	(245)	35%	(346)	979
Community: Urban	14%	(79)	18%	(99)	15%	(83)	23%	(130)	30%	(168)	559
Community: Suburban	12%	(114)	20%	(192)	14%	(134)	24%	(234)	31%	(308)	982
Community: Rural	15%	(99)	21%	(136)	11%	(73)	18%	(122)	35%	(230)	660
Employ: Private Sector	15%	(107)	22%	(155)	11%	(79)	18%	(126)	34%	(241)	708
Employ: Government	13%	(16)	20%	(24)	21%	(26)	20%	(24)	27%	(34)	124
Employ: Self-Employed	17%	(34)	20%	(39)	13%	(25)	21%	(41)	29%	(57)	196
Employ: Homemaker	18%	(35)	14%	(28)	18%	(35)	19%	(38)	30%	(58)	194
Employ: Student	11%	(11)	8%	(8)	12%	(12)	33%	(34)	36%	(37)	103
Employ: Retired	10%	(50)	21%	(103)	13%	(61)	31%	(147)	25%	(120)	480
Employ: Unemployed	7%	(15)	24%	(48)	14%	(27)	16%	(31)	39%	(78)	199
Employ: Other	12%	(24)	12%	(23)	12%	(24)	23%	(45)	41%	(81)	196
Military HH: Yes	13%	(50)	21%	(81)	11%	(43)	24%	(92)	30%	(116)	381
Military HH: No	13%	(243)	19%	(346)	14%	(247)	22%	(394)	32%	(590)	1820
RD/WT: Right Direction	24%	(202)	31%	(262)	8%	(66)	8%	(65)	31%	(262)	857
RD/WT: Wrong Track	7%	(90)	12%	(165)	17%	(223)	31%	(421)	33%	(445)	1344

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**Table BRD17:** As you may know, the sitcom *Roseanne* is returning to television and it has been announced that its central character will be a supporter of President Donald Trump. Does that make you more or less likely to watch the show?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	Don't Know / No Opinion	Total N
Adults	13% (292)	19% (427)	13% (290)	22% (486)	32% (706)	2201
Strongly Approve	41% (174)	31% (133)	4% (17)	7% (28)	17% (71)	424
Somewhat Approve	13% (58)	35% (161)	8% (35)	5% (24)	40% (183)	460
Somewhat Disapprove	4% (13)	20% (57)	20% (58)	18% (54)	38% (111)	292
Strongly Disapprove	5% (39)	8% (65)	20% (165)	43% (359)	25% (215)	843
Dont Know / No Opinion	5% (9)	6% (11)	8% (14)	12% (21)	70% (126)	180
#1 Issue: Economy	12% (67)	25% (138)	12% (67)	16% (87)	34% (185)	544
#1 Issue: Security	19% (78)	27% (112)	9% (38)	15% (63)	31% (130)	419
#1 Issue: Health Care	13% (54)	17% (73)	17% (73)	24% (102)	29% (122)	424
#1 Issue: Medicare / Social Security	11% (37)	17% (55)	12% (38)	33% (107)	28% (91)	329
#1 Issue: Women's Issues	16% (19)	7% (8)	16% (19)	28% (33)	33% (39)	118
#1 Issue: Education	10% (17)	13% (22)	18% (31)	23% (38)	37% (62)	170
#1 Issue: Energy	18% (14)	9% (7)	16% (12)	25% (20)	32% (25)	79
#1 Issue: Other	6% (7)	10% (12)	9% (11)	30% (36)	44% (53)	118
2016 Vote: Democrat Hillary Clinton	7% (46)	11% (72)	19% (127)	41% (278)	23% (152)	674
2016 Vote: Republican Donald Trump	27% (184)	33% (232)	5% (34)	7% (51)	28% (192)	692
2016 Vote: Someone else	3% (6)	15% (29)	17% (33)	25% (48)	41% (80)	196
2012 Vote: Barack Obama	10% (85)	14% (120)	16% (144)	33% (293)	27% (234)	876
2012 Vote: Mitt Romney	24% (127)	33% (178)	6% (30)	9% (50)	28% (148)	534
2012 Vote: Other	8% (6)	17% (13)	11% (8)	14% (10)	51% (39)	76
2012 Vote: Didn't Vote	10% (73)	16% (117)	15% (107)	19% (132)	40% (285)	715
4-Region: Northeast	13% (53)	20% (81)	16% (63)	22% (90)	29% (115)	402
4-Region: Midwest	9% (45)	18% (85)	15% (70)	22% (102)	36% (171)	474
4-Region: South	17% (140)	20% (160)	12% (99)	21% (170)	30% (245)	815
4-Region: West	11% (55)	20% (101)	11% (57)	24% (125)	34% (174)	511
White Republicans	24% (138)	33% (185)	6% (35)	7% (41)	29% (167)	565
White Democrats	9% (44)	12% (59)	19% (96)	37% (189)	23% (117)	504

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

**Table BRD18\_1: Should television shows have more characters that represent each of the following types of people?**  
*Working class people*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	73% (1597)	8% (183)	19% (421)	2201
Gender: Male	66% (694)	11% (115)	24% (250)	1060
Gender: Female	79% (903)	6% (68)	15% (171)	1141
Age: 18-29	70% (315)	10% (43)	20% (90)	448
Age: 30-44	71% (415)	9% (55)	20% (117)	588
Age: 45-54	68% (246)	9% (33)	23% (83)	363
Age: 55-64	77% (312)	6% (25)	17% (69)	405
Age: 65+	78% (309)	7% (26)	16% (63)	398
PID: Dem (no lean)	80% (599)	7% (51)	13% (94)	744
PID: Ind (no lean)	66% (554)	10% (82)	24% (205)	841
PID: Rep (no lean)	72% (444)	8% (50)	20% (122)	615
PID/Gender: Dem Men	74% (222)	11% (32)	15% (46)	301
PID/Gender: Dem Women	85% (377)	4% (19)	11% (48)	444
PID/Gender: Ind Men	60% (269)	12% (55)	27% (122)	445
PID/Gender: Ind Women	72% (285)	7% (28)	21% (83)	396
PID/Gender: Rep Men	65% (203)	9% (28)	26% (82)	313
PID/Gender: Rep Women	80% (241)	7% (21)	13% (40)	302
Ideo: Liberal (1-3)	74% (555)	10% (75)	16% (121)	751
Ideo: Moderate (4)	76% (388)	6% (29)	19% (96)	512
Ideo: Conservative (5-7)	78% (492)	7% (42)	15% (96)	630
Educ: < College	71% (1113)	8% (130)	21% (324)	1567
Educ: Bachelors degree	78% (324)	9% (36)	14% (56)	416
Educ: Post-grad	74% (161)	8% (17)	18% (40)	219
Income: Under 50k	70% (863)	8% (104)	21% (262)	1229
Income: 50k-100k	76% (534)	8% (52)	16% (112)	698
Income: 100k+	73% (201)	10% (26)	17% (47)	274
Ethnicity: White	73% (1276)	8% (134)	19% (341)	1750
Ethnicity: Hispanic	71% (234)	6% (19)	23% (76)	329

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**Table BRD18\_1: Should television shows have more characters that represent each of the following types of people?  
Working class people**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	73% (1597)	8% (183)	19% (421)	2201
Ethnicity: Afr. Am.	73% (196)	14% (37)	13% (36)	269
Ethnicity: Other	69% (126)	7% (12)	24% (44)	182
Relig: Protestant	74% (405)	6% (33)	20% (108)	547
Relig: Roman Catholic	80% (337)	5% (21)	15% (61)	420
Relig: Ath./Agn./None	67% (440)	10% (65)	23% (152)	656
Relig: Something Else	71% (229)	11% (36)	18% (58)	323
Relig: Jewish	76% (51)	8% (6)	16% (10)	67
Relig: Evangelical	75% (438)	7% (43)	17% (102)	583
Relig: Non-Evang. Catholics	77% (486)	5% (33)	17% (108)	627
Relig: All Christian	76% (924)	6% (76)	17% (210)	1210
Relig: All Non-Christian	68% (669)	10% (101)	21% (210)	979
Community: Urban	73% (408)	8% (47)	19% (104)	559
Community: Suburban	75% (733)	7% (71)	18% (178)	982
Community: Rural	69% (457)	10% (64)	21% (139)	660
Employ: Private Sector	74% (521)	6% (46)	20% (141)	708
Employ: Government	73% (90)	14% (17)	13% (17)	124
Employ: Self-Employed	70% (137)	11% (21)	20% (38)	196
Employ: Homemaker	75% (146)	13% (25)	12% (24)	194
Employ: Student	84% (87)	5% (5)	10% (11)	103
Employ: Retired	77% (372)	6% (31)	16% (78)	480
Employ: Unemployed	66% (132)	8% (16)	25% (51)	199
Employ: Other	58% (114)	11% (21)	31% (61)	196
Military HH: Yes	79% (302)	6% (23)	15% (56)	381
Military HH: No	71% (1296)	9% (160)	20% (365)	1820
RD/WT: Right Direction	70% (599)	9% (80)	21% (178)	857
RD/WT: Wrong Track	74% (998)	8% (103)	18% (243)	1344

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**Table BRD18\_1: Should television shows have more characters that represent each of the following types of people?**  
*Working class people*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	73% (1597)	8% (183)	19% (421)	2201
Strongly Approve	76% (321)	10% (40)	15% (63)	424
Somewhat Approve	71% (328)	8% (36)	21% (97)	460
Somewhat Disapprove	73% (215)	9% (27)	17% (51)	292
Strongly Disapprove	79% (666)	8% (63)	14% (114)	843
Dont Know / No Opinion	38% (68)	9% (16)	54% (97)	180
#1 Issue: Economy	74% (401)	8% (43)	18% (99)	544
#1 Issue: Security	76% (318)	7% (29)	17% (72)	419
#1 Issue: Health Care	73% (309)	8% (34)	19% (81)	424
#1 Issue: Medicare / Social Security	71% (233)	9% (31)	20% (65)	329
#1 Issue: Women's Issues	84% (99)	6% (8)	10% (12)	118
#1 Issue: Education	68% (116)	10% (17)	22% (37)	170
#1 Issue: Energy	68% (54)	13% (10)	19% (15)	79
#1 Issue: Other	56% (67)	9% (11)	35% (41)	118
2016 Vote: Democrat Hillary Clinton	82% (551)	6% (42)	12% (81)	674
2016 Vote: Republican Donald Trump	74% (510)	9% (62)	17% (120)	692
2016 Vote: Someone else	73% (144)	7% (15)	19% (38)	196
2012 Vote: Barack Obama	78% (687)	7% (63)	14% (126)	876
2012 Vote: Mitt Romney	76% (403)	8% (41)	17% (90)	534
2012 Vote: Other	66% (50)	10% (8)	24% (18)	76
2012 Vote: Didn't Vote	64% (457)	10% (72)	26% (187)	715
4-Region: Northeast	76% (306)	7% (29)	16% (66)	402
4-Region: Midwest	72% (341)	5% (25)	23% (108)	474
4-Region: South	73% (591)	10% (81)	17% (142)	815
4-Region: West	70% (359)	9% (47)	21% (105)	511
White Republicans	71% (402)	8% (44)	21% (119)	565
White Democrats	82% (416)	5% (27)	12% (61)	504

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

**Table BRD18\_4: Should television shows have more characters that represent each of the following types of people?**  
Middle class people

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	69% (1524)	10% (226)	21% (452)	2201
Gender: Male	64% (683)	12% (129)	23% (248)	1060
Gender: Female	74% (841)	9% (97)	18% (204)	1141
Age: 18-29	66% (293)	11% (51)	23% (103)	448
Age: 30-44	67% (393)	12% (68)	21% (126)	588
Age: 45-54	65% (236)	12% (44)	23% (83)	363
Age: 55-64	73% (294)	7% (30)	20% (81)	405
Age: 65+	77% (307)	8% (32)	15% (59)	398
PID: Dem (no lean)	77% (576)	10% (72)	13% (97)	744
PID: Ind (no lean)	63% (534)	11% (93)	25% (214)	841
PID: Rep (no lean)	67% (414)	10% (60)	23% (141)	615
PID/Gender: Dem Men	76% (229)	12% (35)	12% (36)	301
PID/Gender: Dem Women	78% (347)	8% (37)	14% (61)	444
PID/Gender: Ind Men	58% (260)	13% (59)	28% (126)	445
PID/Gender: Ind Women	69% (273)	9% (34)	22% (88)	396
PID/Gender: Rep Men	62% (193)	11% (34)	27% (86)	313
PID/Gender: Rep Women	73% (221)	9% (26)	18% (55)	302
Ideo: Liberal (1-3)	72% (539)	13% (95)	16% (118)	751
Ideo: Moderate (4)	73% (373)	7% (37)	20% (102)	512
Ideo: Conservative (5-7)	73% (457)	10% (61)	18% (112)	630
Educ: < College	67% (1055)	10% (160)	22% (351)	1567
Educ: Bachelors degree	76% (315)	10% (42)	14% (59)	416
Educ: Post-grad	70% (154)	11% (24)	19% (41)	219
Income: Under 50k	66% (814)	10% (128)	23% (287)	1229
Income: 50k-100k	73% (512)	10% (70)	17% (117)	698
Income: 100k+	72% (197)	10% (28)	18% (48)	274
Ethnicity: White	70% (1218)	10% (174)	21% (359)	1750
Ethnicity: Hispanic	63% (209)	9% (28)	28% (93)	329

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**Table BRD18\_4:** *Should television shows have more characters that represent each of the following types of people?*  
 Middle class people

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	69% (1524)	10% (226)	21% (452)	2201
Ethnicity: Afr. Am.	71% (191)	13% (35)	16% (43)	269
Ethnicity: Other	63% (114)	10% (18)	27% (50)	182
Relig: Protestant	71% (386)	9% (47)	21% (114)	547
Relig: Roman Catholic	75% (314)	9% (36)	17% (70)	420
Relig: Ath./Agn./None	63% (416)	12% (79)	25% (161)	656
Relig: Something Else	72% (232)	9% (31)	19% (61)	323
Relig: Jewish	78% (52)	8% (6)	13% (9)	67
Relig: Evangelical	72% (418)	10% (57)	19% (109)	583
Relig: Non-Evang. Catholics	72% (453)	9% (54)	19% (120)	627
Relig: All Christian	72% (870)	9% (111)	19% (229)	1210
Relig: All Non-Christian	66% (648)	11% (109)	23% (222)	979
Community: Urban	68% (380)	13% (71)	19% (108)	559
Community: Suburban	72% (705)	8% (82)	20% (195)	982
Community: Rural	66% (438)	11% (73)	23% (149)	660
Employ: Private Sector	68% (481)	10% (67)	23% (160)	708
Employ: Government	69% (86)	15% (19)	16% (19)	124
Employ: Self-Employed	68% (132)	12% (23)	21% (41)	196
Employ: Homemaker	73% (142)	14% (26)	13% (25)	194
Employ: Student	68% (70)	16% (16)	16% (16)	103
Employ: Retired	77% (371)	7% (35)	15% (74)	480
Employ: Unemployed	64% (128)	7% (14)	29% (58)	199
Employ: Other	57% (112)	13% (25)	30% (59)	196
Military HH: Yes	77% (294)	7% (27)	16% (60)	381
Military HH: No	68% (1229)	11% (199)	22% (392)	1820
RD/WT: Right Direction	67% (574)	11% (93)	22% (190)	857
RD/WT: Wrong Track	71% (949)	10% (133)	19% (261)	1344

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**Table BRD18\_4: Should television shows have more characters that represent each of the following types of people?**  
Middle class people

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	69% (1524)	10% (226)	21% (452)	2201
Strongly Approve	75% (316)	11% (45)	15% (63)	424
Somewhat Approve	67% (311)	9% (44)	23% (106)	460
Somewhat Disapprove	73% (213)	12% (34)	16% (46)	292
Strongly Disapprove	75% (635)	10% (84)	15% (125)	843
Dont Know / No Opinion	27% (49)	11% (19)	62% (112)	180
#1 Issue: Economy	72% (391)	9% (50)	19% (102)	544
#1 Issue: Security	69% (290)	12% (49)	19% (81)	419
#1 Issue: Health Care	68% (289)	11% (46)	21% (89)	424
#1 Issue: Medicare / Social Security	71% (233)	8% (26)	21% (70)	329
#1 Issue: Women's Issues	78% (93)	11% (13)	10% (12)	118
#1 Issue: Education	68% (115)	10% (16)	22% (38)	170
#1 Issue: Energy	65% (51)	12% (9)	23% (18)	79
#1 Issue: Other	52% (62)	14% (16)	34% (41)	118
2016 Vote: Democrat Hillary Clinton	78% (527)	9% (59)	13% (88)	674
2016 Vote: Republican Donald Trump	71% (494)	10% (67)	19% (131)	692
2016 Vote: Someone else	70% (137)	9% (17)	22% (42)	196
2012 Vote: Barack Obama	76% (663)	9% (82)	15% (131)	876
2012 Vote: Mitt Romney	73% (391)	10% (52)	17% (91)	534
2012 Vote: Other	62% (47)	11% (8)	27% (20)	76
2012 Vote: Didn't Vote	59% (423)	12% (83)	29% (209)	715
4-Region: Northeast	75% (300)	9% (37)	16% (64)	402
4-Region: Midwest	68% (321)	9% (44)	23% (109)	474
4-Region: South	70% (567)	10% (82)	20% (166)	815
4-Region: West	66% (336)	12% (63)	22% (113)	511
White Republicans	68% (383)	9% (54)	23% (129)	565
White Democrats	80% (403)	8% (42)	12% (59)	504

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

**Table BRD18\_5: Should television shows have more characters that represent each of the following types of people?**  
*Upper class people*

Demographic	Yes		No		Dont know / No Opinion		Total N
Adults	30%	(654)	43%	(954)	27%	(593)	2201
Gender: Male	31%	(334)	40%	(422)	29%	(304)	1060
Gender: Female	28%	(321)	47%	(532)	25%	(289)	1141
Age: 18-29	37%	(165)	37%	(164)	27%	(119)	448
Age: 30-44	32%	(188)	41%	(239)	27%	(161)	588
Age: 45-54	27%	(99)	42%	(154)	30%	(110)	363
Age: 55-64	26%	(104)	48%	(195)	26%	(107)	405
Age: 65+	25%	(98)	51%	(203)	24%	(97)	398
PID: Dem (no lean)	34%	(255)	47%	(352)	18%	(137)	744
PID: Ind (no lean)	28%	(234)	41%	(343)	31%	(264)	841
PID: Rep (no lean)	27%	(165)	42%	(259)	31%	(191)	615
PID/Gender: Dem Men	40%	(120)	41%	(124)	19%	(56)	301
PID/Gender: Dem Women	30%	(135)	51%	(227)	18%	(81)	444
PID/Gender: Ind Men	28%	(123)	39%	(173)	33%	(149)	445
PID/Gender: Ind Women	28%	(110)	43%	(170)	29%	(116)	396
PID/Gender: Rep Men	29%	(90)	40%	(125)	32%	(99)	313
PID/Gender: Rep Women	25%	(75)	45%	(135)	30%	(92)	302
Ideo: Liberal (1-3)	33%	(251)	48%	(357)	19%	(142)	751
Ideo: Moderate (4)	32%	(166)	39%	(198)	29%	(148)	512
Ideo: Conservative (5-7)	27%	(172)	45%	(286)	27%	(171)	630
Educ: < College	29%	(462)	41%	(642)	30%	(463)	1567
Educ: Bachelors degree	31%	(130)	49%	(205)	20%	(81)	416
Educ: Post-grad	28%	(62)	49%	(107)	23%	(49)	219
Income: Under 50k	28%	(339)	43%	(523)	30%	(367)	1229
Income: 50k-100k	31%	(219)	46%	(318)	23%	(162)	698
Income: 100k+	35%	(96)	41%	(113)	23%	(64)	274
Ethnicity: White	27%	(480)	45%	(792)	27%	(478)	1750
Ethnicity: Hispanic	39%	(130)	28%	(92)	33%	(107)	329

