



National Tracking Poll #180524
May 10-14, 2018

Crosstabulation Results

Methodology:

This poll was conducted from May 10-14, 2018, among a national sample of 2202 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 BRD2_1: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image:Aziz ansari

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	12% (128)	23% (250)	13% (144)	9% (99)	15% (161)	19% (207)	8% (89)	1078
Gender: Male	14% (65)	25% (119)	14% (67)	10% (47)	13% (60)	18% (88)	6% (31)	477
Gender: Female	10% (63)	22% (131)	13% (77)	9% (52)	17% (101)	20% (119)	10% (58)	601
Age: 18-29	17% (37)	26% (57)	17% (38)	7% (16)	9% (20)	16% (36)	7% (15)	219
Age: 30-44	16% (46)	26% (75)	15% (43)	10% (27)	13% (36)	14% (40)	6% (17)	284
Age: 45-54	11% (20)	22% (40)	10% (18)	10% (19)	20% (37)	19% (34)	8% (14)	182
Age: 55-64	6% (12)	24% (45)	10% (18)	9% (16)	21% (39)	22% (42)	9% (16)	188
Age: 65+	6% (13)	16% (33)	13% (27)	10% (21)	14% (29)	27% (55)	13% (27)	205
Generation Z: 18-21	15% (9)	23% (14)	25% (15)	7% (4)	11% (7)	18% (11)	2% (1)	61
Millennial: Age 22-37	19% (58)	26% (81)	15% (48)	9% (27)	9% (29)	14% (43)	8% (26)	312
Generation X: Age 38-53	11% (32)	25% (74)	12% (35)	9% (27)	19% (55)	18% (54)	5% (16)	293
Boomers: Age 54-72	8% (29)	21% (75)	11% (40)	10% (37)	17% (61)	23% (82)	10% (37)	361
PID: Dem (no lean)	16% (56)	28% (98)	13% (46)	7% (26)	12% (41)	15% (51)	9% (30)	348
PID: Ind (no lean)	10% (41)	23% (92)	11% (44)	10% (38)	18% (73)	19% (74)	9% (35)	397
PID: Rep (no lean)	9% (31)	18% (60)	16% (54)	11% (35)	14% (47)	25% (82)	7% (24)	333
PID/Gender: Dem Men	17% (22)	31% (39)	11% (14)	7% (9)	10% (13)	14% (18)	9% (11)	126
PID/Gender: Dem Women	15% (34)	27% (59)	14% (32)	8% (17)	13% (28)	15% (33)	9% (19)	222
PID/Gender: Ind Men	12% (23)	28% (51)	12% (23)	10% (19)	17% (31)	15% (27)	6% (11)	185
PID/Gender: Ind Women	8% (18)	19% (41)	10% (21)	9% (19)	20% (42)	22% (47)	11% (24)	212
PID/Gender: Rep Men	12% (20)	17% (29)	18% (30)	11% (19)	10% (16)	26% (43)	5% (9)	166
PID/Gender: Rep Women	7% (11)	19% (31)	14% (24)	10% (16)	19% (31)	23% (39)	9% (15)	167
Ideo: Liberal (1-3)	16% (59)	32% (115)	14% (52)	9% (32)	12% (43)	11% (40)	5% (18)	359
Ideo: Moderate (4)	11% (24)	24% (51)	14% (31)	6% (14)	15% (33)	19% (42)	10% (21)	216
Ideo: Conservative (5-7)	8% (29)	16% (57)	15% (53)	12% (42)	18% (62)	23% (82)	8% (28)	353

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Table BRD2_1: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image:Aziz ansari