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**Table BRD18\_5: Should television shows have more characters that represent each of the following types of people?  
Upper class people**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	30% (654)	43% (954)	27% (593)	2201
Ethnicity: Afr. Am.	41% (110)	37% (99)	22% (59)	269
Ethnicity: Other	35% (65)	34% (62)	30% (55)	182
Relig: Protestant	28% (151)	43% (238)	29% (158)	547
Relig: Roman Catholic	33% (137)	44% (184)	24% (99)	420
Relig: Ath./Agn./None	26% (168)	45% (294)	30% (194)	656
Relig: Something Else	33% (108)	40% (130)	26% (85)	323
Relig: Jewish	40% (27)	38% (25)	22% (15)	67
Relig: Evangelical	34% (196)	41% (241)	25% (146)	583
Relig: Non-Evang. Catholics	29% (182)	44% (279)	27% (166)	627
Relig: All Christian	31% (378)	43% (520)	26% (312)	1210
Relig: All Non-Christian	28% (276)	43% (424)	29% (280)	979
Community: Urban	35% (198)	39% (220)	25% (141)	559
Community: Suburban	30% (299)	43% (422)	27% (261)	982
Community: Rural	24% (157)	47% (313)	29% (191)	660
Employ: Private Sector	31% (216)	43% (301)	27% (191)	708
Employ: Government	32% (40)	49% (61)	18% (23)	124
Employ: Self-Employed	34% (66)	36% (70)	31% (61)	196
Employ: Homemaker	27% (52)	49% (94)	25% (48)	194
Employ: Student	42% (43)	39% (40)	19% (20)	103
Employ: Retired	25% (119)	52% (251)	23% (111)	480
Employ: Unemployed	32% (63)	33% (66)	35% (71)	199
Employ: Other	28% (56)	36% (71)	36% (70)	196
Military HH: Yes	30% (116)	49% (185)	21% (80)	381
Military HH: No	30% (538)	42% (769)	28% (513)	1820
RD/WT: Right Direction	33% (279)	37% (316)	31% (262)	857
RD/WT: Wrong Track	28% (375)	47% (638)	25% (331)	1344

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**Table BRD18\_5:** Should television shows have more characters that represent each of the following types of people?  
Upper class people

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	30% (654)	43% (954)	27% (593)	2201
Strongly Approve	35% (147)	40% (169)	26% (108)	424
Somewhat Approve	31% (142)	39% (181)	30% (137)	460
Somewhat Disapprove	33% (96)	43% (125)	24% (72)	292
Strongly Disapprove	28% (239)	53% (445)	19% (160)	843
Dont Know / No Opinion	16% (30)	19% (34)	64% (116)	180
#1 Issue: Economy	32% (175)	42% (226)	26% (142)	544
#1 Issue: Security	28% (118)	44% (184)	28% (117)	419
#1 Issue: Health Care	29% (121)	45% (189)	27% (114)	424
#1 Issue: Medicare / Social Security	23% (75)	49% (162)	28% (91)	329
#1 Issue: Women's Issues	40% (47)	46% (54)	14% (17)	118
#1 Issue: Education	39% (66)	35% (60)	26% (44)	170
#1 Issue: Energy	36% (28)	42% (33)	22% (17)	79
#1 Issue: Other	19% (22)	39% (46)	42% (50)	118
2016 Vote: Democrat Hillary Clinton	35% (234)	49% (328)	17% (112)	674
2016 Vote: Republican Donald Trump	29% (201)	43% (294)	28% (196)	692
2016 Vote: Someone else	22% (43)	53% (104)	25% (49)	196
2012 Vote: Barack Obama	34% (294)	46% (404)	20% (178)	876
2012 Vote: Mitt Romney	26% (137)	46% (244)	29% (152)	534
2012 Vote: Other	17% (13)	52% (39)	30% (23)	76
2012 Vote: Didn't Vote	29% (209)	37% (266)	34% (240)	715
4-Region: Northeast	31% (126)	46% (183)	23% (92)	402
4-Region: Midwest	27% (129)	43% (204)	30% (141)	474
4-Region: South	29% (234)	43% (352)	28% (229)	815
4-Region: West	32% (165)	42% (216)	26% (130)	511
White Republicans	25% (143)	43% (242)	32% (181)	565
White Democrats	32% (160)	51% (257)	17% (87)	504

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

**Table BRD18\_6: Should television shows have more characters that represent each of the following types of people?  
African Americans**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	54% (1199)	19% (424)	26% (578)	2201
Gender: Male	48% (510)	23% (247)	29% (302)	1060
Gender: Female	60% (689)	15% (176)	24% (276)	1141
Age: 18-29	61% (274)	18% (81)	21% (93)	448
Age: 30-44	57% (337)	16% (92)	27% (159)	588
Age: 45-54	51% (184)	19% (68)	31% (111)	363
Age: 55-64	49% (200)	21% (85)	30% (121)	405
Age: 65+	52% (205)	25% (98)	24% (95)	398
PID: Dem (no lean)	74% (553)	10% (77)	15% (115)	744
PID: Ind (no lean)	49% (414)	18% (155)	32% (271)	841
PID: Rep (no lean)	38% (232)	31% (191)	31% (192)	615
PID/Gender: Dem Men	71% (213)	14% (41)	15% (47)	301
PID/Gender: Dem Women	76% (339)	8% (36)	15% (68)	444
PID/Gender: Ind Men	45% (198)	22% (99)	33% (148)	445
PID/Gender: Ind Women	55% (216)	14% (56)	31% (123)	396
PID/Gender: Rep Men	31% (99)	34% (108)	34% (107)	313
PID/Gender: Rep Women	44% (134)	28% (84)	28% (85)	302
Ideo: Liberal (1-3)	68% (510)	12% (93)	20% (148)	751
Ideo: Moderate (4)	60% (309)	14% (73)	25% (130)	512
Ideo: Conservative (5-7)	41% (259)	32% (200)	27% (171)	630
Educ: < College	53% (824)	19% (297)	28% (445)	1567
Educ: Bachelors degree	58% (242)	21% (88)	21% (86)	416
Educ: Post-grad	61% (133)	17% (38)	22% (47)	219
Income: Under 50k	52% (645)	19% (235)	28% (348)	1229
Income: 50k-100k	57% (401)	19% (134)	23% (164)	698
Income: 100k+	56% (153)	20% (54)	24% (66)	274
Ethnicity: White	49% (864)	22% (380)	29% (506)	1750
Ethnicity: Hispanic	60% (199)	14% (48)	25% (83)	329

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**Table BRD18\_6:** *Should television shows have more characters that represent each of the following types of people?*  
*African Americans*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	54% (1199)	19% (424)	26% (578)	2201
Ethnicity: Afr. Am.	84% (227)	8% (21)	8% (21)	269
Ethnicity: Other	59% (108)	12% (22)	28% (51)	182
Relig: Protestant	49% (269)	20% (109)	31% (169)	547
Relig: Roman Catholic	54% (229)	21% (87)	25% (104)	420
Relig: Ath./Agn./None	56% (364)	18% (117)	27% (175)	656
Relig: Something Else	60% (193)	18% (59)	22% (72)	323
Relig: Jewish	62% (41)	15% (10)	24% (16)	67
Relig: Evangelical	51% (295)	22% (126)	28% (162)	583
Relig: Non-Evang. Catholics	54% (338)	19% (120)	27% (169)	627
Relig: All Christian	52% (633)	20% (246)	27% (331)	1210
Relig: All Non-Christian	57% (558)	18% (176)	25% (246)	979
Community: Urban	64% (359)	13% (75)	22% (125)	559
Community: Suburban	55% (542)	19% (182)	26% (258)	982
Community: Rural	45% (298)	25% (166)	30% (196)	660
Employ: Private Sector	52% (365)	20% (143)	28% (201)	708
Employ: Government	56% (69)	25% (31)	19% (23)	124
Employ: Self-Employed	50% (98)	20% (39)	30% (58)	196
Employ: Homemaker	65% (125)	14% (26)	22% (42)	194
Employ: Student	78% (80)	8% (8)	15% (15)	103
Employ: Retired	52% (252)	23% (109)	25% (119)	480
Employ: Unemployed	57% (114)	16% (32)	27% (53)	199
Employ: Other	49% (96)	18% (35)	34% (66)	196
Military HH: Yes	54% (208)	22% (84)	24% (90)	381
Military HH: No	54% (992)	19% (340)	27% (488)	1820
RD/WT: Right Direction	43% (365)	26% (219)	32% (273)	857
RD/WT: Wrong Track	62% (834)	15% (204)	23% (305)	1344

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**Table BRD18\_6:** *Should television shows have more characters that represent each of the following types of people?*  
*African Americans*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	54% (1199)	19% (424)	26% (578)	2201
Strongly Approve	40% (170)	34% (143)	26% (111)	424
Somewhat Approve	41% (189)	23% (108)	35% (163)	460
Somewhat Disapprove	66% (194)	13% (39)	21% (60)	292
Strongly Disapprove	71% (601)	12% (103)	17% (140)	843
Dont Know / No Opinion	25% (46)	17% (31)	57% (103)	180
#1 Issue: Economy	53% (286)	21% (116)	26% (142)	544
#1 Issue: Security	47% (196)	24% (102)	29% (122)	419
#1 Issue: Health Care	60% (253)	17% (72)	23% (99)	424
#1 Issue: Medicare / Social Security	51% (168)	20% (66)	29% (95)	329
#1 Issue: Women's Issues	73% (86)	14% (17)	13% (16)	118
#1 Issue: Education	60% (102)	14% (24)	26% (44)	170
#1 Issue: Energy	69% (55)	14% (11)	16% (13)	79
#1 Issue: Other	45% (54)	15% (17)	40% (47)	118
2016 Vote: Democrat Hillary Clinton	75% (503)	10% (67)	15% (104)	674
2016 Vote: Republican Donald Trump	40% (279)	30% (210)	29% (203)	692
2016 Vote: Someone else	59% (116)	15% (30)	25% (50)	196
2012 Vote: Barack Obama	68% (600)	13% (112)	19% (164)	876
2012 Vote: Mitt Romney	39% (210)	31% (165)	30% (158)	534
2012 Vote: Other	43% (32)	19% (14)	39% (29)	76
2012 Vote: Didn't Vote	50% (357)	18% (132)	32% (226)	715
4-Region: Northeast	58% (233)	18% (72)	24% (97)	402
4-Region: Midwest	51% (244)	18% (87)	30% (143)	474
4-Region: South	53% (434)	22% (180)	25% (201)	815
4-Region: West	57% (289)	17% (85)	27% (137)	511
White Republicans	36% (206)	31% (175)	33% (184)	565
White Democrats	69% (348)	13% (64)	18% (93)	504

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

**Table BRD18\_7: Should television shows have more characters that represent each of the following types of people?  
 Hispanic Americans**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	52% (1154)	21% (454)	27% (592)	2201
Gender: Male	46% (491)	25% (260)	29% (308)	1060
Gender: Female	58% (663)	17% (194)	25% (284)	1141
Age: 18-29	58% (261)	22% (98)	20% (89)	448
Age: 30-44	55% (320)	19% (109)	27% (158)	588
Age: 45-54	47% (171)	20% (72)	33% (120)	363
Age: 55-64	51% (206)	20% (80)	30% (120)	405
Age: 65+	49% (196)	24% (97)	26% (105)	398
PID: Dem (no lean)	71% (531)	11% (83)	18% (131)	744
PID: Ind (no lean)	47% (395)	21% (174)	32% (272)	841
PID: Rep (no lean)	37% (229)	32% (197)	31% (189)	615
PID/Gender: Dem Men	66% (198)	13% (38)	21% (64)	301
PID/Gender: Dem Women	75% (332)	10% (45)	15% (66)	444
PID/Gender: Ind Men	43% (192)	25% (110)	32% (144)	445
PID/Gender: Ind Women	51% (203)	16% (64)	32% (128)	396
PID/Gender: Rep Men	32% (101)	36% (112)	32% (100)	313
PID/Gender: Rep Women	42% (128)	28% (85)	29% (89)	302
Ideo: Liberal (1-3)	66% (496)	14% (106)	20% (149)	751
Ideo: Moderate (4)	55% (283)	17% (89)	28% (141)	512
Ideo: Conservative (5-7)	42% (266)	31% (195)	27% (170)	630
Educ: < College	50% (787)	20% (320)	29% (460)	1567
Educ: Bachelors degree	57% (238)	23% (94)	20% (83)	416
Educ: Post-grad	59% (129)	19% (40)	23% (49)	219
Income: Under 50k	50% (612)	21% (252)	30% (365)	1229
Income: 50k-100k	55% (387)	21% (149)	23% (162)	698
Income: 100k+	57% (155)	19% (53)	24% (66)	274
Ethnicity: White	49% (854)	22% (386)	29% (510)	1750
Ethnicity: Hispanic	65% (213)	14% (45)	21% (71)	329

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**Table BRD18\_7: Should television shows have more characters that represent each of the following types of people?  
Hispanic Americans**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	52% (1154)	21% (454)	27% (592)	2201
Ethnicity: Afr. Am.	70% (188)	16% (44)	14% (37)	269
Ethnicity: Other	62% (112)	13% (24)	25% (45)	182
Relig: Protestant	49% (266)	21% (113)	31% (168)	547
Relig: Roman Catholic	55% (232)	20% (83)	25% (105)	420
Relig: Ath./Agn./None	53% (346)	20% (132)	27% (178)	656
Relig: Something Else	52% (169)	22% (72)	26% (83)	323
Relig: Jewish	63% (42)	15% (10)	22% (15)	67
Relig: Evangelical	51% (296)	22% (127)	27% (160)	583
Relig: Non-Evang. Catholics	54% (339)	19% (118)	27% (170)	627
Relig: All Christian	52% (635)	20% (245)	27% (330)	1210
Relig: All Non-Christian	53% (515)	21% (203)	27% (261)	979
Community: Urban	59% (333)	17% (97)	23% (129)	559
Community: Suburban	54% (531)	20% (193)	26% (259)	982
Community: Rural	44% (291)	25% (164)	31% (204)	660
Employ: Private Sector	51% (361)	21% (149)	28% (199)	708
Employ: Government	56% (69)	25% (31)	19% (24)	124
Employ: Self-Employed	46% (90)	25% (49)	29% (57)	196
Employ: Homemaker	55% (107)	20% (39)	25% (48)	194
Employ: Student	78% (81)	12% (12)	10% (10)	103
Employ: Retired	52% (249)	22% (106)	26% (125)	480
Employ: Unemployed	55% (110)	19% (37)	26% (52)	199
Employ: Other	45% (89)	16% (31)	39% (77)	196
Military HH: Yes	54% (204)	23% (86)	24% (91)	381
Military HH: No	52% (950)	20% (368)	28% (501)	1820
RD/WT: Right Direction	40% (342)	27% (234)	33% (281)	857
RD/WT: Wrong Track	60% (813)	16% (220)	23% (311)	1344

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**Table BRD18\_7: Should television shows have more characters that represent each of the following types of people?  
Hispanic Americans**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	52% (1154)	21% (454)	27% (592)	2201
Strongly Approve	38% (163)	37% (159)	24% (103)	424
Somewhat Approve	43% (197)	21% (95)	36% (168)	460
Somewhat Disapprove	60% (175)	18% (52)	22% (65)	292
Strongly Disapprove	68% (575)	13% (114)	18% (154)	843
Dont Know / No Opinion	24% (44)	19% (34)	57% (103)	180
#1 Issue: Economy	51% (279)	22% (118)	27% (146)	544
#1 Issue: Security	47% (197)	27% (113)	26% (109)	419
#1 Issue: Health Care	56% (239)	19% (82)	24% (103)	424
#1 Issue: Medicare / Social Security	47% (154)	20% (66)	33% (109)	329
#1 Issue: Women's Issues	70% (83)	15% (18)	15% (17)	118
#1 Issue: Education	57% (97)	18% (30)	25% (43)	170
#1 Issue: Energy	64% (50)	17% (13)	20% (15)	79
#1 Issue: Other	47% (55)	11% (14)	42% (50)	118
2016 Vote: Democrat Hillary Clinton	73% (491)	11% (71)	17% (112)	674
2016 Vote: Republican Donald Trump	40% (275)	32% (222)	28% (194)	692
2016 Vote: Someone else	58% (113)	16% (31)	26% (51)	196
2012 Vote: Barack Obama	66% (575)	13% (117)	21% (184)	876
2012 Vote: Mitt Romney	40% (212)	31% (165)	29% (156)	534
2012 Vote: Other	38% (28)	25% (19)	37% (28)	76
2012 Vote: Didn't Vote	47% (339)	21% (153)	31% (224)	715
4-Region: Northeast	56% (224)	20% (80)	24% (97)	402
4-Region: Midwest	50% (238)	17% (82)	33% (154)	474
4-Region: South	51% (416)	24% (192)	25% (207)	815
4-Region: West	54% (277)	20% (101)	26% (133)	511
White Republicans	37% (208)	31% (173)	33% (184)	565
White Democrats	69% (346)	11% (58)	20% (101)	504

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

**Table BRD18\_8: Should television shows have more characters that represent each of the following types of people?  
Asian Americans**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	52% (1137)	19% (425)	29% (639)	2201
Gender: Male	46% (493)	23% (247)	30% (320)	1060
Gender: Female	56% (644)	16% (177)	28% (320)	1141
Age: 18-29	60% (270)	16% (73)	23% (105)	448
Age: 30-44	54% (317)	19% (109)	27% (162)	588
Age: 45-54	46% (168)	19% (69)	35% (125)	363
Age: 55-64	47% (191)	19% (78)	34% (136)	405
Age: 65+	48% (191)	24% (96)	28% (111)	398
PID: Dem (no lean)	68% (507)	13% (93)	19% (144)	744
PID: Ind (no lean)	47% (392)	19% (161)	34% (289)	841
PID: Rep (no lean)	39% (238)	28% (171)	34% (207)	615
PID/Gender: Dem Men	64% (192)	15% (46)	21% (63)	301
PID/Gender: Dem Women	71% (315)	11% (48)	18% (81)	444
PID/Gender: Ind Men	42% (189)	23% (103)	34% (153)	445
PID/Gender: Ind Women	51% (203)	14% (57)	34% (136)	396
PID/Gender: Rep Men	36% (112)	31% (98)	33% (103)	313
PID/Gender: Rep Women	42% (126)	24% (73)	34% (103)	302
Ideo: Liberal (1-3)	64% (482)	14% (104)	22% (164)	751
Ideo: Moderate (4)	57% (291)	16% (82)	27% (139)	512
Ideo: Conservative (5-7)	40% (254)	28% (179)	31% (197)	630
Educ: < College	49% (767)	19% (303)	32% (496)	1567
Educ: Bachelors degree	57% (237)	20% (85)	23% (94)	416
Educ: Post-grad	61% (133)	17% (37)	22% (49)	219
Income: Under 50k	49% (597)	19% (235)	32% (396)	1229
Income: 50k-100k	55% (385)	20% (138)	25% (176)	698
Income: 100k+	57% (155)	19% (51)	25% (67)	274
Ethnicity: White	47% (830)	21% (373)	31% (548)	1750
Ethnicity: Hispanic	57% (187)	13% (42)	30% (100)	329

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**Table BRD18\_8:** *Should television shows have more characters that represent each of the following types of people?*  
*Asian Americans*

Demographic	Yes		No		Dont know / No Opinion		Total N
Adults	52%	(1137)	19%	(425)	29%	(639)	2201
Ethnicity: Afr. Am.	70%	(188)	13%	(35)	17%	(46)	269
Ethnicity: Other	66%	(119)	9%	(17)	25%	(45)	182
Relig: Protestant	46%	(254)	20%	(110)	33%	(182)	547
Relig: Roman Catholic	51%	(214)	20%	(85)	29%	(121)	420
Relig: Ath./Agn./None	55%	(358)	17%	(113)	28%	(185)	656
Relig: Something Else	55%	(179)	17%	(55)	28%	(89)	323
Relig: Jewish	59%	(39)	14%	(9)	28%	(18)	67
Relig: Evangelical	49%	(285)	23%	(133)	28%	(165)	583
Relig: Non-Evang. Catholics	49%	(310)	19%	(118)	32%	(199)	627
Relig: All Christian	49%	(595)	21%	(251)	30%	(364)	1210
Relig: All Non-Christian	55%	(537)	17%	(168)	28%	(275)	979
Community: Urban	59%	(329)	15%	(84)	26%	(145)	559
Community: Suburban	54%	(527)	17%	(172)	29%	(283)	982
Community: Rural	42%	(280)	26%	(169)	32%	(211)	660
Employ: Private Sector	49%	(350)	20%	(141)	31%	(217)	708
Employ: Government	54%	(67)	24%	(30)	22%	(28)	124
Employ: Self-Employed	47%	(92)	19%	(36)	35%	(68)	196
Employ: Homemaker	56%	(108)	20%	(39)	24%	(46)	194
Employ: Student	79%	(82)	11%	(12)	10%	(10)	103
Employ: Retired	51%	(247)	22%	(107)	26%	(126)	480
Employ: Unemployed	55%	(110)	12%	(24)	33%	(65)	199
Employ: Other	42%	(82)	18%	(35)	40%	(79)	196
Military HH: Yes	55%	(211)	21%	(79)	24%	(91)	381
Military HH: No	51%	(926)	19%	(346)	30%	(548)	1820
RD/WT: Right Direction	42%	(362)	25%	(214)	33%	(281)	857
RD/WT: Wrong Track	58%	(775)	16%	(211)	27%	(358)	1344

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**Table BRD18\_8:** *Should television shows have more characters that represent each of the following types of people?*  
*Asian Americans*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	52% (1137)	19% (425)	29% (639)	2201
Strongly Approve	39% (166)	34% (146)	26% (112)	424
Somewhat Approve	43% (197)	19% (89)	38% (174)	460
Somewhat Disapprove	58% (169)	17% (50)	25% (73)	292
Strongly Disapprove	66% (560)	13% (113)	20% (170)	843
Dont Know / No Opinion	25% (45)	15% (26)	61% (110)	180
#1 Issue: Economy	51% (277)	20% (110)	29% (156)	544
#1 Issue: Security	46% (192)	24% (102)	30% (125)	419
#1 Issue: Health Care	54% (229)	17% (73)	29% (123)	424
#1 Issue: Medicare / Social Security	47% (155)	21% (68)	32% (105)	329
#1 Issue: Women's Issues	69% (82)	14% (16)	17% (20)	118
#1 Issue: Education	57% (97)	17% (28)	26% (44)	170
#1 Issue: Energy	64% (50)	15% (12)	21% (17)	79
#1 Issue: Other	46% (54)	13% (16)	41% (49)	118
2016 Vote: Democrat Hillary Clinton	70% (470)	11% (75)	19% (129)	674
2016 Vote: Republican Donald Trump	41% (282)	29% (199)	30% (211)	692
2016 Vote: Someone else	60% (117)	13% (26)	27% (53)	196
2012 Vote: Barack Obama	64% (556)	13% (118)	23% (202)	876
2012 Vote: Mitt Romney	41% (220)	28% (149)	31% (164)	534
2012 Vote: Other	41% (31)	22% (17)	37% (28)	76
2012 Vote: Didn't Vote	46% (329)	20% (141)	34% (245)	715
4-Region: Northeast	56% (223)	17% (68)	27% (110)	402
4-Region: Midwest	48% (226)	20% (94)	32% (154)	474
4-Region: South	51% (414)	20% (165)	29% (236)	815
4-Region: West	54% (274)	19% (97)	27% (140)	511
White Republicans	37% (208)	29% (162)	35% (196)	565
White Democrats	65% (329)	13% (66)	22% (110)	504

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



**Table BRD18\_9:** *Should television shows have more characters that represent each of the following types of people?*

*Minorities*

Demographic	Yes	No	Don't know / No Opinion	Total N
Adults	57% (1264)	18% (390)	25% (547)	2201
Gender: Male	49% (520)	22% (237)	29% (303)	1060
Gender: Female	65% (744)	13% (153)	21% (244)	1141
Age: 18-29	63% (283)	16% (70)	21% (94)	448
Age: 30-44	60% (351)	15% (90)	25% (147)	588
Age: 45-54	53% (190)	18% (67)	29% (105)	363
Age: 55-64	54% (219)	18% (73)	28% (113)	405
Age: 65+	56% (221)	22% (89)	22% (88)	398
PID: Dem (no lean)	76% (566)	9% (64)	15% (114)	744
PID: Ind (no lean)	52% (433)	17% (147)	31% (261)	841
PID: Rep (no lean)	43% (265)	29% (179)	28% (172)	615
PID/Gender: Dem Men	71% (213)	11% (32)	19% (56)	301
PID/Gender: Dem Women	80% (353)	7% (32)	13% (59)	444
PID/Gender: Ind Men	44% (198)	22% (100)	33% (148)	445
PID/Gender: Ind Women	60% (236)	12% (47)	29% (113)	396
PID/Gender: Rep Men	35% (110)	33% (105)	32% (99)	313
PID/Gender: Rep Women	52% (156)	24% (74)	24% (72)	302
Ideo: Liberal (1-3)	71% (531)	12% (92)	17% (127)	751
Ideo: Moderate (4)	61% (311)	13% (64)	27% (137)	512
Ideo: Conservative (5-7)	47% (294)	29% (185)	24% (151)	630
Educ: < College	55% (868)	17% (273)	27% (426)	1567
Educ: Bachelors degree	62% (259)	20% (82)	18% (75)	416
Educ: Post-grad	63% (137)	16% (36)	21% (46)	219
Income: Under 50k	56% (683)	17% (213)	27% (333)	1229
Income: 50k-100k	59% (415)	19% (130)	22% (153)	698
Income: 100k+	61% (166)	17% (46)	22% (61)	274
Ethnicity: White	54% (943)	19% (336)	27% (472)	1750
Ethnicity: Hispanic	63% (208)	14% (46)	23% (76)	329

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**Table BRD18\_9: Should television shows have more characters that represent each of the following types of people?**

Minorities

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	57% (1264)	18% (390)	25% (547)	2201
Ethnicity: Afr. Am.	78% (208)	12% (31)	11% (29)	269
Ethnicity: Other	62% (113)	13% (23)	25% (46)	182
Relig: Protestant	52% (282)	19% (106)	29% (158)	547
Relig: Roman Catholic	59% (249)	19% (81)	21% (90)	420
Relig: Ath./Agn./None	57% (377)	16% (107)	26% (172)	656
Relig: Something Else	63% (202)	16% (53)	21% (69)	323
Relig: Jewish	68% (46)	12% (8)	20% (13)	67
Relig: Evangelical	56% (325)	19% (112)	25% (146)	583
Relig: Non-Evang. Catholics	57% (356)	18% (112)	25% (159)	627
Relig: All Christian	56% (681)	18% (224)	25% (305)	1210
Relig: All Non-Christian	59% (579)	16% (160)	25% (240)	979
Community: Urban	64% (360)	14% (80)	21% (119)	559
Community: Suburban	59% (582)	16% (161)	24% (239)	982
Community: Rural	49% (322)	23% (149)	29% (188)	660
Employ: Private Sector	57% (400)	17% (118)	27% (190)	708
Employ: Government	61% (75)	20% (25)	19% (24)	124
Employ: Self-Employed	53% (104)	22% (43)	25% (49)	196
Employ: Homemaker	65% (127)	13% (26)	21% (41)	194
Employ: Student	78% (80)	9% (10)	13% (13)	103
Employ: Retired	56% (268)	21% (102)	23% (110)	480
Employ: Unemployed	60% (120)	14% (28)	26% (51)	199
Employ: Other	46% (90)	19% (38)	35% (68)	196
Military HH: Yes	58% (222)	17% (65)	25% (93)	381
Military HH: No	57% (1042)	18% (325)	25% (453)	1820
RD/WT: Right Direction	46% (391)	25% (212)	30% (254)	857
RD/WT: Wrong Track	65% (873)	13% (177)	22% (293)	1344

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**Table BRD18\_9:** Should television shows have more characters that represent each of the following types of people?

Minorities

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	57% (1264)	18% (390)	25% (547)	2201
Strongly Approve	45% (190)	32% (135)	24% (100)	424
Somewhat Approve	46% (212)	22% (103)	32% (146)	460
Somewhat Disapprove	67% (195)	13% (39)	20% (58)	292
Strongly Disapprove	74% (624)	10% (84)	16% (135)	843
Dont Know / No Opinion	24% (43)	16% (29)	60% (108)	180
#1 Issue: Economy	56% (306)	19% (101)	25% (136)	544
#1 Issue: Security	52% (217)	25% (105)	23% (97)	419
#1 Issue: Health Care	61% (260)	15% (64)	24% (100)	424
#1 Issue: Medicare / Social Security	54% (178)	18% (60)	27% (90)	329
#1 Issue: Women's Issues	80% (94)	11% (13)	10% (11)	118
#1 Issue: Education	61% (104)	15% (25)	24% (41)	170
#1 Issue: Energy	63% (49)	10% (8)	27% (21)	79
#1 Issue: Other	46% (55)	12% (14)	42% (50)	118
2016 Vote: Democrat Hillary Clinton	76% (516)	10% (66)	14% (93)	674
2016 Vote: Republican Donald Trump	44% (307)	29% (201)	26% (183)	692
2016 Vote: Someone else	61% (119)	15% (30)	24% (47)	196
2012 Vote: Barack Obama	71% (624)	12% (101)	17% (152)	876
2012 Vote: Mitt Romney	43% (229)	30% (159)	27% (146)	534
2012 Vote: Other	43% (33)	22% (16)	35% (26)	76
2012 Vote: Didn't Vote	53% (379)	16% (113)	31% (223)	715
4-Region: Northeast	60% (242)	17% (69)	23% (91)	402
4-Region: Midwest	52% (248)	17% (80)	31% (146)	474
4-Region: South	56% (460)	21% (168)	23% (187)	815
4-Region: West	61% (314)	14% (74)	24% (123)	511
White Republicans	42% (239)	28% (158)	30% (169)	565
White Democrats	73% (370)	10% (49)	17% (86)	504

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

**Table BRD18\_10:** *Should television shows have more characters that represent each of the following types of people?*

*Women*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	62% (1370)	14% (306)	24% (525)	2201
Gender: Male	55% (582)	17% (183)	28% (295)	1060
Gender: Female	69% (788)	11% (123)	20% (230)	1141
Age: 18-29	65% (291)	13% (57)	22% (99)	448
Age: 30-44	64% (374)	12% (71)	24% (142)	588
Age: 45-54	59% (214)	14% (50)	27% (99)	363
Age: 55-64	62% (251)	15% (60)	23% (94)	405
Age: 65+	60% (239)	17% (68)	23% (91)	398
PID: Dem (no lean)	77% (570)	9% (65)	15% (109)	744
PID: Ind (no lean)	58% (492)	13% (110)	28% (239)	841
PID: Rep (no lean)	50% (308)	21% (131)	29% (177)	615
PID/Gender: Dem Men	69% (208)	12% (37)	18% (55)	301
PID/Gender: Dem Women	82% (362)	6% (27)	12% (54)	444
PID/Gender: Ind Men	53% (234)	17% (75)	31% (136)	445
PID/Gender: Ind Women	65% (258)	9% (35)	26% (103)	396
PID/Gender: Rep Men	45% (140)	22% (70)	33% (103)	313
PID/Gender: Rep Women	56% (168)	20% (61)	24% (73)	302
Ideo: Liberal (1-3)	71% (534)	11% (80)	18% (137)	751
Ideo: Moderate (4)	66% (339)	10% (52)	24% (122)	512
Ideo: Conservative (5-7)	55% (345)	22% (140)	23% (146)	630
Educ: < College	61% (950)	13% (210)	26% (406)	1567
Educ: Bachelors degree	66% (276)	16% (69)	17% (71)	416
Educ: Post-grad	66% (144)	13% (27)	22% (47)	219
Income: Under 50k	61% (749)	13% (161)	26% (319)	1229
Income: 50k-100k	64% (449)	15% (108)	20% (141)	698
Income: 100k+	63% (172)	14% (37)	24% (65)	274
Ethnicity: White	60% (1056)	14% (248)	25% (446)	1750
Ethnicity: Hispanic	63% (209)	11% (35)	26% (85)	329

Continued on next page

**Table BRD18\_10:** *Should television shows have more characters that represent each of the following types of people?*

Women

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	62% (1370)	14% (306)	24% (525)	2201
Ethnicity: Afr. Am.	74% (198)	15% (40)	12% (31)	269
Ethnicity: Other	64% (116)	10% (19)	26% (48)	182
Relig: Protestant	56% (304)	17% (93)	27% (150)	547
Relig: Roman Catholic	67% (282)	11% (48)	21% (90)	420
Relig: Ath./Agn./None	62% (407)	13% (83)	25% (166)	656
Relig: Something Else	66% (213)	14% (47)	20% (64)	323
Relig: Jewish	74% (49)	11% (8)	15% (10)	67
Relig: Evangelical	59% (346)	16% (92)	25% (144)	583
Relig: Non-Evang. Catholics	64% (399)	13% (79)	24% (149)	627
Relig: All Christian	62% (745)	14% (171)	24% (294)	1210
Relig: All Non-Christian	63% (620)	13% (130)	23% (229)	979
Community: Urban	68% (380)	12% (70)	20% (109)	559
Community: Suburban	63% (621)	13% (130)	24% (231)	982
Community: Rural	56% (369)	16% (107)	28% (185)	660
Employ: Private Sector	62% (438)	13% (93)	25% (177)	708
Employ: Government	63% (78)	22% (28)	15% (18)	124
Employ: Self-Employed	52% (101)	15% (30)	33% (65)	196
Employ: Homemaker	68% (133)	14% (28)	17% (34)	194
Employ: Student	85% (88)	8% (8)	7% (7)	103
Employ: Retired	63% (304)	16% (75)	21% (102)	480
Employ: Unemployed	60% (119)	11% (22)	29% (58)	199
Employ: Other	55% (109)	12% (23)	33% (65)	196
Military HH: Yes	63% (242)	14% (53)	23% (87)	381
Military HH: No	62% (1128)	14% (254)	24% (438)	1820
RD/WT: Right Direction	53% (452)	18% (158)	29% (247)	857
RD/WT: Wrong Track	68% (918)	11% (148)	21% (278)	1344

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**Table BRD18\_10:** *Should television shows have more characters that represent each of the following types of people?*

Women

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	62% (1370)	14% (306)	24% (525)	2201
Strongly Approve	53% (223)	25% (104)	23% (97)	424
Somewhat Approve	54% (251)	14% (64)	32% (146)	460
Somewhat Disapprove	69% (201)	11% (33)	20% (58)	292
Strongly Disapprove	77% (648)	9% (75)	14% (120)	843
Dont Know / No Opinion	26% (47)	17% (30)	57% (104)	180
#1 Issue: Economy	60% (329)	15% (79)	25% (136)	544
#1 Issue: Security	57% (240)	18% (75)	25% (104)	419
#1 Issue: Health Care	65% (277)	13% (57)	21% (90)	424
#1 Issue: Medicare / Social Security	60% (196)	14% (47)	26% (85)	329
#1 Issue: Women's Issues	84% (100)	8% (9)	8% (9)	118
#1 Issue: Education	67% (114)	10% (17)	23% (39)	170
#1 Issue: Energy	70% (55)	10% (8)	19% (15)	79
#1 Issue: Other	49% (58)	12% (14)	40% (47)	118
2016 Vote: Democrat Hillary Clinton	79% (534)	8% (56)	13% (84)	674
2016 Vote: Republican Donald Trump	53% (366)	21% (143)	26% (183)	692
2016 Vote: Someone else	63% (124)	12% (23)	25% (49)	196
2012 Vote: Barack Obama	75% (654)	9% (80)	16% (143)	876
2012 Vote: Mitt Romney	50% (265)	24% (126)	27% (143)	534
2012 Vote: Other	50% (37)	14% (10)	37% (28)	76
2012 Vote: Didn't Vote	58% (413)	13% (90)	30% (212)	715
4-Region: Northeast	64% (258)	11% (45)	24% (98)	402
4-Region: Midwest	59% (280)	13% (60)	28% (134)	474
4-Region: South	61% (500)	17% (138)	22% (177)	815
4-Region: West	65% (332)	12% (63)	23% (116)	511
White Republicans	50% (283)	20% (112)	30% (170)	565
White Democrats	76% (381)	8% (43)	16% (80)	504

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

**Table BRD18\_11:** *Should television shows have more characters that represent each of the following types of people?*  
**LGBTQ**

Demographic	Yes		No		Dont know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	40%	(886)	31%	(674)	29%	(641)	2201
Gender: Male	35%	(367)	34%	(356)	32%	(336)	1060
Gender: Female	45%	(519)	28%	(318)	27%	(304)	1141
Age: 18-29	52%	(233)	21%	(94)	27%	(121)	448
Age: 30-44	43%	(250)	27%	(156)	31%	(181)	588
Age: 45-54	36%	(130)	33%	(119)	31%	(113)	363
Age: 55-64	35%	(141)	39%	(157)	27%	(108)	405
Age: 65+	33%	(132)	37%	(148)	30%	(118)	398
PID: Dem (no lean)	58%	(430)	18%	(136)	24%	(179)	744
PID: Ind (no lean)	39%	(330)	27%	(227)	34%	(284)	841
PID: Rep (no lean)	21%	(127)	51%	(311)	29%	(177)	615
PID/Gender: Dem Men	53%	(159)	21%	(63)	26%	(78)	301
PID/Gender: Dem Women	61%	(270)	16%	(73)	23%	(101)	444
PID/Gender: Ind Men	31%	(140)	33%	(146)	36%	(160)	445
PID/Gender: Ind Women	48%	(190)	21%	(81)	31%	(124)	396
PID/Gender: Rep Men	22%	(68)	47%	(147)	31%	(98)	313
PID/Gender: Rep Women	19%	(59)	54%	(164)	26%	(79)	302
Ideo: Liberal (1-3)	61%	(456)	16%	(121)	23%	(174)	751
Ideo: Moderate (4)	44%	(227)	23%	(117)	33%	(168)	512
Ideo: Conservative (5-7)	19%	(121)	57%	(361)	23%	(148)	630
Educ: < College	38%	(588)	30%	(470)	32%	(508)	1567
Educ: Bachelors degree	47%	(197)	33%	(137)	20%	(82)	416
Educ: Post-grad	46%	(101)	31%	(67)	23%	(51)	219
Income: Under 50k	38%	(462)	29%	(358)	33%	(408)	1229
Income: 50k-100k	43%	(301)	34%	(236)	23%	(161)	698
Income: 100k+	45%	(122)	29%	(80)	26%	(72)	274
Ethnicity: White	38%	(664)	33%	(573)	29%	(513)	1750
Ethnicity: Hispanic	45%	(148)	20%	(66)	35%	(115)	329

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**Table BRD18\_11: Should television shows have more characters that represent each of the following types of people?  
LGBTQ**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	40% (886)	31% (674)	29% (641)	2201
Ethnicity: Afr. Am.	49% (133)	23% (63)	27% (73)	269
Ethnicity: Other	49% (89)	21% (38)	30% (54)	182
Relig: Protestant	33% (182)	40% (221)	26% (144)	547
Relig: Roman Catholic	43% (181)	30% (128)	26% (111)	420
Relig: Ath./Agn./None	48% (313)	22% (142)	31% (201)	656
Relig: Something Else	45% (145)	28% (91)	27% (88)	323
Relig: Jewish	53% (35)	26% (17)	21% (14)	67
Relig: Evangelical	27% (155)	43% (251)	30% (177)	583
Relig: Non-Evang. Catholics	44% (274)	29% (180)	28% (174)	627
Relig: All Christian	35% (428)	36% (430)	29% (351)	1210
Relig: All Non-Christian	47% (458)	24% (233)	29% (289)	979
Community: Urban	46% (256)	25% (140)	29% (163)	559
Community: Suburban	42% (417)	31% (301)	27% (264)	982
Community: Rural	32% (213)	35% (232)	32% (214)	660
Employ: Private Sector	42% (299)	30% (214)	28% (195)	708
Employ: Government	46% (57)	35% (43)	19% (24)	124
Employ: Self-Employed	35% (68)	32% (62)	34% (66)	196
Employ: Homemaker	45% (88)	31% (60)	24% (46)	194
Employ: Student	66% (68)	18% (19)	16% (17)	103
Employ: Retired	35% (166)	37% (178)	28% (136)	480
Employ: Unemployed	32% (63)	28% (56)	40% (80)	199
Employ: Other	39% (77)	22% (43)	39% (77)	196
Military HH: Yes	43% (163)	32% (123)	25% (95)	381
Military HH: No	40% (723)	30% (551)	30% (546)	1820
RD/WT: Right Direction	26% (219)	41% (352)	33% (286)	857
RD/WT: Wrong Track	50% (667)	24% (323)	26% (355)	1344

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**Table BRD18\_11:** *Should television shows have more characters that represent each of the following types of people?*  
 LGBTQ