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	12% (128)	23% (250)	13% (144)	9% (99)	15% (161)	19% (207)	8% (89)	1078
Educ: < College	11% (78)	25% (173)	14% (95)	8% (56)	14% (97)	20% (139)	9% (63)	701
Educ: Bachelors degree	15% (33)	19% (41)	10% (21)	12% (27)	21% (45)	16% (35)	7% (16)	218
Educ: Post-grad	11% (17)	23% (36)	18% (28)	10% (16)	12% (19)	21% (33)	6% (10)	159
Income: Under 50k	11% (64)	23% (133)	14% (78)	8% (48)	14% (80)	20% (115)	9% (51)	569
Income: 50k-100k	12% (44)	22% (80)	13% (46)	10% (36)	16% (58)	18% (63)	8% (29)	356
Income: 100k+	13% (20)	24% (37)	13% (20)	10% (15)	15% (23)	19% (29)	6% (9)	153
Ethnicity: White	11% (96)	23% (202)	13% (115)	9% (82)	16% (137)	20% (172)	8% (70)	874
Ethnicity: Hispanic	27% (30)	26% (29)	18% (20)	6% (7)	6% (7)	11% (12)	5% (5)	110
Ethnicity: Afr. Am.	11% (11)	23% (22)	14% (14)	6% (6)	13% (13)	18% (17)	14% (14)	97
Ethnicity: Other	20% (21)	24% (26)	14% (15)	10% (11)	10% (11)	17% (18)	5% (5)	107
Relig: Protestant	10% (26)	22% (55)	11% (29)	9% (23)	16% (41)	24% (61)	7% (18)	253
Relig: Roman Catholic	9% (17)	24% (47)	15% (30)	11% (22)	13% (25)	21% (42)	8% (16)	199
Relig: Ath./Agn./None	14% (39)	26% (73)	14% (40)	8% (24)	15% (43)	16% (46)	7% (21)	286
Relig: Something Else	19% (38)	20% (39)	16% (31)	8% (16)	13% (25)	15% (30)	8% (16)	195
Relig: Evangelical	7% (20)	22% (62)	12% (33)	8% (22)	17% (48)	23% (65)	12% (34)	284
Relig: Non-Evang. Catholics	10% (31)	24% (76)	13% (40)	12% (36)	14% (45)	21% (65)	6% (18)	311
Relig: All Christian	9% (51)	23% (138)	12% (73)	10% (58)	16% (93)	22% (130)	9% (52)	595
Relig: All Non-Christian	16% (77)	23% (112)	15% (71)	8% (40)	14% (68)	16% (76)	8% (37)	481
Community: Urban	15% (41)	23% (60)	14% (38)	6% (17)	14% (36)	18% (49)	9% (25)	266
Community: Suburban	12% (59)	25% (125)	13% (65)	10% (50)	16% (79)	17% (84)	8% (39)	501
Community: Rural	9% (28)	21% (65)	13% (41)	10% (32)	15% (46)	24% (74)	8% (25)	311
Employ: Private Sector	15% (51)	28% (95)	11% (38)	10% (33)	15% (52)	17% (57)	6% (19)	345
Employ: Government	17% (14)	20% (17)	18% (15)	11% (9)	14% (12)	12% (10)	7% (6)	83
Employ: Self-Employed	17% (16)	24% (22)	14% (13)	13% (12)	10% (9)	14% (13)	8% (7)	92
Employ: Homemaker	20% (18)	26% (24)	9% (8)	4% (4)	15% (14)	19% (17)	7% (6)	91
Employ: Retired	3% (8)	18% (41)	14% (32)	12% (27)	17% (39)	26% (60)	12% (27)	234
Employ: Unemployed	11% (10)	17% (16)	16% (15)	4% (4)	18% (17)	23% (22)	11% (10)	94
Employ: Other	9% (8)	26% (23)	11% (10)	8% (7)	14% (13)	20% (18)	12% (11)	90

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Table BRD2_1: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image:Aziz ansari

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	12% (128)	23% (250)	13% (144)	9% (99)	15% (161)	19% (207)	8% (89)	1078
Military HH: Yes	8% (15)	21% (41)	16% (30)	10% (19)	18% (35)	19% (37)	8% (16)	193
Military HH: No	13% (113)	24% (209)	13% (114)	9% (80)	14% (126)	19% (170)	8% (73)	885
RD/WT: Right Direction	11% (51)	16% (74)	16% (71)	11% (49)	15% (68)	23% (103)	9% (41)	457
RD/WT: Wrong Track	12% (77)	28% (176)	12% (73)	8% (50)	15% (93)	17% (104)	8% (48)	621
Trump Job Approve	10% (47)	16% (75)	14% (66)	11% (50)	16% (73)	23% (107)	10% (44)	462
Trump Job Disapprove	14% (77)	30% (162)	13% (70)	8% (42)	14% (76)	15% (78)	6% (32)	537
Trump Job Strongly Approve	11% (26)	14% (32)	13% (30)	13% (31)	16% (36)	24% (55)	9% (22)	232
Trump Job Somewhat Approve	9% (21)	19% (43)	16% (36)	8% (19)	16% (37)	23% (52)	10% (22)	230
Trump Job Somewhat Disapprove	14% (21)	26% (40)	17% (26)	8% (13)	12% (18)	16% (24)	7% (11)	153
Trump Job Strongly Disapprove	15% (56)	32% (122)	11% (44)	8% (29)	15% (58)	14% (54)	5% (21)	384
#1 Issue: Economy	13% (38)	27% (79)	14% (41)	9% (27)	13% (39)	17% (52)	7% (22)	298
#1 Issue: Security	8% (15)	17% (32)	11% (20)	11% (20)	19% (36)	26% (49)	8% (14)	186
#1 Issue: Health Care	16% (29)	24% (44)	16% (30)	10% (18)	12% (22)	15% (28)	7% (13)	184
#1 Issue: Medicare / Social Security	7% (12)	22% (37)	10% (16)	6% (10)	16% (27)	21% (35)	17% (28)	165
#1 Issue: Women's Issues	17% (11)	20% (13)	23% (15)	8% (5)	12% (8)	14% (9)	5% (3)	64
#1 Issue: Education	15% (12)	22% (18)	16% (13)	11% (9)	16% (13)	17% (14)	2% (2)	81
#1 Issue: Other	12% (6)	23% (12)	6% (3)	13% (7)	15% (8)	25% (13)	6% (3)	52
2016 Vote: Democrat Hillary Clinton	15% (51)	30% (104)	12% (41)	7% (23)	16% (54)	12% (43)	9% (31)	347
2016 Vote: Republican Donald Trump	8% (28)	15% (56)	15% (55)	11% (42)	17% (63)	25% (92)	9% (34)	370
2016 Vote: Someone else	11% (11)	21% (21)	10% (10)	10% (10)	18% (18)	26% (26)	3% (3)	99
Voted in 2014: Yes	11% (78)	22% (153)	13% (90)	9% (66)	17% (118)	19% (134)	8% (56)	695
Voted in 2014: No	13% (50)	25% (97)	14% (54)	9% (33)	11% (43)	19% (73)	9% (33)	383
2012 Vote: Barack Obama	15% (63)	28% (119)	11% (48)	8% (36)	14% (60)	15% (65)	8% (34)	425
2012 Vote: Mitt Romney	5% (14)	15% (43)	16% (44)	11% (31)	18% (51)	26% (73)	10% (27)	283
2012 Vote: Other	4% (2)	14% (7)	18% (9)	8% (4)	31% (16)	20% (10)	6% (3)	51
2012 Vote: Didn't Vote	15% (49)	25% (81)	13% (42)	9% (28)	11% (34)	19% (59)	8% (25)	318