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	40% (886)	31% (674)	29% (641)	2201
Strongly Approve	25% (108)	51% (216)	24% (100)	424
Somewhat Approve	25% (114)	41% (187)	35% (160)	460
Somewhat Disapprove	43% (126)	27% (79)	30% (88)	292
Strongly Disapprove	61% (512)	18% (150)	21% (181)	843
Dont Know / No Opinion	15% (27)	23% (42)	62% (112)	180
#1 Issue: Economy	36% (197)	38% (207)	26% (140)	544
#1 Issue: Security	28% (119)	44% (186)	27% (114)	419
#1 Issue: Health Care	45% (193)	24% (102)	30% (129)	424
#1 Issue: Medicare / Social Security	37% (120)	27% (88)	37% (120)	329
#1 Issue: Women's Issues	74% (88)	10% (12)	15% (18)	118
#1 Issue: Education	48% (81)	20% (34)	32% (55)	170
#1 Issue: Energy	55% (44)	18% (14)	27% (21)	79
#1 Issue: Other	37% (44)	26% (31)	37% (43)	118
2016 Vote: Democrat Hillary Clinton	62% (420)	17% (118)	20% (136)	674
2016 Vote: Republican Donald Trump	23% (157)	51% (351)	27% (183)	692
2016 Vote: Someone else	48% (93)	26% (52)	26% (51)	196
2012 Vote: Barack Obama	57% (501)	19% (168)	24% (208)	876
2012 Vote: Mitt Romney	20% (108)	55% (295)	25% (131)	534
2012 Vote: Other	27% (20)	42% (32)	31% (24)	76
2012 Vote: Didn't Vote	36% (258)	25% (179)	39% (278)	715
4-Region: Northeast	45% (183)	25% (100)	30% (119)	402
4-Region: Midwest	37% (176)	30% (142)	33% (156)	474
4-Region: South	37% (303)	36% (297)	26% (215)	815
4-Region: West	44% (225)	27% (136)	29% (150)	511
White Republicans	19% (106)	51% (290)	30% (170)	565
White Democrats	61% (309)	17% (86)	22% (110)	504

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

**Table BRD18\_12:** *Should television shows have more characters that represent each of the following types of people?*

Seniors

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	61% (1333)	15% (322)	25% (546)	2201
Gender: Male	55% (579)	17% (178)	29% (302)	1060
Gender: Female	66% (754)	13% (144)	21% (244)	1141
Age: 18-29	55% (245)	19% (84)	26% (119)	448
Age: 30-44	54% (320)	17% (100)	28% (167)	588
Age: 45-54	57% (205)	14% (51)	29% (106)	363
Age: 55-64	68% (276)	11% (43)	21% (87)	405
Age: 65+	72% (287)	11% (43)	17% (68)	398
PID: Dem (no lean)	70% (523)	14% (108)	15% (114)	744
PID: Ind (no lean)	55% (459)	15% (129)	30% (254)	841
PID: Rep (no lean)	57% (351)	14% (86)	29% (179)	615
PID/Gender: Dem Men	65% (194)	17% (52)	18% (55)	301
PID/Gender: Dem Women	74% (329)	13% (56)	13% (59)	444
PID/Gender: Ind Men	49% (217)	18% (80)	33% (148)	445
PID/Gender: Ind Women	61% (242)	12% (49)	27% (106)	396
PID/Gender: Rep Men	53% (167)	15% (46)	32% (100)	313
PID/Gender: Rep Women	61% (183)	13% (39)	26% (79)	302
Ideo: Liberal (1-3)	64% (483)	16% (118)	20% (151)	751
Ideo: Moderate (4)	67% (344)	11% (57)	22% (112)	512
Ideo: Conservative (5-7)	61% (386)	14% (91)	24% (153)	630
Educ: < College	58% (911)	15% (230)	27% (426)	1567
Educ: Bachelors degree	66% (274)	15% (61)	19% (80)	416
Educ: Post-grad	68% (148)	14% (31)	18% (40)	219
Income: Under 50k	57% (698)	15% (186)	28% (344)	1229
Income: 50k-100k	66% (460)	14% (99)	20% (140)	698
Income: 100k+	64% (174)	13% (37)	23% (62)	274
Ethnicity: White	60% (1057)	14% (249)	25% (445)	1750
Ethnicity: Hispanic	57% (187)	13% (42)	31% (101)	329

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**Table BRD18\_12:** *Should television shows have more characters that represent each of the following types of people?*  
 Seniors

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	61% (1333)	15% (322)	25% (546)	2201
Ethnicity: Afr. Am.	65% (174)	17% (46)	18% (49)	269
Ethnicity: Other	56% (102)	15% (27)	29% (53)	182
Relig: Protestant	61% (333)	13% (74)	26% (141)	547
Relig: Roman Catholic	69% (290)	12% (49)	19% (81)	420
Relig: Ath./Agn./None	55% (359)	17% (110)	28% (187)	656
Relig: Something Else	62% (202)	15% (49)	23% (73)	323
Relig: Jewish	74% (49)	14% (9)	12% (8)	67
Relig: Evangelical	61% (355)	14% (80)	25% (148)	583
Relig: Non-Evang. Catholics	66% (413)	12% (77)	22% (137)	627
Relig: All Christian	63% (768)	13% (157)	24% (285)	1210
Relig: All Non-Christian	57% (561)	16% (159)	27% (260)	979
Community: Urban	62% (346)	15% (82)	24% (132)	559
Community: Suburban	65% (635)	12% (114)	24% (233)	982
Community: Rural	53% (352)	19% (126)	28% (182)	660
Employ: Private Sector	58% (413)	16% (113)	26% (183)	708
Employ: Government	65% (81)	22% (27)	13% (16)	124
Employ: Self-Employed	53% (103)	17% (34)	30% (59)	196
Employ: Homemaker	62% (120)	17% (33)	21% (40)	194
Employ: Student	65% (67)	16% (17)	18% (19)	103
Employ: Retired	72% (347)	10% (47)	18% (86)	480
Employ: Unemployed	53% (106)	9% (18)	38% (75)	199
Employ: Other	49% (95)	17% (33)	35% (68)	196
Military HH: Yes	67% (257)	14% (52)	19% (72)	381
Military HH: No	59% (1076)	15% (270)	26% (474)	1820
RD/WT: Right Direction	55% (471)	16% (138)	29% (247)	857
RD/WT: Wrong Track	64% (862)	14% (184)	22% (299)	1344

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**Table BRD18\_12:** *Should television shows have more characters that represent each of the following types of people?*

Seniors

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	61% (1333)	15% (322)	25% (546)	2201
Strongly Approve	60% (256)	17% (71)	23% (97)	424
Somewhat Approve	55% (253)	15% (67)	30% (140)	460
Somewhat Disapprove	64% (189)	15% (43)	21% (61)	292
Strongly Disapprove	70% (591)	14% (115)	16% (137)	843
Dont Know / No Opinion	25% (45)	14% (26)	61% (110)	180
#1 Issue: Economy	59% (322)	16% (88)	25% (134)	544
#1 Issue: Security	58% (243)	15% (62)	27% (114)	419
#1 Issue: Health Care	62% (261)	14% (61)	24% (101)	424
#1 Issue: Medicare / Social Security	67% (219)	11% (36)	23% (74)	329
#1 Issue: Women's Issues	70% (82)	15% (17)	16% (19)	118
#1 Issue: Education	59% (101)	15% (25)	26% (44)	170
#1 Issue: Energy	54% (42)	26% (20)	21% (16)	79
#1 Issue: Other	54% (63)	10% (12)	37% (43)	118
2016 Vote: Democrat Hillary Clinton	74% (496)	14% (92)	13% (86)	674
2016 Vote: Republican Donald Trump	58% (402)	16% (114)	25% (176)	692
2016 Vote: Someone else	63% (123)	14% (27)	24% (47)	196
2012 Vote: Barack Obama	70% (615)	13% (111)	17% (150)	876
2012 Vote: Mitt Romney	59% (314)	16% (87)	25% (132)	534
2012 Vote: Other	50% (38)	19% (14)	32% (24)	76
2012 Vote: Didn't Vote	51% (366)	15% (110)	33% (239)	715
4-Region: Northeast	65% (261)	13% (53)	22% (88)	402
4-Region: Midwest	61% (288)	12% (58)	27% (127)	474
4-Region: South	59% (477)	17% (135)	25% (202)	815
4-Region: West	60% (306)	15% (76)	25% (129)	511
White Republicans	57% (321)	14% (78)	29% (166)	565
White Democrats	74% (371)	12% (60)	15% (74)	504

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

**Table BRD19\_1: Should television shows have more characters that represent each of the following types of people?  
Christians in America**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	45% (999)	26% (569)	29% (633)	2201
Gender: Male	42% (444)	28% (299)	30% (317)	1060
Gender: Female	49% (556)	24% (269)	28% (316)	1141
Age: 18-29	41% (185)	28% (126)	30% (136)	448
Age: 30-44	45% (262)	26% (152)	30% (174)	588
Age: 45-54	44% (158)	22% (80)	34% (124)	363
Age: 55-64	47% (191)	23% (93)	30% (121)	405
Age: 65+	51% (204)	29% (117)	19% (77)	398
PID: Dem (no lean)	42% (311)	31% (233)	27% (200)	744
PID: Ind (no lean)	37% (315)	29% (246)	33% (280)	841
PID: Rep (no lean)	61% (373)	15% (89)	25% (153)	615
PID/Gender: Dem Men	39% (116)	34% (101)	28% (84)	301
PID/Gender: Dem Women	44% (195)	30% (132)	26% (116)	444
PID/Gender: Ind Men	35% (155)	32% (144)	33% (146)	445
PID/Gender: Ind Women	41% (161)	26% (102)	34% (134)	396
PID/Gender: Rep Men	55% (173)	17% (54)	28% (87)	313
PID/Gender: Rep Women	66% (200)	12% (36)	22% (66)	302
Ideo: Liberal (1-3)	40% (297)	34% (258)	26% (196)	751
Ideo: Moderate (4)	45% (229)	27% (140)	28% (143)	512
Ideo: Conservative (5-7)	63% (400)	17% (106)	20% (124)	630
Educ: < College	45% (702)	22% (351)	33% (513)	1567
Educ: Bachelors degree	49% (202)	32% (133)	19% (81)	416
Educ: Post-grad	44% (96)	38% (84)	18% (39)	219
Income: Under 50k	44% (547)	22% (268)	34% (414)	1229
Income: 50k-100k	47% (331)	29% (205)	23% (163)	698
Income: 100k+	44% (122)	35% (96)	20% (56)	274
Ethnicity: White	44% (777)	27% (467)	29% (506)	1750
Ethnicity: Hispanic	40% (133)	21% (70)	38% (126)	329

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**Table BRD19\_1: Should television shows have more characters that represent each of the following types of people?  
Christians in America**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	45% (999)	26% (569)	29% (633)	2201
Ethnicity: Afr. Am.	54% (146)	19% (52)	26% (70)	269
Ethnicity: Other	42% (76)	27% (49)	31% (56)	182
Relig: Protestant	62% (339)	14% (76)	24% (132)	547
Relig: Roman Catholic	43% (180)	28% (116)	29% (123)	420
Relig: Ath./Agn./None	26% (170)	38% (249)	36% (236)	656
Relig: Something Else	43% (138)	30% (98)	27% (87)	323
Relig: Jewish	28% (19)	42% (28)	30% (20)	67
Relig: Evangelical	72% (417)	9% (55)	19% (111)	583
Relig: Non-Evang. Catholics	43% (271)	25% (158)	32% (198)	627
Relig: All Christian	57% (688)	18% (213)	26% (309)	1210
Relig: All Non-Christian	31% (308)	35% (347)	33% (324)	979
Community: Urban	46% (256)	24% (137)	30% (167)	559
Community: Suburban	44% (436)	28% (273)	28% (272)	982
Community: Rural	47% (307)	24% (159)	29% (194)	660
Employ: Private Sector	44% (308)	28% (201)	28% (199)	708
Employ: Government	50% (62)	32% (39)	18% (23)	124
Employ: Self-Employed	38% (75)	28% (54)	34% (67)	196
Employ: Homemaker	57% (111)	27% (52)	16% (31)	194
Employ: Student	39% (41)	36% (38)	24% (25)	103
Employ: Retired	50% (238)	27% (129)	24% (113)	480
Employ: Unemployed	44% (88)	14% (27)	42% (84)	199
Employ: Other	39% (77)	15% (29)	46% (91)	196
Military HH: Yes	48% (182)	29% (112)	23% (88)	381
Military HH: No	45% (818)	25% (457)	30% (545)	1820
RD/WT: Right Direction	54% (467)	19% (164)	26% (226)	857
RD/WT: Wrong Track	40% (532)	30% (404)	30% (407)	1344

Continued on next page

**Table BRD19\_1:** Should television shows have more characters that represent each of the following types of people?  
Christians in America

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	45% (999)	26% (569)	29% (633)	2201
Strongly Approve	68% (290)	16% (68)	16% (67)	424
Somewhat Approve	53% (242)	18% (82)	30% (136)	460
Somewhat Disapprove	43% (126)	26% (75)	31% (91)	292
Strongly Disapprove	37% (311)	38% (318)	25% (215)	843
Dont Know / No Opinion	17% (30)	14% (26)	69% (124)	180
#1 Issue: Economy	50% (273)	25% (138)	24% (132)	544
#1 Issue: Security	52% (217)	23% (97)	25% (105)	419
#1 Issue: Health Care	37% (158)	26% (112)	36% (154)	424
#1 Issue: Medicare / Social Security	42% (136)	25% (84)	33% (108)	329
#1 Issue: Women's Issues	43% (51)	40% (47)	17% (20)	118
#1 Issue: Education	47% (80)	23% (39)	30% (51)	170
#1 Issue: Energy	35% (28)	35% (28)	30% (24)	79
#1 Issue: Other	47% (56)	21% (25)	32% (38)	118
2016 Vote: Democrat Hillary Clinton	42% (281)	34% (232)	24% (161)	674
2016 Vote: Republican Donald Trump	60% (414)	19% (134)	21% (143)	692
2016 Vote: Someone else	42% (83)	31% (60)	27% (53)	196
2012 Vote: Barack Obama	42% (365)	31% (273)	27% (238)	876
2012 Vote: Mitt Romney	65% (346)	18% (98)	17% (90)	534
2012 Vote: Other	36% (27)	33% (25)	31% (24)	76
2012 Vote: Didn't Vote	37% (261)	24% (172)	39% (282)	715
4-Region: Northeast	37% (149)	33% (134)	30% (119)	402
4-Region: Midwest	46% (220)	19% (92)	34% (162)	474
4-Region: South	54% (438)	22% (178)	24% (199)	815
4-Region: West	38% (192)	32% (165)	30% (154)	511
White Republicans	60% (340)	15% (82)	25% (144)	565
White Democrats	38% (191)	36% (179)	27% (134)	504

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

**Table BRD19\_4: Should television shows have more characters that represent each of the following types of people?  
Muslims in America**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	34% (751)	35% (766)	31% (684)	2201
Gender: Male	29% (307)	39% (417)	32% (335)	1060
Gender: Female	39% (444)	31% (349)	31% (349)	1141
Age: 18-29	46% (204)	27% (119)	28% (124)	448
Age: 30-44	38% (220)	31% (181)	32% (186)	588
Age: 45-54	29% (106)	34% (125)	36% (132)	363
Age: 55-64	28% (113)	38% (153)	34% (139)	405
Age: 65+	27% (107)	47% (188)	26% (103)	398
PID: Dem (no lean)	50% (374)	23% (172)	27% (199)	744
PID: Ind (no lean)	29% (248)	34% (286)	37% (307)	841
PID: Rep (no lean)	21% (130)	50% (308)	29% (178)	615
PID/Gender: Dem Men	44% (131)	29% (88)	27% (81)	301
PID/Gender: Dem Women	55% (242)	19% (84)	27% (118)	444
PID/Gender: Ind Men	26% (115)	39% (172)	36% (159)	445
PID/Gender: Ind Women	34% (133)	29% (115)	38% (148)	396
PID/Gender: Rep Men	19% (61)	50% (157)	30% (95)	313
PID/Gender: Rep Women	23% (69)	50% (150)	27% (83)	302
Ideo: Liberal (1-3)	53% (400)	23% (176)	23% (175)	751
Ideo: Moderate (4)	34% (174)	32% (162)	34% (177)	512
Ideo: Conservative (5-7)	21% (134)	54% (340)	25% (156)	630
Educ: < College	30% (475)	34% (533)	36% (558)	1567
Educ: Bachelors degree	42% (173)	38% (159)	20% (85)	416
Educ: Post-grad	48% (104)	34% (74)	19% (41)	219
Income: Under 50k	31% (382)	33% (400)	36% (447)	1229
Income: 50k-100k	37% (260)	38% (262)	25% (175)	698
Income: 100k+	40% (109)	38% (104)	22% (61)	274
Ethnicity: White	31% (550)	37% (652)	31% (548)	1750
Ethnicity: Hispanic	42% (137)	21% (70)	37% (122)	329

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**Table BRD19\_4:** *Should television shows have more characters that represent each of the following types of people?  
 Muslims in America*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	34% (751)	35% (766)	31% (684)	2201
Ethnicity: Afr. Am.	46% (124)	27% (73)	27% (71)	269
Ethnicity: Other	42% (77)	22% (40)	35% (64)	182
Relig: Protestant	31% (171)	40% (221)	28% (155)	547
Relig: Roman Catholic	35% (147)	36% (153)	29% (120)	420
Relig: Ath./Agn./None	36% (239)	27% (179)	36% (238)	656
Relig: Something Else	40% (130)	33% (108)	26% (85)	323
Relig: Jewish	47% (31)	23% (15)	31% (20)	67
Relig: Evangelical	27% (156)	44% (254)	30% (173)	583
Relig: Non-Evang. Catholics	36% (224)	34% (216)	30% (187)	627
Relig: All Christian	31% (380)	39% (470)	30% (360)	1210
Relig: All Non-Christian	38% (369)	29% (287)	33% (323)	979
Community: Urban	38% (213)	29% (164)	33% (182)	559
Community: Suburban	37% (364)	34% (335)	29% (283)	982
Community: Rural	27% (175)	40% (267)	33% (218)	660
Employ: Private Sector	36% (258)	34% (239)	30% (211)	708
Employ: Government	42% (52)	36% (44)	23% (28)	124
Employ: Self-Employed	29% (56)	43% (83)	29% (56)	196
Employ: Homemaker	39% (76)	36% (70)	25% (48)	194
Employ: Student	56% (58)	22% (22)	22% (23)	103
Employ: Retired	26% (126)	43% (206)	31% (149)	480
Employ: Unemployed	33% (65)	27% (55)	40% (80)	199
Employ: Other	31% (61)	24% (47)	45% (89)	196
Military HH: Yes	33% (124)	43% (162)	25% (95)	381
Military HH: No	34% (627)	33% (604)	32% (589)	1820
RD/WT: Right Direction	23% (201)	45% (388)	31% (267)	857
RD/WT: Wrong Track	41% (550)	28% (377)	31% (416)	1344

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**Table BRD19\_4: Should television shows have more characters that represent each of the following types of people?  
Muslims in America**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	34% (751)	35% (766)	31% (684)	2201
Strongly Approve	22% (92)	59% (251)	19% (81)	424
Somewhat Approve	26% (120)	38% (176)	36% (164)	460
Somewhat Disapprove	34% (98)	30% (88)	36% (106)	292
Strongly Disapprove	50% (420)	26% (215)	25% (208)	843
Dont Know / No Opinion	11% (20)	19% (35)	70% (126)	180
#1 Issue: Economy	35% (192)	36% (197)	29% (155)	544
#1 Issue: Security	23% (97)	49% (206)	28% (117)	419
#1 Issue: Health Care	33% (138)	33% (138)	35% (147)	424
#1 Issue: Medicare / Social Security	27% (89)	38% (124)	35% (115)	329
#1 Issue: Women's Issues	69% (82)	12% (14)	19% (23)	118
#1 Issue: Education	42% (71)	26% (44)	32% (55)	170
#1 Issue: Energy	53% (41)	22% (17)	26% (20)	79
#1 Issue: Other	35% (42)	21% (25)	44% (52)	118
2016 Vote: Democrat Hillary Clinton	53% (359)	24% (159)	23% (156)	674
2016 Vote: Republican Donald Trump	22% (150)	52% (358)	27% (184)	692
2016 Vote: Someone else	40% (78)	28% (55)	32% (63)	196
2012 Vote: Barack Obama	47% (410)	27% (236)	26% (230)	876
2012 Vote: Mitt Romney	19% (103)	55% (296)	25% (135)	534
2012 Vote: Other	20% (15)	46% (35)	34% (26)	76
2012 Vote: Didn't Vote	31% (223)	28% (199)	41% (293)	715
4-Region: Northeast	36% (146)	34% (137)	29% (118)	402
4-Region: Midwest	31% (146)	33% (154)	37% (174)	474
4-Region: South	33% (270)	38% (308)	29% (236)	815
4-Region: West	37% (189)	33% (166)	30% (156)	511
White Republicans	21% (116)	50% (282)	30% (167)	565
White Democrats	49% (250)	24% (119)	27% (135)	504

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

**Table BRD19\_5: Should television shows have more characters that represent each of the following types of people?  
 Jews in America**

Demographic	Yes		No		Dont know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	42%	(923)	24%	(528)	34%	(750)	2201
Gender: Male	38%	(400)	27%	(286)	35%	(374)	1060
Gender: Female	46%	(523)	21%	(242)	33%	(377)	1141
Age: 18-29	52%	(235)	19%	(86)	28%	(127)	448
Age: 30-44	41%	(241)	24%	(143)	35%	(203)	588
Age: 45-54	33%	(120)	23%	(85)	44%	(158)	363
Age: 55-64	38%	(154)	26%	(104)	36%	(147)	405
Age: 65+	43%	(172)	28%	(110)	29%	(116)	398
PID: Dem (no lean)	51%	(380)	20%	(150)	29%	(215)	744
PID: Ind (no lean)	34%	(289)	27%	(228)	39%	(325)	841
PID: Rep (no lean)	41%	(254)	24%	(151)	34%	(211)	615
PID/Gender: Dem Men	45%	(135)	22%	(67)	33%	(99)	301
PID/Gender: Dem Women	55%	(245)	19%	(83)	26%	(116)	444
PID/Gender: Ind Men	31%	(136)	31%	(140)	38%	(169)	445
PID/Gender: Ind Women	39%	(153)	22%	(88)	39%	(155)	396
PID/Gender: Rep Men	41%	(129)	25%	(79)	34%	(106)	313
PID/Gender: Rep Women	41%	(125)	24%	(72)	35%	(105)	302
Ideo: Liberal (1-3)	53%	(397)	20%	(147)	28%	(207)	751
Ideo: Moderate (4)	39%	(201)	25%	(130)	35%	(181)	512
Ideo: Conservative (5-7)	41%	(260)	27%	(168)	32%	(201)	630
Educ: < College	38%	(603)	23%	(360)	39%	(604)	1567
Educ: Bachelors degree	50%	(207)	26%	(107)	24%	(102)	416
Educ: Post-grad	52%	(113)	28%	(61)	20%	(45)	219
Income: Under 50k	39%	(480)	23%	(279)	38%	(470)	1229
Income: 50k-100k	45%	(314)	25%	(176)	30%	(209)	698
Income: 100k+	47%	(129)	27%	(73)	26%	(71)	274
Ethnicity: White	41%	(717)	25%	(433)	34%	(601)	1750
Ethnicity: Hispanic	47%	(156)	13%	(42)	40%	(131)	329

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**Table BRD19\_5: Should television shows have more characters that represent each of the following types of people?  
Jews in America**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	42% (923)	24% (528)	34% (750)	2201
Ethnicity: Afr. Am.	48% (128)	22% (59)	31% (82)	269
Ethnicity: Other	43% (78)	20% (37)	37% (67)	182
Relig: Protestant	45% (248)	20% (111)	34% (188)	547
Relig: Roman Catholic	41% (171)	26% (108)	34% (141)	420
Relig: Ath./Agn./None	39% (258)	24% (156)	37% (242)	656
Relig: Something Else	45% (147)	27% (87)	28% (90)	323
Relig: Jewish	64% (43)	12% (8)	23% (16)	67
Relig: Evangelical	43% (253)	23% (136)	33% (194)	583
Relig: Non-Evang. Catholics	41% (259)	23% (143)	36% (225)	627
Relig: All Christian	42% (513)	23% (279)	35% (419)	1210
Relig: All Non-Christian	41% (405)	25% (243)	34% (332)	979
Community: Urban	46% (258)	19% (106)	35% (196)	559
Community: Suburban	43% (427)	23% (229)	33% (326)	982
Community: Rural	36% (238)	29% (193)	35% (229)	660
Employ: Private Sector	45% (316)	21% (152)	34% (240)	708
Employ: Government	41% (51)	35% (44)	23% (29)	124
Employ: Self-Employed	45% (87)	21% (41)	34% (67)	196
Employ: Homemaker	41% (79)	28% (54)	31% (61)	194
Employ: Student	59% (61)	22% (23)	19% (20)	103
Employ: Retired	40% (192)	28% (133)	32% (155)	480
Employ: Unemployed	35% (70)	22% (43)	43% (86)	199
Employ: Other	34% (66)	19% (38)	47% (92)	196
Military HH: Yes	48% (182)	25% (95)	27% (104)	381
Military HH: No	41% (741)	24% (433)	35% (646)	1820
RD/WT: Right Direction	40% (339)	26% (219)	35% (298)	857
RD/WT: Wrong Track	43% (583)	23% (309)	34% (452)	1344

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**Table BRD19\_5:** *Should television shows have more characters that represent each of the following types of people?*  
*Jews in America*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	42% (923)	24% (528)	34% (750)	2201
Strongly Approve	44% (185)	30% (128)	26% (111)	424
Somewhat Approve	38% (174)	23% (104)	40% (183)	460
Somewhat Disapprove	41% (121)	26% (75)	33% (97)	292
Strongly Disapprove	50% (419)	23% (191)	28% (233)	843
Dont Know / No Opinion	14% (24)	17% (30)	70% (126)	180
#1 Issue: Economy	43% (233)	26% (139)	32% (172)	544
#1 Issue: Security	39% (163)	26% (110)	35% (146)	419
#1 Issue: Health Care	39% (167)	25% (104)	36% (153)	424
#1 Issue: Medicare / Social Security	36% (118)	25% (84)	39% (127)	329
#1 Issue: Women's Issues	62% (74)	15% (18)	23% (27)	118
#1 Issue: Education	46% (78)	24% (40)	31% (52)	170
#1 Issue: Energy	57% (45)	19% (15)	24% (19)	79
#1 Issue: Other	39% (47)	16% (18)	45% (54)	118
2016 Vote: Democrat Hillary Clinton	53% (358)	21% (143)	26% (173)	674
2016 Vote: Republican Donald Trump	41% (280)	28% (196)	31% (216)	692
2016 Vote: Someone else	43% (84)	25% (50)	32% (63)	196
2012 Vote: Barack Obama	47% (416)	23% (200)	30% (260)	876
2012 Vote: Mitt Romney	42% (227)	26% (140)	31% (167)	534
2012 Vote: Other	29% (22)	39% (30)	32% (24)	76
2012 Vote: Didn't Vote	36% (258)	22% (158)	42% (299)	715
4-Region: Northeast	43% (173)	25% (101)	32% (127)	402
4-Region: Midwest	37% (177)	22% (106)	40% (191)	474
4-Region: South	43% (349)	24% (196)	33% (269)	815
4-Region: West	44% (223)	25% (126)	32% (162)	511
White Republicans	40% (225)	25% (144)	35% (197)	565
White Democrats	52% (263)	20% (99)	28% (142)	504

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

**Table BRD19\_6: Should television shows have more characters that represent each of the following types of people?  
Atheists in America**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	28% (620)	41% (898)	31% (683)	2201
Gender: Male	30% (319)	40% (420)	30% (321)	1060
Gender: Female	26% (302)	42% (478)	32% (362)	1141
Age: 18-29	42% (190)	26% (115)	32% (143)	448
Age: 30-44	33% (195)	37% (215)	30% (177)	588
Age: 45-54	25% (89)	40% (147)	35% (127)	363
Age: 55-64	20% (80)	48% (193)	33% (133)	405
Age: 65+	17% (66)	58% (229)	26% (103)	398
PID: Dem (no lean)	39% (294)	32% (241)	28% (209)	744
PID: Ind (no lean)	25% (209)	38% (319)	37% (312)	841
PID: Rep (no lean)	19% (117)	55% (337)	26% (161)	615
PID/Gender: Dem Men	42% (125)	30% (89)	29% (86)	301
PID/Gender: Dem Women	38% (168)	34% (153)	28% (123)	444
PID/Gender: Ind Men	27% (118)	39% (173)	34% (154)	445
PID/Gender: Ind Women	23% (91)	37% (146)	40% (159)	396
PID/Gender: Rep Men	24% (75)	50% (158)	26% (81)	313
PID/Gender: Rep Women	14% (43)	59% (179)	27% (80)	302
Ideo: Liberal (1-3)	46% (343)	29% (220)	25% (187)	751
Ideo: Moderate (4)	25% (128)	40% (203)	35% (182)	512
Ideo: Conservative (5-7)	17% (109)	59% (374)	23% (146)	630
Educ: < College	26% (402)	40% (620)	35% (545)	1567
Educ: Bachelors degree	33% (136)	44% (183)	23% (96)	416
Educ: Post-grad	38% (82)	43% (94)	19% (42)	219
Income: Under 50k	26% (315)	38% (463)	37% (451)	1229
Income: 50k-100k	30% (208)	46% (324)	24% (166)	698
Income: 100k+	36% (97)	40% (111)	24% (66)	274
Ethnicity: White	26% (464)	43% (754)	30% (533)	1750
Ethnicity: Hispanic	36% (118)	26% (84)	39% (127)	329

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**Table BRD19\_6:** *Should television shows have more characters that represent each of the following types of people?  
 Atheists in America*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	28% (620)	41% (898)	31% (683)	2201
Ethnicity: Afr. Am.	34% (90)	37% (98)	30% (80)	269
Ethnicity: Other	37% (67)	25% (45)	38% (70)	182
Relig: Protestant	20% (112)	51% (278)	29% (157)	547
Relig: Roman Catholic	25% (104)	46% (193)	29% (123)	420
Relig: Ath./Agn./None	38% (247)	27% (178)	35% (231)	656
Relig: Something Else	35% (112)	34% (111)	31% (100)	323
Relig: Jewish	43% (29)	28% (18)	29% (20)	67
Relig: Evangelical	19% (108)	56% (327)	25% (148)	583
Relig: Non-Evang. Catholics	24% (152)	43% (271)	33% (204)	627
Relig: All Christian	22% (261)	49% (597)	29% (352)	1210
Relig: All Non-Christian	37% (360)	29% (289)	34% (331)	979
Community: Urban	36% (200)	33% (185)	31% (174)	559
Community: Suburban	28% (270)	42% (414)	30% (298)	982
Community: Rural	23% (150)	45% (299)	32% (211)	660
Employ: Private Sector	32% (227)	39% (274)	29% (208)	708
Employ: Government	38% (47)	45% (55)	18% (22)	124
Employ: Self-Employed	34% (66)	40% (78)	27% (52)	196
Employ: Homemaker	27% (53)	49% (95)	24% (46)	194
Employ: Student	49% (50)	24% (25)	27% (28)	103
Employ: Retired	17% (83)	55% (263)	28% (134)	480
Employ: Unemployed	24% (49)	29% (58)	46% (92)	199
Employ: Other	24% (46)	25% (50)	51% (100)	196
Military HH: Yes	27% (102)	49% (186)	24% (93)	381
Military HH: No	28% (518)	39% (711)	32% (590)	1820
RD/WT: Right Direction	23% (196)	50% (431)	27% (230)	857
RD/WT: Wrong Track	32% (425)	35% (467)	34% (453)	1344

Continued on next page

**Table BRD19\_6: Should television shows have more characters that represent each of the following types of people?  
Atheists in America**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	28% (620)	41% (898)	31% (683)	2201
Strongly Approve	24% (102)	58% (248)	17% (74)	424
Somewhat Approve	20% (92)	49% (225)	31% (143)	460
Somewhat Disapprove	21% (60)	42% (124)	37% (109)	292
Strongly Disapprove	40% (340)	32% (271)	28% (233)	843
Dont Know / No Opinion	15% (27)	17% (30)	68% (124)	180
#1 Issue: Economy	33% (178)	42% (226)	26% (139)	544
#1 Issue: Security	17% (69)	55% (230)	29% (120)	419
#1 Issue: Health Care	33% (140)	34% (143)	33% (142)	424
#1 Issue: Medicare / Social Security	19% (61)	44% (144)	38% (124)	329
#1 Issue: Women's Issues	48% (57)	34% (41)	17% (21)	118
#1 Issue: Education	32% (55)	34% (57)	34% (58)	170
#1 Issue: Energy	37% (29)	27% (22)	35% (28)	79
#1 Issue: Other	26% (31)	30% (36)	44% (52)	118
2016 Vote: Democrat Hillary Clinton	40% (272)	34% (230)	25% (172)	674
2016 Vote: Republican Donald Trump	18% (121)	59% (408)	23% (162)	692
2016 Vote: Someone else	35% (69)	35% (69)	29% (57)	196
2012 Vote: Barack Obama	36% (318)	35% (306)	29% (252)	876
2012 Vote: Mitt Romney	16% (87)	62% (332)	21% (114)	534
2012 Vote: Other	14% (11)	53% (40)	33% (25)	76
2012 Vote: Didn't Vote	29% (204)	31% (219)	41% (292)	715
4-Region: Northeast	29% (118)	42% (169)	29% (114)	402
4-Region: Midwest	25% (119)	36% (172)	39% (182)	474
4-Region: South	27% (221)	46% (374)	27% (219)	815
4-Region: West	32% (162)	36% (182)	33% (167)	511
White Republicans	17% (98)	56% (318)	27% (150)	565
White Democrats	42% (213)	31% (156)	27% (135)	504

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



**Table BRD19\_7: Should television shows have more characters that represent each of the following types of people?  
 Republicans**

Demographic	Yes		No		Dont know / No Opinion		Total N
Adults	33%	(728)	34%	(741)	33%	(732)	2201
Gender: Male	36%	(379)	33%	(351)	31%	(330)	1060
Gender: Female	31%	(349)	34%	(390)	35%	(402)	1141
Age: 18-29	35%	(158)	32%	(143)	33%	(147)	448
Age: 30-44	33%	(196)	33%	(194)	33%	(197)	588
Age: 45-54	30%	(109)	31%	(113)	39%	(141)	363
Age: 55-64	31%	(127)	35%	(140)	34%	(138)	405
Age: 65+	35%	(138)	38%	(151)	27%	(109)	398
PID: Dem (no lean)	26%	(190)	44%	(328)	30%	(226)	744
PID: Ind (no lean)	24%	(202)	36%	(307)	39%	(332)	841
PID: Rep (no lean)	54%	(335)	17%	(106)	28%	(175)	615
PID/Gender: Dem Men	29%	(87)	43%	(129)	28%	(85)	301
PID/Gender: Dem Women	23%	(103)	45%	(200)	32%	(141)	444
PID/Gender: Ind Men	26%	(115)	37%	(163)	38%	(167)	445
PID/Gender: Ind Women	22%	(87)	36%	(144)	42%	(165)	396
PID/Gender: Rep Men	56%	(176)	19%	(59)	25%	(78)	313
PID/Gender: Rep Women	53%	(159)	15%	(46)	32%	(97)	302
Ideo: Liberal (1-3)	30%	(224)	43%	(320)	28%	(207)	751
Ideo: Moderate (4)	30%	(151)	35%	(177)	36%	(184)	512
Ideo: Conservative (5-7)	50%	(317)	24%	(154)	25%	(159)	630
Educ: < College	31%	(491)	31%	(493)	37%	(582)	1567
Educ: Bachelors degree	37%	(155)	38%	(159)	24%	(102)	416
Educ: Post-grad	37%	(81)	41%	(89)	22%	(48)	219
Income: Under 50k	30%	(371)	32%	(398)	37%	(460)	1229
Income: 50k-100k	36%	(252)	35%	(246)	29%	(201)	698
Income: 100k+	38%	(105)	35%	(97)	26%	(72)	274
Ethnicity: White	34%	(589)	33%	(575)	33%	(586)	1750
Ethnicity: Hispanic	34%	(112)	29%	(96)	37%	(122)	329

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**Table BRD19\_7: Should television shows have more characters that represent each of the following types of people?  
Republicans**

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	33% (728)	34% (741)	33% (732)	2201
Ethnicity: Afr. Am.	30% (81)	40% (108)	30% (80)	269
Ethnicity: Other	32% (58)	32% (58)	36% (66)	182
Relig: Protestant	41% (223)	26% (142)	33% (182)	547
Relig: Roman Catholic	34% (144)	35% (148)	30% (127)	420
Relig: Ath./Agn./None	24% (156)	39% (253)	38% (247)	656
Relig: Something Else	35% (113)	36% (115)	29% (95)	323
Relig: Jewish	42% (28)	33% (22)	25% (17)	67
Relig: Evangelical	44% (258)	26% (151)	30% (174)	583
Relig: Non-Evang. Catholics	32% (199)	34% (212)	34% (216)	627
Relig: All Christian	38% (457)	30% (363)	32% (390)	1210
Relig: All Non-Christian	27% (269)	38% (368)	35% (342)	979
Community: Urban	37% (209)	31% (175)	31% (174)	559
Community: Suburban	32% (316)	35% (346)	33% (320)	982
Community: Rural	31% (202)	33% (220)	36% (238)	660
Employ: Private Sector	35% (249)	33% (232)	32% (227)	708
Employ: Government	37% (45)	34% (43)	29% (36)	124
Employ: Self-Employed	35% (68)	31% (60)	35% (68)	196
Employ: Homemaker	32% (63)	39% (76)	29% (56)	194
Employ: Student	44% (46)	34% (35)	22% (23)	103
Employ: Retired	32% (153)	38% (183)	30% (144)	480
Employ: Unemployed	28% (56)	29% (58)	43% (85)	199
Employ: Other	25% (49)	28% (55)	47% (93)	196
Military HH: Yes	40% (152)	35% (133)	25% (96)	381
Military HH: No	32% (576)	33% (608)	35% (636)	1820
RD/WT: Right Direction	46% (396)	24% (201)	30% (259)	857
RD/WT: Wrong Track	25% (331)	40% (540)	35% (473)	1344

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**Table BRD19\_7: Should television shows have more characters that represent each of the following types of people?**  
*Republicans*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	33% (728)	34% (741)	33% (732)	2201
Strongly Approve	61% (260)	20% (86)	18% (78)	424
Somewhat Approve	38% (173)	25% (114)	38% (173)	460
Somewhat Disapprove	30% (88)	33% (96)	37% (108)	292
Strongly Disapprove	22% (88)	49% (415)	29% (241)	843
Dont Know / No Opinion	10% (18)	17% (31)	73% (132)	180
#1 Issue: Economy	38% (209)	32% (173)	30% (161)	544
#1 Issue: Security	43% (179)	26% (108)	32% (132)	419
#1 Issue: Health Care	29% (123)	36% (151)	35% (150)	424
#1 Issue: Medicare / Social Security	23% (75)	40% (133)	37% (121)	329
#1 Issue: Women's Issues	27% (33)	48% (57)	25% (29)	118
#1 Issue: Education	33% (56)	31% (53)	35% (60)	170
#1 Issue: Energy	27% (21)	43% (34)	30% (24)	79
#1 Issue: Other	27% (32)	27% (32)	46% (54)	118
2016 Vote: Democrat Hillary Clinton	26% (174)	48% (321)	27% (180)	674
2016 Vote: Republican Donald Trump	50% (344)	24% (164)	26% (183)	692
2016 Vote: Someone else	29% (57)	38% (75)	33% (64)	196
2012 Vote: Barack Obama	28% (247)	42% (369)	30% (261)	876
2012 Vote: Mitt Romney	51% (271)	26% (138)	23% (125)	534
2012 Vote: Other	18% (14)	41% (31)	40% (30)	76
2012 Vote: Didn't Vote	27% (196)	28% (203)	44% (316)	715
4-Region: Northeast	30% (122)	36% (144)	34% (136)	402
4-Region: Midwest	30% (140)	32% (150)	39% (184)	474
4-Region: South	39% (317)	30% (246)	31% (252)	815
4-Region: West	29% (149)	39% (201)	31% (161)	511
White Republicans	53% (302)	18% (100)	29% (164)	565
White Democrats	27% (134)	43% (217)	30% (153)	504

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

**Table BRD19\_8: Should television shows have more characters that represent each of the following types of people?**

Democrats

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	33% (726)	35% (773)	32% (702)	2201
Gender: Male	31% (333)	39% (409)	30% (318)	1060
Gender: Female	34% (394)	32% (364)	34% (384)	1141
Age: 18-29	40% (177)	30% (132)	31% (138)	448
Age: 30-44	35% (204)	32% (186)	34% (198)	588
Age: 45-54	29% (107)	34% (123)	37% (132)	363
Age: 55-64	31% (128)	37% (148)	32% (129)	405
Age: 65+	28% (110)	46% (183)	26% (104)	398
PID: Dem (no lean)	55% (413)	18% (131)	27% (200)	744
PID: Ind (no lean)	23% (195)	37% (315)	39% (331)	841
PID: Rep (no lean)	19% (118)	53% (327)	28% (171)	615
PID/Gender: Dem Men	55% (167)	20% (60)	25% (74)	301
PID/Gender: Dem Women	56% (246)	16% (72)	28% (125)	444
PID/Gender: Ind Men	22% (100)	40% (178)	38% (168)	445
PID/Gender: Ind Women	24% (95)	35% (137)	41% (163)	396
PID/Gender: Rep Men	21% (67)	55% (171)	24% (75)	313
PID/Gender: Rep Women	17% (52)	51% (155)	31% (95)	302
Ideo: Liberal (1-3)	51% (383)	22% (167)	27% (201)	751
Ideo: Moderate (4)	31% (160)	33% (171)	35% (181)	512
Ideo: Conservative (5-7)	22% (141)	56% (350)	22% (139)	630
Educ: < College	32% (496)	33% (524)	35% (547)	1567
Educ: Bachelors degree	35% (146)	40% (166)	25% (104)	416
Educ: Post-grad	39% (85)	38% (83)	23% (51)	219
Income: Under 50k	32% (393)	32% (389)	36% (446)	1229
Income: 50k-100k	35% (243)	39% (274)	26% (182)	698
Income: 100k+	33% (90)	40% (110)	27% (74)	274
Ethnicity: White	29% (500)	38% (671)	33% (579)	1750
Ethnicity: Hispanic	44% (147)	22% (72)	34% (111)	329

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**Table BRD19\_8:** *Should television shows have more characters that represent each of the following types of people?*

Democrats

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	33% (726)	35% (773)	32% (702)	2201
Ethnicity: Afr. Am.	57% (153)	21% (56)	22% (59)	269
Ethnicity: Other	40% (73)	25% (46)	35% (63)	182
Relig: Protestant	30% (164)	39% (214)	31% (169)	547
Relig: Roman Catholic	37% (156)	34% (144)	28% (120)	420
Relig: Ath./Agn./None	30% (199)	32% (211)	37% (246)	656
Relig: Something Else	38% (122)	35% (115)	27% (87)	323
Relig: Jewish	43% (29)	33% (22)	24% (16)	67
Relig: Evangelical	33% (190)	39% (229)	28% (164)	583
Relig: Non-Evang. Catholics	34% (211)	34% (211)	33% (204)	627
Relig: All Christian	33% (401)	36% (440)	30% (369)	1210
Relig: All Non-Christian	33% (321)	33% (325)	34% (333)	979
Community: Urban	42% (235)	28% (155)	30% (169)	559
Community: Suburban	32% (316)	37% (364)	31% (303)	982
Community: Rural	27% (176)	39% (254)	35% (230)	660
Employ: Private Sector	35% (250)	34% (240)	31% (218)	708
Employ: Government	40% (50)	37% (46)	22% (27)	124
Employ: Self-Employed	28% (55)	37% (72)	35% (69)	196
Employ: Homemaker	33% (63)	43% (83)	24% (47)	194
Employ: Student	46% (48)	27% (28)	27% (28)	103
Employ: Retired	27% (127)	44% (209)	30% (144)	480
Employ: Unemployed	34% (68)	27% (54)	39% (77)	199
Employ: Other	33% (65)	20% (40)	47% (92)	196
Military HH: Yes	32% (121)	42% (162)	26% (98)	381
Military HH: No	33% (605)	34% (611)	33% (603)	1820
RD/WT: Right Direction	26% (222)	45% (384)	29% (250)	857
RD/WT: Wrong Track	38% (504)	29% (389)	34% (451)	1344

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**Table BRD19\_8:** Should television shows have more characters that represent each of the following types of people?

Democrats

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	33% (726)	35% (773)	32% (702)	2201
Strongly Approve	25% (105)	58% (245)	17% (74)	424
Somewhat Approve	25% (113)	38% (175)	37% (172)	460
Somewhat Disapprove	33% (96)	34% (99)	33% (97)	292
Strongly Disapprove	46% (388)	26% (218)	28% (237)	843
Dont Know / No Opinion	13% (24)	19% (35)	67% (122)	180
#1 Issue: Economy	33% (179)	37% (200)	30% (164)	544
#1 Issue: Security	25% (105)	47% (198)	28% (116)	419
#1 Issue: Health Care	35% (150)	31% (131)	34% (143)	424
#1 Issue: Medicare / Social Security	32% (105)	31% (103)	37% (121)	329
#1 Issue: Women's Issues	48% (57)	29% (34)	23% (27)	118
#1 Issue: Education	41% (69)	26% (44)	34% (57)	170
#1 Issue: Energy	33% (26)	37% (29)	30% (24)	79
#1 Issue: Other	30% (35)	29% (34)	42% (49)	118
2016 Vote: Democrat Hillary Clinton	54% (363)	20% (137)	26% (174)	674
2016 Vote: Republican Donald Trump	19% (134)	55% (382)	26% (176)	692
2016 Vote: Someone else	31% (60)	37% (73)	32% (63)	196
2012 Vote: Barack Obama	48% (418)	24% (211)	28% (247)	876
2012 Vote: Mitt Romney	17% (92)	59% (316)	24% (126)	534
2012 Vote: Other	12% (9)	49% (37)	39% (30)	76
2012 Vote: Didn't Vote	29% (208)	29% (209)	42% (299)	715
4-Region: Northeast	33% (134)	35% (142)	31% (125)	402
4-Region: Midwest	32% (151)	30% (142)	38% (181)	474
4-Region: South	32% (260)	39% (319)	29% (236)	815
4-Region: West	36% (182)	33% (169)	31% (160)	511
White Republicans	18% (101)	54% (304)	28% (161)	565
White Democrats	52% (263)	19% (97)	29% (144)	504

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

**Table BRD19\_9:** *Should television shows have more characters that represent each of the following types of people?*  
*Conservatives*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	37% (820)	30% (662)	33% (718)	2201
Gender: Male	38% (400)	31% (325)	32% (334)	1060
Gender: Female	37% (420)	30% (338)	34% (384)	1141
Age: 18-29	36% (160)	30% (132)	35% (156)	448
Age: 30-44	36% (214)	31% (182)	33% (191)	588
Age: 45-54	33% (121)	28% (103)	38% (139)	363
Age: 55-64	39% (157)	29% (118)	32% (131)	405
Age: 65+	42% (169)	32% (128)	26% (102)	398
PID: Dem (no lean)	31% (229)	38% (285)	31% (231)	744
PID: Ind (no lean)	30% (250)	32% (272)	38% (319)	841
PID: Rep (no lean)	55% (341)	17% (106)	27% (168)	615
PID/Gender: Dem Men	32% (95)	40% (119)	29% (86)	301
PID/Gender: Dem Women	30% (134)	37% (166)	33% (144)	444
PID/Gender: Ind Men	30% (135)	34% (149)	36% (161)	445
PID/Gender: Ind Women	29% (115)	31% (122)	40% (159)	396
PID/Gender: Rep Men	54% (170)	18% (56)	28% (87)	313
PID/Gender: Rep Women	57% (171)	17% (50)	27% (81)	302
Ideo: Liberal (1-3)	32% (240)	40% (298)	28% (213)	751
Ideo: Moderate (4)	32% (165)	32% (165)	36% (183)	512
Ideo: Conservative (5-7)	61% (381)	18% (115)	21% (134)	630
Educ: < College	35% (547)	28% (438)	37% (582)	1567
Educ: Bachelors degree	45% (188)	33% (139)	21% (89)	416
Educ: Post-grad	39% (86)	39% (86)	21% (47)	219
Income: Under 50k	33% (408)	29% (356)	38% (465)	1229
Income: 50k-100k	43% (297)	31% (215)	27% (186)	698
Income: 100k+	42% (115)	33% (91)	25% (68)	274
Ethnicity: White	38% (661)	30% (531)	32% (558)	1750
Ethnicity: Hispanic	34% (112)	25% (82)	41% (135)	329

Continued on next page

**Table BRD19\_9:** *Should television shows have more characters that represent each of the following types of people?*

*Conservatives*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	37% (820)	30% (662)	33% (718)	2201
Ethnicity: Afr. Am.	38% (102)	30% (81)	32% (85)	269
Ethnicity: Other	31% (57)	27% (50)	41% (75)	182
Relig: Protestant	47% (258)	22% (122)	31% (168)	547
Relig: Roman Catholic	39% (165)	32% (133)	29% (122)	420
Relig: Ath./Agn./None	26% (168)	35% (232)	39% (256)	656
Relig: Something Else	37% (120)	34% (111)	28% (92)	323
Relig: Jewish	42% (28)	32% (21)	26% (18)	67
Relig: Evangelical	52% (303)	21% (120)	27% (160)	583
Relig: Non-Evang. Catholics	36% (228)	30% (189)	34% (210)	627
Relig: All Christian	44% (531)	26% (309)	31% (371)	1210
Relig: All Non-Christian	29% (288)	35% (343)	35% (348)	979
Community: Urban	38% (214)	29% (163)	33% (182)	559
Community: Suburban	39% (380)	30% (299)	31% (304)	982
Community: Rural	34% (227)	30% (201)	35% (232)	660
Employ: Private Sector	40% (286)	30% (212)	30% (210)	708
Employ: Government	34% (42)	38% (48)	27% (34)	124
Employ: Self-Employed	35% (69)	32% (62)	33% (65)	196
Employ: Homemaker	44% (86)	32% (62)	24% (46)	194
Employ: Student	37% (38)	32% (33)	31% (32)	103
Employ: Retired	41% (195)	31% (147)	29% (138)	480
Employ: Unemployed	29% (58)	21% (43)	50% (99)	199
Employ: Other	23% (46)	28% (56)	48% (95)	196
Military HH: Yes	46% (175)	31% (117)	23% (89)	381
Military HH: No	35% (645)	30% (545)	35% (629)	1820
RD/WT: Right Direction	48% (415)	22% (192)	29% (251)	857
RD/WT: Wrong Track	30% (406)	35% (471)	35% (467)	1344

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**Table BRD19\_9:** Should television shows have more characters that represent each of the following types of people?

Conservatives

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	37% (820)	30% (662)	33% (718)	2201
Strongly Approve	62% (265)	21% (91)	16% (69)	424
Somewhat Approve	45% (205)	21% (96)	35% (159)	460
Somewhat Disapprove	33% (96)	29% (86)	38% (111)	292
Strongly Disapprove	28% (233)	43% (366)	29% (244)	843
Dont Know / No Opinion	12% (21)	13% (24)	75% (136)	180
#1 Issue: Economy	43% (234)	28% (153)	29% (157)	544
#1 Issue: Security	44% (186)	27% (115)	28% (118)	419
#1 Issue: Health Care	31% (133)	32% (134)	37% (157)	424
#1 Issue: Medicare / Social Security	29% (97)	32% (104)	39% (128)	329
#1 Issue: Women's Issues	41% (48)	35% (42)	24% (28)	118
#1 Issue: Education	40% (67)	29% (49)	32% (54)	170
#1 Issue: Energy	24% (19)	45% (35)	31% (24)	79
#1 Issue: Other	31% (37)	26% (30)	44% (52)	118
2016 Vote: Democrat Hillary Clinton	32% (214)	42% (282)	26% (178)	674
2016 Vote: Republican Donald Trump	54% (372)	22% (154)	24% (166)	692
2016 Vote: Someone else	35% (69)	33% (64)	32% (64)	196
2012 Vote: Barack Obama	33% (292)	38% (329)	29% (255)	876
2012 Vote: Mitt Romney	57% (304)	22% (116)	21% (114)	534
2012 Vote: Other	28% (21)	32% (24)	40% (31)	76
2012 Vote: Didn't Vote	28% (203)	27% (193)	45% (319)	715
4-Region: Northeast	31% (124)	36% (146)	33% (132)	402
4-Region: Midwest	34% (163)	27% (128)	38% (182)	474
4-Region: South	44% (358)	26% (209)	30% (248)	815
4-Region: West	34% (176)	35% (179)	31% (156)	511
White Republicans	56% (316)	17% (97)	27% (152)	565
White Democrats	30% (152)	41% (207)	29% (146)	504

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

**Table BRD19\_10:** *Should television shows have more characters that represent each of the following types of people?*  
*Liberals*

Demographic	Yes		No		Dont know / No Opinion		Total N
Adults	31%	(671)	37%	(813)	33%	(717)	2201
Gender: Male	29%	(312)	39%	(416)	31%	(332)	1060
Gender: Female	32%	(360)	35%	(396)	34%	(385)	1141
Age: 18-29	36%	(161)	33%	(146)	32%	(141)	448
Age: 30-44	34%	(199)	32%	(189)	34%	(199)	588
Age: 45-54	28%	(100)	34%	(123)	39%	(140)	363
Age: 55-64	26%	(104)	41%	(164)	34%	(137)	405
Age: 65+	27%	(108)	48%	(191)	25%	(99)	398
PID: Dem (no lean)	46%	(344)	22%	(164)	32%	(237)	744
PID: Ind (no lean)	24%	(203)	37%	(315)	38%	(324)	841
PID: Rep (no lean)	20%	(125)	54%	(334)	25%	(156)	615
PID/Gender: Dem Men	44%	(133)	25%	(74)	31%	(94)	301
PID/Gender: Dem Women	47%	(210)	20%	(90)	32%	(144)	444
PID/Gender: Ind Men	24%	(108)	39%	(173)	37%	(165)	445
PID/Gender: Ind Women	24%	(95)	36%	(142)	40%	(159)	396
PID/Gender: Rep Men	23%	(71)	54%	(170)	23%	(73)	313
PID/Gender: Rep Women	18%	(54)	55%	(165)	27%	(83)	302
Ideo: Liberal (1-3)	51%	(387)	21%	(156)	28%	(208)	751
Ideo: Moderate (4)	27%	(140)	36%	(183)	37%	(190)	512
Ideo: Conservative (5-7)	18%	(112)	60%	(380)	22%	(137)	630
Educ: < College	28%	(434)	36%	(562)	36%	(570)	1567
Educ: Bachelors degree	37%	(155)	40%	(167)	23%	(94)	416
Educ: Post-grad	38%	(83)	38%	(83)	24%	(52)	219
Income: Under 50k	29%	(353)	34%	(413)	38%	(463)	1229
Income: 50k-100k	32%	(226)	41%	(287)	27%	(186)	698
Income: 100k+	34%	(93)	41%	(113)	25%	(68)	274
Ethnicity: White	28%	(481)	40%	(700)	33%	(569)	1750
Ethnicity: Hispanic	40%	(132)	23%	(75)	37%	(122)	329

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**Table BRD19\_10:** *Should television shows have more characters that represent each of the following types of people?*

*Liberals*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	31% (671)	37% (813)	33% (717)	2201
Ethnicity: Afr. Am.	42% (114)	26% (69)	32% (86)	269
Ethnicity: Other	42% (76)	24% (44)	34% (62)	182
Relig: Protestant	27% (146)	43% (233)	31% (168)	547
Relig: Roman Catholic	32% (133)	38% (162)	30% (125)	420
Relig: Ath./Agn./None	30% (194)	33% (217)	37% (245)	656
Relig: Something Else	40% (129)	31% (101)	29% (94)	323
Relig: Jewish	43% (29)	27% (18)	30% (20)	67
Relig: Evangelical	26% (154)	45% (260)	29% (168)	583
Relig: Non-Evang. Catholics	31% (192)	36% (225)	34% (210)	627
Relig: All Christian	29% (346)	40% (485)	31% (378)	1210
Relig: All Non-Christian	33% (323)	32% (318)	35% (338)	979
Community: Urban	38% (212)	29% (161)	33% (186)	559
Community: Suburban	30% (299)	38% (374)	31% (309)	982
Community: Rural	24% (161)	42% (277)	34% (222)	660
Employ: Private Sector	32% (227)	36% (257)	32% (225)	708
Employ: Government	31% (39)	40% (50)	28% (35)	124
Employ: Self-Employed	29% (57)	42% (82)	29% (57)	196
Employ: Homemaker	30% (58)	42% (81)	28% (55)	194
Employ: Student	47% (49)	27% (28)	25% (26)	103
Employ: Retired	24% (117)	46% (221)	30% (142)	480
Employ: Unemployed	30% (59)	26% (52)	44% (88)	199
Employ: Other	33% (65)	21% (42)	45% (89)	196
Military HH: Yes	31% (116)	42% (160)	27% (104)	381
Military HH: No	31% (555)	36% (652)	34% (613)	1820
RD/WT: Right Direction	24% (204)	47% (400)	30% (254)	857
RD/WT: Wrong Track	35% (468)	31% (413)	34% (463)	1344

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**Table BRD19\_10:** Should television shows have more characters that represent each of the following types of people?

Liberals

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	31% (671)	37% (813)	33% (717)	2201
Strongly Approve	25% (105)	58% (246)	17% (72)	424
Somewhat Approve	24% (108)	43% (198)	34% (155)	460
Somewhat Disapprove	30% (87)	32% (93)	39% (113)	292
Strongly Disapprove	43% (360)	28% (232)	30% (251)	843
Dont Know / No Opinion	6% (11)	24% (44)	70% (125)	180
#1 Issue: Economy	29% (160)	42% (228)	29% (155)	544
#1 Issue: Security	22% (93)	51% (214)	27% (112)	419
#1 Issue: Health Care	33% (138)	30% (127)	37% (159)	424
#1 Issue: Medicare / Social Security	29% (94)	33% (110)	38% (124)	329
#1 Issue: Women's Issues	48% (57)	28% (33)	25% (29)	118
#1 Issue: Education	40% (68)	23% (39)	37% (63)	170
#1 Issue: Energy	29% (23)	39% (31)	32% (25)	79
#1 Issue: Other	32% (38)	26% (31)	41% (49)	118
2016 Vote: Democrat Hillary Clinton	47% (314)	25% (171)	28% (190)	674
2016 Vote: Republican Donald Trump	20% (139)	57% (391)	23% (161)	692
2016 Vote: Someone else	35% (68)	33% (66)	32% (63)	196
2012 Vote: Barack Obama	43% (375)	26% (232)	31% (269)	876
2012 Vote: Mitt Romney	18% (96)	61% (324)	21% (114)	534
2012 Vote: Other	13% (10)	50% (38)	37% (28)	76
2012 Vote: Didn't Vote	27% (191)	31% (219)	43% (306)	715
4-Region: Northeast	32% (127)	36% (144)	32% (130)	402
4-Region: Midwest	26% (123)	35% (164)	39% (187)	474
4-Region: South	29% (239)	41% (331)	30% (245)	815
4-Region: West	36% (182)	34% (173)	30% (155)	511
White Republicans	19% (106)	55% (308)	27% (151)	565
White Democrats	45% (226)	24% (121)	31% (157)	504

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

**Table BRD19\_11:** *Should television shows have more characters that represent each of the following types of people?  
Americans who voted for Donald Trump in the 2016 presidential election*

Demographic	Yes		No		Dont know / No Opinion		Total N
Adults	30%	(654)	39%	(863)	31%	(684)	2201
Gender: Male	32%	(335)	36%	(382)	32%	(342)	1060
Gender: Female	28%	(319)	42%	(480)	30%	(342)	1141
Age: 18-29	31%	(137)	40%	(179)	30%	(132)	448
Age: 30-44	29%	(172)	38%	(222)	33%	(193)	588
Age: 45-54	27%	(97)	36%	(130)	37%	(136)	363
Age: 55-64	31%	(126)	40%	(163)	29%	(116)	405
Age: 65+	31%	(122)	42%	(169)	27%	(107)	398
PID: Dem (no lean)	20%	(151)	54%	(401)	26%	(192)	744
PID: Ind (no lean)	23%	(190)	40%	(333)	38%	(318)	841
PID: Rep (no lean)	51%	(313)	21%	(128)	28%	(174)	615
PID/Gender: Dem Men	23%	(70)	48%	(145)	28%	(85)	301
PID/Gender: Dem Women	18%	(81)	58%	(256)	24%	(107)	444
PID/Gender: Ind Men	24%	(106)	39%	(173)	37%	(167)	445
PID/Gender: Ind Women	21%	(84)	41%	(161)	38%	(151)	396
PID/Gender: Rep Men	51%	(159)	21%	(65)	29%	(90)	313
PID/Gender: Rep Women	51%	(154)	21%	(64)	28%	(84)	302
Ideo: Liberal (1-3)	25%	(189)	51%	(380)	24%	(182)	751
Ideo: Moderate (4)	27%	(137)	38%	(196)	35%	(179)	512
Ideo: Conservative (5-7)	48%	(299)	28%	(175)	25%	(155)	630
Educ: < College	29%	(447)	37%	(573)	35%	(547)	1567
Educ: Bachelors degree	33%	(136)	45%	(188)	22%	(92)	416
Educ: Post-grad	32%	(70)	47%	(102)	21%	(46)	219
Income: Under 50k	26%	(319)	38%	(473)	36%	(437)	1229
Income: 50k-100k	34%	(239)	40%	(280)	26%	(179)	698
Income: 100k+	35%	(96)	40%	(110)	25%	(68)	274
Ethnicity: White	31%	(543)	37%	(649)	32%	(558)	1750
Ethnicity: Hispanic	28%	(91)	39%	(127)	34%	(111)	329

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**Table BRD19\_11:** *Should television shows have more characters that represent each of the following types of people?  
Americans who voted for Donald Trump in the 2016 presidential election*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	30% (654)	39% (863)	31% (684)	2201
Ethnicity: Afr. Am.	26% (71)	49% (131)	25% (67)	269
Ethnicity: Other	22% (40)	46% (83)	32% (59)	182
Relig: Protestant	38% (206)	33% (179)	30% (161)	547
Relig: Roman Catholic	28% (118)	44% (184)	28% (118)	420
Relig: Ath./Agn./None	20% (134)	43% (282)	37% (240)	656
Relig: Something Else	33% (107)	41% (133)	26% (84)	323
Relig: Jewish	34% (23)	48% (32)	18% (12)	67
Relig: Evangelical	42% (245)	28% (165)	30% (173)	583
Relig: Non-Evang. Catholics	27% (166)	44% (273)	30% (187)	627
Relig: All Christian	34% (412)	36% (438)	30% (360)	1210
Relig: All Non-Christian	25% (241)	42% (414)	33% (324)	979
Community: Urban	30% (170)	39% (217)	31% (172)	559
Community: Suburban	29% (285)	41% (404)	30% (294)	982
Community: Rural	30% (199)	37% (242)	33% (219)	660
Employ: Private Sector	33% (231)	37% (261)	31% (216)	708
Employ: Government	37% (46)	42% (53)	21% (26)	124
Employ: Self-Employed	29% (56)	39% (77)	32% (63)	196
Employ: Homemaker	32% (63)	46% (88)	22% (43)	194
Employ: Student	24% (25)	51% (53)	24% (25)	103
Employ: Retired	31% (150)	42% (202)	27% (129)	480
Employ: Unemployed	22% (43)	34% (68)	44% (87)	199
Employ: Other	20% (40)	31% (61)	49% (96)	196
Military HH: Yes	40% (153)	35% (134)	25% (94)	381
Military HH: No	28% (501)	40% (729)	32% (590)	1820
RD/WT: Right Direction	48% (408)	22% (188)	30% (261)	857
RD/WT: Wrong Track	18% (246)	50% (675)	31% (423)	1344

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**Table BRD19\_11:** *Should television shows have more characters that represent each of the following types of people?  
Americans who voted for Donald Trump in the 2016 presidential election*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	30% (654)	39% (863)	31% (684)	2201
Strongly Approve	66% (281)	18% (76)	16% (67)	424
Somewhat Approve	37% (169)	25% (117)	38% (174)	460
Somewhat Disapprove	19% (54)	44% (130)	37% (108)	292
Strongly Disapprove	16% (134)	60% (503)	24% (206)	843
Dont Know / No Opinion	9% (16)	20% (37)	71% (128)	180
#1 Issue: Economy	36% (193)	35% (190)	30% (161)	544
#1 Issue: Security	39% (165)	32% (136)	28% (118)	419
#1 Issue: Health Care	25% (107)	42% (179)	33% (139)	424
#1 Issue: Medicare / Social Security	23% (75)	43% (141)	34% (112)	329
#1 Issue: Women's Issues	25% (30)	53% (63)	22% (26)	118
#1 Issue: Education	25% (43)	40% (68)	35% (59)	170
#1 Issue: Energy	21% (17)	46% (37)	32% (25)	79
#1 Issue: Other	20% (24)	43% (50)	37% (44)	118
2016 Vote: Democrat Hillary Clinton	20% (132)	58% (390)	22% (152)	674
2016 Vote: Republican Donald Trump	51% (353)	23% (160)	26% (178)	692
2016 Vote: Someone else	21% (41)	46% (90)	33% (65)	196
2012 Vote: Barack Obama	24% (210)	50% (435)	26% (231)	876
2012 Vote: Mitt Romney	50% (269)	25% (133)	25% (131)	534
2012 Vote: Other	16% (12)	48% (36)	36% (27)	76
2012 Vote: Didn't Vote	23% (162)	36% (258)	41% (295)	715
4-Region: Northeast	29% (115)	47% (189)	24% (98)	402
4-Region: Midwest	25% (117)	35% (164)	41% (193)	474
4-Region: South	35% (289)	35% (289)	29% (237)	815
4-Region: West	26% (133)	43% (221)	31% (157)	511
White Republicans	50% (285)	20% (112)	30% (168)	565
White Democrats	21% (105)	53% (266)	26% (133)	504

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

**Table BRD19\_12:** *Should television shows have more characters that represent each of the following types of people?  
Americans who voted for Hillary Clinton in the 2016 presidential election*

Demographic	Yes		No		Dont know / No Opinion		Total N
Adults	27%	(591)	40%	(883)	33%	(727)	2201
Gender: Male	26%	(280)	42%	(440)	32%	(339)	1060
Gender: Female	27%	(311)	39%	(442)	34%	(388)	1141
Age: 18-29	33%	(149)	33%	(146)	34%	(153)	448
Age: 30-44	30%	(176)	35%	(208)	35%	(204)	588
Age: 45-54	24%	(86)	39%	(141)	37%	(136)	363
Age: 55-64	24%	(96)	44%	(178)	32%	(131)	405
Age: 65+	21%	(84)	53%	(210)	26%	(104)	398
PID: Dem (no lean)	42%	(312)	27%	(200)	31%	(233)	744
PID: Ind (no lean)	20%	(169)	42%	(351)	38%	(321)	841
PID: Rep (no lean)	18%	(110)	54%	(332)	28%	(174)	615
PID/Gender: Dem Men	43%	(129)	26%	(79)	31%	(93)	301
PID/Gender: Dem Women	41%	(183)	27%	(121)	31%	(140)	444
PID/Gender: Ind Men	19%	(86)	44%	(197)	36%	(162)	445
PID/Gender: Ind Women	21%	(83)	39%	(154)	40%	(158)	396
PID/Gender: Rep Men	21%	(65)	53%	(165)	27%	(84)	313
PID/Gender: Rep Women	15%	(45)	55%	(167)	30%	(90)	302
Ideo: Liberal (1-3)	43%	(321)	26%	(199)	31%	(232)	751
Ideo: Moderate (4)	26%	(136)	38%	(197)	35%	(180)	512
Ideo: Conservative (5-7)	16%	(102)	61%	(386)	22%	(141)	630
Educ: < College	25%	(393)	39%	(605)	36%	(568)	1567
Educ: Bachelors degree	29%	(122)	44%	(184)	26%	(110)	416
Educ: Post-grad	35%	(77)	43%	(93)	22%	(49)	219
Income: Under 50k	25%	(308)	37%	(449)	38%	(472)	1229
Income: 50k-100k	28%	(193)	46%	(320)	26%	(185)	698
Income: 100k+	33%	(90)	41%	(113)	26%	(71)	274
Ethnicity: White	23%	(408)	44%	(764)	33%	(579)	1750
Ethnicity: Hispanic	34%	(112)	26%	(85)	40%	(132)	329

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**Table BRD19\_12:** *Should television shows have more characters that represent each of the following types of people?  
Americans who voted for Hillary Clinton in the 2016 presidential election*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	27% (591)	40% (883)	33% (727)	2201
Ethnicity: Afr. Am.	46% (125)	24% (64)	30% (80)	269
Ethnicity: Other	32% (59)	30% (55)	37% (68)	182
Relig: Protestant	24% (134)	46% (251)	30% (162)	547
Relig: Roman Catholic	25% (105)	44% (185)	31% (129)	420
Relig: Ath./Agn./None	25% (164)	35% (227)	40% (265)	656
Relig: Something Else	37% (118)	37% (119)	27% (86)	323
Relig: Jewish	41% (28)	36% (24)	23% (15)	67
Relig: Evangelical	27% (159)	44% (257)	29% (167)	583
Relig: Non-Evang. Catholics	24% (148)	43% (271)	33% (208)	627
Relig: All Christian	25% (307)	44% (528)	31% (375)	1210
Relig: All Non-Christian	29% (282)	35% (346)	36% (351)	979
Community: Urban	31% (174)	33% (185)	36% (200)	559
Community: Suburban	27% (268)	41% (406)	31% (308)	982
Community: Rural	23% (150)	44% (291)	33% (219)	660
Employ: Private Sector	29% (202)	40% (281)	32% (224)	708
Employ: Government	40% (49)	41% (50)	20% (24)	124
Employ: Self-Employed	28% (54)	37% (73)	35% (69)	196
Employ: Homemaker	28% (55)	49% (95)	23% (45)	194
Employ: Student	33% (34)	39% (40)	28% (29)	103
Employ: Retired	20% (95)	51% (244)	29% (141)	480
Employ: Unemployed	26% (52)	28% (56)	45% (90)	199
Employ: Other	25% (50)	22% (43)	53% (104)	196
Military HH: Yes	26% (99)	47% (178)	27% (104)	381
Military HH: No	27% (492)	39% (704)	34% (623)	1820
RD/WT: Right Direction	21% (179)	49% (418)	30% (260)	857
RD/WT: Wrong Track	31% (412)	35% (465)	35% (467)	1344

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**Table BRD19\_12:** *Should television shows have more characters that represent each of the following types of people?  
Americans who voted for Hillary Clinton in the 2016 presidential election*

Demographic	Yes	No	Dont know / No Opinion	Total N
Adults	27% (591)	40% (883)	33% (727)	2201
Strongly Approve	23% (98)	61% (257)	16% (68)	424
Somewhat Approve	20% (94)	45% (207)	35% (159)	460
Somewhat Disapprove	23% (66)	38% (112)	39% (114)	292
Strongly Disapprove	37% (313)	32% (269)	31% (261)	843
Dont Know / No Opinion	10% (19)	21% (38)	69% (124)	180
#1 Issue: Economy	27% (147)	41% (221)	32% (176)	544
#1 Issue: Security	18% (74)	55% (231)	27% (114)	419
#1 Issue: Health Care	28% (120)	36% (151)	36% (153)	424
#1 Issue: Medicare / Social Security	25% (84)	38% (126)	36% (119)	329
#1 Issue: Women's Issues	44% (52)	31% (37)	25% (29)	118
#1 Issue: Education	37% (64)	30% (51)	33% (56)	170
#1 Issue: Energy	27% (21)	37% (29)	36% (28)	79
#1 Issue: Other	25% (30)	31% (37)	43% (51)	118
2016 Vote: Democrat Hillary Clinton	44% (294)	27% (179)	30% (201)	674
2016 Vote: Republican Donald Trump	18% (122)	58% (403)	24% (167)	692
2016 Vote: Someone else	22% (43)	44% (87)	34% (66)	196
2012 Vote: Barack Obama	40% (348)	28% (249)	32% (279)	876
2012 Vote: Mitt Romney	13% (71)	64% (341)	23% (121)	534
2012 Vote: Other	8% (6)	56% (43)	36% (27)	76
2012 Vote: Didn't Vote	23% (166)	35% (249)	42% (300)	715
4-Region: Northeast	24% (98)	44% (177)	32% (127)	402
4-Region: Midwest	24% (114)	37% (175)	39% (185)	474
4-Region: South	29% (236)	41% (332)	30% (246)	815
4-Region: West	28% (143)	39% (199)	33% (169)	511
White Republicans	15% (86)	55% (312)	30% (168)	565
White Democrats	40% (201)	29% (146)	31% (158)	504

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

**Table BRDdem1:**

Demographic	Streaming Service User		Total N
Adults	100%	(971)	971
Gender: Male	100%	(457)	457
Gender: Female	100%	(514)	514
Age: 18-29	100%	(324)	324
Age: 30-44	100%	(329)	329
Age: 45-54	100%	(133)	133
Age: 55-64	100%	(112)	112
Age: 65+	100%	(73)	73
PID: Dem (no lean)	100%	(387)	387
PID: Ind (no lean)	100%	(373)	373
PID: Rep (no lean)	100%	(212)	212
PID/Gender: Dem Men	100%	(160)	160
PID/Gender: Dem Women	100%	(227)	227
PID/Gender: Ind Men	100%	(183)	183
PID/Gender: Ind Women	100%	(189)	189
PID/Gender: Rep Men	100%	(114)	114
PID/Gender: Rep Women	100%	(98)	98
Ideo: Liberal (1-3)	100%	(409)	409
Ideo: Moderate (4)	100%	(202)	202
Ideo: Conservative (5-7)	100%	(217)	217
Educ: < College	100%	(697)	697
Educ: Bachelors degree	100%	(174)	174
Educ: Post-grad	100%	(101)	101
Income: Under 50k	100%	(537)	537
Income: 50k-100k	100%	(305)	305
Income: 100k+	100%	(129)	129
Ethnicity: White	100%	(683)	683
Ethnicity: Hispanic	100%	(226)	226
Ethnicity: Afr. Am.	100%	(180)	180
Ethnicity: Other	100%	(108)	108

Continued on next page

**Table BRDdem1:**

<b>Demographic</b>	<b>Streaming Service User</b>		<b>Total N</b>
Adults	100%	(971)	971
Relig: Protestant	100%	(163)	163
Relig: Roman Catholic	100%	(190)	190
Relig: Ath./Agn./None	100%	(332)	332
Relig: Something Else	100%	(152)	152
Relig: Evangelical	100%	(245)	245
Relig: Non-Evang. Catholics	100%	(236)	236
Relig: All Christian	100%	(481)	481
Relig: All Non-Christian	100%	(484)	484
Community: Urban	100%	(291)	291
Community: Suburban	100%	(407)	407
Community: Rural	100%	(273)	273
Employ: Private Sector	100%	(325)	325
Employ: Government	100%	(76)	76
Employ: Self-Employed	100%	(114)	114
Employ: Homemaker	100%	(87)	87
Employ: Student	100%	(69)	69
Employ: Retired	100%	(94)	94
Employ: Unemployed	100%	(113)	113
Employ: Other	100%	(94)	94
Military HH: Yes	100%	(162)	162
Military HH: No	100%	(809)	809
RD/WT: Right Direction	100%	(319)	319
RD/WT: Wrong Track	100%	(653)	653
Strongly Approve	100%	(169)	169
Somewhat Approve	100%	(171)	171
Somewhat Disapprove	100%	(142)	142
Strongly Disapprove	100%	(407)	407
Dont Know / No Opinion	100%	(82)	82

Continued on next page

**Table BRDdem1:**

Demographic	Streaming Service User		Total N
Adults	100%	(971)	971
#1 Issue: Economy	100%	(220)	220
#1 Issue: Security	100%	(188)	188
#1 Issue: Health Care	100%	(201)	201
#1 Issue: Medicare / Social Security	100%	(92)	92
#1 Issue: Women's Issues	100%	(82)	82
#1 Issue: Education	100%	(101)	101
2016 Vote: Democrat Hillary Clinton	100%	(315)	315
2016 Vote: Republican Donald Trump	100%	(247)	247
2016 Vote: Someone else	100%	(74)	74
2012 Vote: Barack Obama	100%	(394)	394
2012 Vote: Mitt Romney	100%	(166)	166
2012 Vote: Didn't Vote	100%	(390)	390
4-Region: Northeast	100%	(177)	177
4-Region: Midwest	100%	(171)	171
4-Region: South	100%	(368)	368
4-Region: West	100%	(255)	255
White Republicans	100%	(178)	178
White Democrats	100%	(221)	221

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

**Table BRDdem2:**

Demographic	Apple Music User		Total N
Adults	100%	(331)	331
Gender: Male	100%	(178)	178
Gender: Female	100%	(153)	153
Age: 18-29	100%	(124)	124
Age: 30-44	100%	(99)	99
PID: Dem (no lean)	100%	(152)	152
PID: Ind (no lean)	100%	(89)	89
PID: Rep (no lean)	100%	(90)	90
PID/Gender: Dem Men	100%	(72)	72
PID/Gender: Dem Women	100%	(81)	81
PID/Gender: Rep Men	100%	(64)	64
Ideo: Liberal (1-3)	100%	(162)	162
Ideo: Moderate (4)	100%	(51)	51
Ideo: Conservative (5-7)	100%	(74)	74
Educ: < College	100%	(231)	231
Educ: Bachelors degree	100%	(61)	61
Income: Under 50k	100%	(160)	160
Income: 50k-100k	100%	(126)	126
Ethnicity: White	100%	(231)	231
Ethnicity: Hispanic	100%	(89)	89
Ethnicity: Afr. Am.	100%	(62)	62
Relig: Protestant	100%	(56)	56
Relig: Roman Catholic	100%	(84)	84
Relig: Ath./Agn./None	100%	(91)	91
Relig: Something Else	100%	(59)	59
Relig: Evangelical	100%	(79)	79
Relig: Non-Evang. Catholics	100%	(102)	102
Relig: All Christian	100%	(181)	181
Relig: All Non-Christian	100%	(150)	150

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**Table BRDdem2:**

Demographic	Apple Music User	Total N
Adults	100% (331)	331
Community: Urban	100% (91)	91
Community: Suburban	100% (143)	143
Community: Rural	100% (96)	96
Employ: Private Sector	100% (128)	128
Military HH: Yes	100% (75)	75
Military HH: No	100% (255)	255
RD/WT: Right Direction	100% (135)	135
RD/WT: Wrong Track	100% (196)	196
Strongly Approve	100% (80)	80
Somewhat Approve	100% (51)	51
Strongly Disapprove	100% (129)	129
#1 Issue: Economy	100% (70)	70
#1 Issue: Health Care	100% (70)	70
2016 Vote: Democrat Hillary Clinton	100% (116)	116
2016 Vote: Republican Donald Trump	100% (100)	100
2012 Vote: Barack Obama	100% (142)	142
2012 Vote: Mitt Romney	100% (64)	64
2012 Vote: Didn't Vote	100% (120)	120
4-Region: Northeast	100% (73)	73
4-Region: South	100% (122)	122
4-Region: West	100% (88)	88
White Republicans	100% (76)	76
White Democrats	100% (90)	90

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

**Table BRDdem3:**

Demographic		Spotify User	Total N
Adults	100%	(472)	472
Gender: Male	100%	(239)	239
Gender: Female	100%	(233)	233
Age: 18-29	100%	(195)	195
Age: 30-44	100%	(152)	152
Age: 45-54	100%	(59)	59
PID: Dem (no lean)	100%	(199)	199
PID: Ind (no lean)	100%	(190)	190
PID: Rep (no lean)	100%	(84)	84
PID/Gender: Dem Men	100%	(89)	89
PID/Gender: Dem Women	100%	(110)	110
PID/Gender: Ind Men	100%	(97)	97
PID/Gender: Ind Women	100%	(93)	93
PID/Gender: Rep Men	100%	(53)	53
Ideo: Liberal (1-3)	100%	(222)	222
Ideo: Moderate (4)	100%	(113)	113
Ideo: Conservative (5-7)	100%	(77)	77
Educ: < College	100%	(335)	335
Educ: Bachelors degree	100%	(83)	83
Educ: Post-grad	100%	(54)	54
Income: Under 50k	100%	(272)	272
Income: 50k-100k	100%	(143)	143
Income: 100k+	100%	(56)	56
Ethnicity: White	100%	(340)	340
Ethnicity: Hispanic	100%	(106)	106
Ethnicity: Afr. Am.	100%	(72)	72
Ethnicity: Other	100%	(60)	60
Relig: Protestant	100%	(74)	74
Relig: Roman Catholic	100%	(90)	90
Relig: Ath./Agn./None	100%	(175)	175
Relig: Something Else	100%	(74)	74

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**Table BRDdem3:**

Demographic	Spotify User	Total N
Adults	100% (472)	472
Relig: Evangelical	100% (122)	122
Relig: Non-Evang. Catholics	100% (102)	102
Relig: All Christian	100% (223)	223
Relig: All Non-Christian	100% (249)	249
Community: Urban	100% (156)	156
Community: Suburban	100% (182)	182
Community: Rural	100% (135)	135
Employ: Private Sector	100% (168)	168
Employ: Self-Employed	100% (60)	60
Military HH: Yes	100% (74)	74
Military HH: No	100% (399)	399
RD/WT: Right Direction	100% (148)	148
RD/WT: Wrong Track	100% (324)	324
Strongly Approve	100% (93)	93
Somewhat Approve	100% (69)	69
Somewhat Disapprove	100% (71)	71
Strongly Disapprove	100% (203)	203
#1 Issue: Economy	100% (99)	99
#1 Issue: Security	100% (79)	79
#1 Issue: Health Care	100% (91)	91
#1 Issue: Education	100% (61)	61
2016 Vote: Democrat Hillary Clinton	100% (157)	157
2016 Vote: Republican Donald Trump	100% (105)	105
2012 Vote: Barack Obama	100% (191)	191
2012 Vote: Mitt Romney	100% (58)	58
2012 Vote: Didn't Vote	100% (217)	217
4-Region: Northeast	100% (78)	78
4-Region: Midwest	100% (95)	95
4-Region: South	100% (171)	171
4-Region: West	100% (128)	128
White Republicans	100% (72)	72
White Democrats	100% (122)	122

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

**Table BRDdem4:**

Demographic		Pandora User	Total N
Adults	100%	(654)	654
Gender: Male	100%	(304)	304
Gender: Female	100%	(350)	350
Age: 18-29	100%	(198)	198
Age: 30-44	100%	(224)	224
Age: 45-54	100%	(102)	102
Age: 55-64	100%	(79)	79
Age: 65+	100%	(51)	51
PID: Dem (no lean)	100%	(242)	242
PID: Ind (no lean)	100%	(257)	257
PID: Rep (no lean)	100%	(155)	155
PID/Gender: Dem Men	100%	(104)	104
PID/Gender: Dem Women	100%	(138)	138
PID/Gender: Ind Men	100%	(121)	121
PID/Gender: Ind Women	100%	(135)	135
PID/Gender: Rep Men	100%	(79)	79
PID/Gender: Rep Women	100%	(76)	76
Ideo: Liberal (1-3)	100%	(248)	248
Ideo: Moderate (4)	100%	(132)	132
Ideo: Conservative (5-7)	100%	(161)	161
Educ: < College	100%	(484)	484
Educ: Bachelors degree	100%	(107)	107
Educ: Post-grad	100%	(64)	64
Income: Under 50k	100%	(380)	380
Income: 50k-100k	100%	(195)	195
Income: 100k+	100%	(80)	80
Ethnicity: White	100%	(442)	442
Ethnicity: Hispanic	100%	(140)	140
Ethnicity: Afr. Am.	100%	(143)	143
Ethnicity: Other	100%	(69)	69

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**Table BRDdem4:**

Demographic		Pandora User	Total N
Adults	100%	(654)	654
Relig: Protestant	100%	(116)	116
Relig: Roman Catholic	100%	(115)	115
Relig: Ath./Agn./None	100%	(210)	210
Relig: Something Else	100%	(109)	109
Relig: Evangelical	100%	(181)	181
Relig: Non-Evang. Catholics	100%	(148)	148
Relig: All Christian	100%	(329)	329
Relig: All Non-Christian	100%	(319)	319
Community: Urban	100%	(197)	197
Community: Suburban	100%	(252)	252
Community: Rural	100%	(205)	205
Employ: Private Sector	100%	(182)	182
Employ: Government	100%	(61)	61
Employ: Self-Employed	100%	(85)	85
Employ: Homemaker	100%	(66)	66
Employ: Retired	100%	(69)	69
Employ: Unemployed	100%	(78)	78
Employ: Other	100%	(77)	77
Military HH: Yes	100%	(91)	91
Military HH: No	100%	(564)	564
RD/WT: Right Direction	100%	(228)	228
RD/WT: Wrong Track	100%	(427)	427
Strongly Approve	100%	(131)	131
Somewhat Approve	100%	(116)	116
Somewhat Disapprove	100%	(83)	83
Strongly Disapprove	100%	(265)	265
Dont Know / No Opinion	100%	(61)	61
#1 Issue: Economy	100%	(158)	158
#1 Issue: Security	100%	(131)	131
#1 Issue: Health Care	100%	(139)	139
#1 Issue: Medicare / Social Security	100%	(71)	71
#1 Issue: Education	100%	(62)	62

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**Table BRDdem4:**

Demographic		Pandora User	Total N
Adults	100%	(654)	654
2016 Vote: Democrat Hillary Clinton	100%	(195)	195
2016 Vote: Republican Donald Trump	100%	(187)	187
2012 Vote: Barack Obama	100%	(255)	255
2012 Vote: Mitt Romney	100%	(130)	130
2012 Vote: Didn't Vote	100%	(258)	258
4-Region: Northeast	100%	(98)	98
4-Region: Midwest	100%	(121)	121
4-Region: South	100%	(272)	272
4-Region: West	100%	(164)	164
White Republicans	100%	(125)	125
White Democrats	100%	(124)	124

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

**Table BRDdem5:**

Demographic	Non-Streaming Service User		Total N
Adults	100%	(1230)	1230
Gender: Male	100%	(602)	602
Gender: Female	100%	(627)	627
Age: 18-29	100%	(124)	124
Age: 30-44	100%	(258)	258
Age: 45-54	100%	(230)	230
Age: 55-64	100%	(293)	293
Age: 65+	100%	(324)	324
PID: Dem (no lean)	100%	(357)	357
PID: Ind (no lean)	100%	(469)	469
PID: Rep (no lean)	100%	(404)	404
PID/Gender: Dem Men	100%	(141)	141
PID/Gender: Dem Women	100%	(217)	217
PID/Gender: Ind Men	100%	(262)	262
PID/Gender: Ind Women	100%	(207)	207
PID/Gender: Rep Men	100%	(200)	200
PID/Gender: Rep Women	100%	(204)	204
Ideo: Liberal (1-3)	100%	(342)	342
Ideo: Moderate (4)	100%	(310)	310
Ideo: Conservative (5-7)	100%	(413)	413
Educ: < College	100%	(869)	869
Educ: Bachelors degree	100%	(242)	242
Educ: Post-grad	100%	(118)	118
Income: Under 50k	100%	(692)	692
Income: 50k-100k	100%	(394)	394
Income: 100k+	100%	(144)	144
Ethnicity: White	100%	(1068)	1068
Ethnicity: Hispanic	100%	(103)	103
Ethnicity: Afr. Am.	100%	(88)	88
Ethnicity: Other	100%	(74)	74

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**Table BRDdem5:**

<b>Demographic</b>	<b>Non-Streaming Service User</b>		<b>Total N</b>
Adults	100%	(1230)	1230
Relig: Protestant	100%	(384)	384
Relig: Roman Catholic	100%	(230)	230
Relig: Ath./Agn./None	100%	(324)	324
Relig: Something Else	100%	(172)	172
Relig: Evangelical	100%	(338)	338
Relig: Non-Evang. Catholics	100%	(391)	391
Relig: All Christian	100%	(729)	729
Relig: All Non-Christian	100%	(495)	495
Community: Urban	100%	(268)	268
Community: Suburban	100%	(575)	575
Community: Rural	100%	(387)	387
Employ: Private Sector	100%	(384)	384
Employ: Self-Employed	100%	(82)	82
Employ: Homemaker	100%	(107)	107
Employ: Retired	100%	(386)	386
Employ: Unemployed	100%	(86)	86
Employ: Other	100%	(103)	103
Military HH: Yes	100%	(219)	219
Military HH: No	100%	(1010)	1010
RD/WT: Right Direction	100%	(538)	538
RD/WT: Wrong Track	100%	(691)	691
Strongly Approve	100%	(255)	255
Somewhat Approve	100%	(289)	289
Somewhat Disapprove	100%	(150)	150
Strongly Disapprove	100%	(437)	437
Dont Know / No Opinion	100%	(98)	98
#1 Issue: Economy	100%	(324)	324
#1 Issue: Security	100%	(231)	231
#1 Issue: Health Care	100%	(223)	223
#1 Issue: Medicare / Social Security	100%	(236)	236
#1 Issue: Education	100%	(68)	68
#1 Issue: Other	100%	(73)	73

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**Table BRDdem5:**

<b>Demographic</b>	<b>Non-Streaming Service User</b>		<b>Total N</b>
Adults	100%	(1230)	1230
2016 Vote: Democrat Hillary Clinton	100%	(359)	359
2016 Vote: Republican Donald Trump	100%	(445)	445
2016 Vote: Someone else	100%	(122)	122
2012 Vote: Barack Obama	100%	(482)	482
2012 Vote: Mitt Romney	100%	(368)	368
2012 Vote: Other	100%	(55)	55
2012 Vote: Didn't Vote	100%	(325)	325
4-Region: Northeast	100%	(225)	225
4-Region: Midwest	100%	(302)	302
4-Region: South	100%	(446)	446
4-Region: West	100%	(256)	256
White Republicans	100%	(387)	387
White Democrats	100%	(283)	283

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

Table BRDdem6:

Demographic	Non-Streaming Service User/Age: 18-29		Non-Streaming Service User/Age: 30-44		Non-Streaming Service User/Age: 45-54		Non-Streaming Service User/Age: 55-64		Non-Streaming Service User/Age: 65+		Total N
Adults	10%	(124)	21%	(258)	19%	(230)	24%	(293)	26%	(324)	1230
Gender: Male	11%	(67)	17%	(104)	18%	(110)	19%	(113)	35%	(209)	602
Gender: Female	9%	(57)	25%	(155)	19%	(120)	29%	(181)	18%	(115)	627
Age: 18-29	100%	(124)	—	(0)	—	(0)	—	(0)	—	(0)	124
Age: 30-44	—	(0)	100%	(258)	—	(0)	—	(0)	—	(0)	258
Age: 45-54	—	(0)	—	(0)	100%	(230)	—	(0)	—	(0)	230
Age: 55-64	—	(0)	—	(0)	—	(0)	100%	(293)	—	(0)	293
Age: 65+	—	(0)	—	(0)	—	(0)	—	(0)	100%	(324)	324
PID: Dem (no lean)	8%	(27)	18%	(63)	19%	(69)	26%	(94)	29%	(105)	357
PID: Ind (no lean)	16%	(76)	29%	(134)	16%	(74)	17%	(82)	22%	(102)	469
PID: Rep (no lean)	5%	(21)	15%	(61)	22%	(87)	29%	(118)	29%	(117)	404
PID/Gender: Dem Men	9%	(13)	16%	(23)	17%	(24)	18%	(26)	39%	(55)	141
PID/Gender: Dem Women	6%	(14)	19%	(41)	20%	(44)	32%	(68)	23%	(49)	217
PID/Gender: Ind Men	15%	(40)	22%	(59)	15%	(39)	17%	(45)	30%	(79)	262
PID/Gender: Ind Women	17%	(36)	36%	(75)	17%	(35)	18%	(37)	12%	(24)	207
PID/Gender: Rep Men	7%	(13)	11%	(22)	24%	(47)	21%	(42)	38%	(75)	200
PID/Gender: Rep Women	4%	(8)	19%	(39)	20%	(40)	37%	(75)	21%	(42)	204
Ideo: Liberal (1-3)	10%	(34)	21%	(70)	26%	(89)	20%	(68)	24%	(81)	342
Ideo: Moderate (4)	12%	(39)	18%	(57)	18%	(57)	24%	(74)	27%	(83)	310
Ideo: Conservative (5-7)	4%	(16)	14%	(59)	16%	(65)	31%	(127)	35%	(145)	413
Educ: < College	11%	(96)	21%	(179)	20%	(172)	25%	(216)	24%	(206)	869
Educ: Bachelors degree	10%	(24)	23%	(55)	15%	(37)	24%	(58)	28%	(68)	242
Educ: Post-grad	3%	(4)	20%	(24)	18%	(21)	17%	(20)	42%	(50)	118
Income: Under 50k	14%	(95)	22%	(154)	17%	(116)	23%	(161)	24%	(166)	692
Income: 50k-100k	6%	(24)	20%	(77)	20%	(78)	24%	(95)	30%	(120)	394
Income: 100k+	3%	(5)	19%	(27)	25%	(36)	26%	(38)	27%	(38)	144
Ethnicity: White	8%	(84)	19%	(204)	18%	(194)	26%	(276)	29%	(309)	1068
Ethnicity: Hispanic	25%	(25)	24%	(25)	34%	(35)	13%	(13)	5%	(5)	103

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**Table BRDdem6:**

Demographic	Non-Streaming Service User/Age: 18-29		Non-Streaming Service User/Age: 30-44		Non-Streaming Service User/Age: 45-54		Non-Streaming Service User/Age: 55-64		Non-Streaming Service User/Age: 65+		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(124)	21%	(258)	19%	(230)	24%	(293)	26%	(324)	1230
Ethnicity: Afr. Am.	20%	(18)	36%	(32)	23%	(20)	8%	(7)	12%	(11)	88
Ethnicity: Other	29%	(22)	30%	(22)	21%	(15)	14%	(11)	6%	(4)	74
Relig: Protestant	4%	(15)	12%	(46)	20%	(78)	28%	(109)	36%	(136)	384
Relig: Roman Catholic	6%	(15)	14%	(32)	19%	(44)	28%	(65)	32%	(75)	230
Relig: Ath./Agn./None	16%	(52)	34%	(110)	18%	(57)	20%	(64)	12%	(40)	324
Relig: Something Else	17%	(29)	29%	(49)	12%	(20)	13%	(22)	30%	(51)	172
Relig: Evangelical	5%	(18)	16%	(55)	20%	(67)	32%	(107)	27%	(91)	338
Relig: Non-Evang. Catholics	6%	(24)	11%	(44)	22%	(85)	26%	(100)	35%	(137)	391
Relig: All Christian	6%	(42)	14%	(99)	21%	(152)	28%	(208)	31%	(228)	729
Relig: All Non-Christian	16%	(82)	32%	(159)	16%	(77)	17%	(86)	18%	(91)	495
Community: Urban	18%	(49)	25%	(66)	15%	(41)	20%	(53)	22%	(58)	268
Community: Suburban	7%	(42)	20%	(115)	19%	(111)	23%	(133)	30%	(174)	575
Community: Rural	8%	(32)	20%	(78)	20%	(78)	28%	(107)	24%	(93)	387
Employ: Private Sector	8%	(31)	28%	(106)	33%	(125)	23%	(89)	8%	(33)	384
Employ: Self-Employed	16%	(13)	32%	(26)	12%	(10)	22%	(18)	18%	(15)	82
Employ: Homemaker	16%	(17)	36%	(39)	22%	(24)	23%	(25)	2%	(2)	107
Employ: Retired	—	(1)	—	(1)	3%	(11)	28%	(107)	69%	(267)	386
Employ: Unemployed	17%	(14)	41%	(35)	21%	(18)	18%	(15)	3%	(3)	86
Employ: Other	14%	(14)	34%	(35)	26%	(27)	25%	(26)	1%	(1)	103
Military HH: Yes	5%	(12)	10%	(22)	10%	(22)	18%	(41)	56%	(122)	219
Military HH: No	11%	(112)	23%	(236)	21%	(208)	25%	(253)	20%	(202)	1010
RD/WT: Right Direction	7%	(38)	20%	(109)	20%	(105)	25%	(137)	28%	(149)	538
RD/WT: Wrong Track	12%	(85)	22%	(149)	18%	(125)	23%	(157)	25%	(176)	691
Strongly Approve	6%	(15)	12%	(32)	18%	(46)	27%	(70)	36%	(92)	255
Somewhat Approve	7%	(20)	24%	(70)	18%	(51)	25%	(73)	26%	(74)	289
Somewhat Disapprove	12%	(18)	18%	(27)	19%	(28)	27%	(41)	24%	(36)	150
Strongly Disapprove	12%	(50)	21%	(93)	17%	(74)	23%	(99)	27%	(120)	437
Dont Know / No Opinion	20%	(20)	36%	(36)	30%	(30)	10%	(10)	3%	(3)	98

Continued on next page

Table BRDdem6:

Demographic	Non-Streaming Service User/Age: 18-29		Non-Streaming Service User/Age: 30-44		Non-Streaming Service User/Age: 45-54		Non-Streaming Service User/Age: 55-64		Non-Streaming Service User/Age: 65+		Total N
Adults	10%	(124)	21%	(258)	19%	(230)	24%	(293)	26%	(324)	1230
#1 Issue: Economy	10%	(34)	28%	(89)	23%	(74)	21%	(69)	18%	(58)	324
#1 Issue: Security	8%	(18)	17%	(40)	20%	(45)	25%	(58)	31%	(71)	231
#1 Issue: Health Care	9%	(21)	29%	(65)	22%	(50)	24%	(54)	15%	(33)	223
#1 Issue: Medicare / Social Security	2%	(5)	2%	(5)	11%	(25)	29%	(68)	56%	(133)	236
#1 Issue: Education	37%	(26)	27%	(19)	20%	(13)	8%	(6)	7%	(5)	68
#1 Issue: Other	5%	(3)	26%	(19)	13%	(9)	27%	(20)	29%	(21)	73
2016 Vote: Democrat Hillary Clinton	5%	(18)	19%	(67)	17%	(61)	26%	(95)	33%	(118)	359
2016 Vote: Republican Donald Trump	3%	(12)	18%	(80)	16%	(72)	28%	(123)	35%	(157)	445
2016 Vote: Someone else	12%	(15)	21%	(25)	22%	(26)	26%	(32)	19%	(23)	122
2012 Vote: Barack Obama	6%	(27)	19%	(93)	19%	(93)	28%	(134)	28%	(135)	482
2012 Vote: Mitt Romney	3%	(10)	12%	(45)	16%	(60)	28%	(104)	40%	(148)	368
2012 Vote: Other	18%	(10)	20%	(11)	21%	(12)	22%	(12)	19%	(10)	55
2012 Vote: Didn't Vote	24%	(77)	34%	(109)	20%	(65)	13%	(43)	10%	(31)	325
4-Region: Northeast	7%	(17)	16%	(36)	21%	(48)	23%	(51)	32%	(73)	225
4-Region: Midwest	12%	(35)	19%	(58)	17%	(51)	31%	(95)	21%	(63)	302
4-Region: South	9%	(39)	23%	(102)	19%	(87)	21%	(92)	29%	(127)	446
4-Region: West	13%	(33)	24%	(62)	17%	(44)	22%	(56)	24%	(61)	256
White Republicans	4%	(17)	15%	(56)	21%	(82)	30%	(116)	30%	(116)	387
White Democrats	5%	(14)	14%	(41)	17%	(49)	30%	(86)	33%	(93)	283

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1141	52%
	N	2201	
age5	Age: 18-29	448	20%
	Age: 30-44	588	27%
	Age: 45-54	363	16%
	Age: 55-64	405	18%
	Age: 65+	398	18%
	N	2201	
xpid3	PID: Dem (no lean)	744	34%
	PID: Ind (no lean)	841	38%
	PID: Rep (no lean)	615	28%
	N	2201	
xpidGender	PID/Gender: Dem Men	301	14%
	PID/Gender: Dem Women	444	20%
	PID/Gender: Ind Men	445	20%
	PID/Gender: Ind Women	396	18%
	PID/Gender: Rep Men	313	14%
	PID/Gender: Rep Women	302	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	751	34%
	Ideo: Moderate (4)	512	23%
	Ideo: Conservative (5-7)	630	29%
	N	1893	
xeduc3	Educ: < College	1567	71%
	Educ: Bachelors degree	416	19%
	Educ: Post-grad	219	10%
	N	2201	
xdemInc3	Income: Under 50k	1229	56%
	Income: 50k-100k	698	32%
	Income: 100k+	274	12%
	N	2201	
xdemWhite	Ethnicity: White	1750	80%
xdemHispBin	Ethnicity: Hispanic	329	15%

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	547	25%
	Relig: Roman Catholic	420	19%
	Relig: Ath./Agn./None	656	30%
	Relig: Something Else	323	15%
	N	1946	
xreligion1	Relig: Jewish	67	3%
xreligion2	Relig: Evangelical	583	26%
	Relig: Non-Evang. Catholics	627	28%
	N	1210	
xreligion3	Relig: All Christian	1210	55%
	Relig: All Non-Christian	979	45%
	N	2189	
xdemUsr	Community: Urban	559	25%
	Community: Suburban	982	45%
	Community: Rural	660	30%
	N	2201	
xdemEmploy	Employ: Private Sector	708	32%
	Employ: Government	124	6%
	Employ: Self-Employed	196	9%
	Employ: Homemaker	194	9%
	Employ: Student	103	5%
	Employ: Retired	480	22%
	Employ: Unemployed	199	9%
	Employ: Other	196	9%
	N	2201	
xdemMilHH1	Military HH: Yes	381	17%
	Military HH: No	1820	83%
	N	2201	
xnrl	RD/WT: Right Direction	857	39%
	RD/WT: Wrong Track	1344	61%
	N	2201	

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### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Q172	Strongly Approve	424	19%
	Somewhat Approve	460	21%
	Somewhat Disapprove	292	13%
	Strongly Disapprove	843	38%
	Dont Know / No Opinion	180	8%
	N	2201	
xnr3	#1 Issue: Economy	544	25%
	#1 Issue: Security	419	19%
	#1 Issue: Health Care	424	19%
	#1 Issue: Medicare / Social Security	329	15%
	#1 Issue: Women's Issues	118	5%
	#1 Issue: Education	170	8%
	#1 Issue: Energy	79	4%
	#1 Issue: Other	118	5%
	N	2201	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	674	31%
	2016 Vote: Republican Donald Trump	692	31%
	2016 Vote: Someone else	196	9%
	N	1562	
xsubVote12O	2012 Vote: Barack Obama	876	40%
	2012 Vote: Mitt Romney	534	24%
	2012 Vote: Other	76	3%
	2012 Vote: Didn't Vote	715	32%
	N	2201	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	474	22%
	4-Region: South	815	37%
	4-Region: West	511	23%
	N	2201	
xdemPID	White Republicans	565	26%
xdemPID2	White Democrats	504	23%

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