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Table BRD2_1: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Aziz ansari

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	12% (128)	23% (250)	13% (144)	9% (99)	15% (161)	19% (207)	8% (89)	1078
4-Region: Northeast	8% (16)	25% (52)	10% (20)	10% (20)	15% (32)	24% (49)	9% (18)	207
4-Region: Midwest	13% (33)	20% (49)	10% (26)	9% (23)	19% (47)	21% (53)	7% (18)	249
4-Region: South	13% (55)	24% (103)	16% (69)	8% (36)	15% (66)	16% (70)	8% (36)	435
4-Region: West	13% (24)	25% (46)	16% (29)	11% (20)	9% (16)	19% (35)	9% (17)	187
Favorable of Trump	10% (48)	17% (77)	16% (72)	10% (48)	15% (69)	24% (110)	8% (39)	463
Unfavorable of Trump	14% (75)	30% (160)	13% (67)	8% (45)	15% (80)	14% (75)	6% (33)	535
Very Favorable of Trump	11% (29)	13% (34)	16% (40)	12% (31)	14% (35)	23% (58)	10% (26)	253
Somewhat Favorable of Trump	9% (19)	20% (43)	15% (32)	8% (17)	16% (34)	25% (52)	6% (13)	210
Somewhat Unfavorable of Trump	12% (14)	22% (25)	18% (21)	9% (10)	17% (20)	15% (17)	8% (9)	116
Very Unfavorable of Trump	15% (61)	32% (135)	11% (46)	8% (35)	14% (60)	14% (58)	6% (24)	419
Frequent Movie Watcher	25% (45)	30% (54)	13% (24)	10% (18)	7% (13)	10% (18)	4% (7)	179
Top TV watcher	11% (28)	27% (73)	18% (47)	8% (22)	12% (33)	15% (40)	9% (23)	266

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

Table BRD2_4: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: James Franco

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	19% (200)	32% (346)	12% (127)	7% (79)	17% (180)	7% (74)	7% (72)	1078
Gender: Male	18% (86)	33% (158)	13% (61)	8% (36)	16% (74)	7% (33)	6% (29)	477
Gender: Female	19% (114)	31% (188)	11% (66)	7% (43)	18% (106)	7% (41)	7% (43)	601
Age: 18-29	30% (66)	32% (71)	11% (25)	5% (11)	10% (21)	6% (13)	5% (12)	219
Age: 30-44	23% (66)	37% (104)	12% (34)	8% (23)	12% (35)	2% (7)	5% (15)	284
Age: 45-54	17% (31)	33% (60)	13% (24)	7% (13)	17% (31)	7% (13)	5% (10)	182
Age: 55-64	12% (23)	31% (58)	10% (19)	8% (15)	23% (44)	9% (16)	7% (13)	188
Age: 65+	7% (14)	26% (53)	12% (25)	8% (17)	24% (49)	12% (25)	11% (22)	205
Generation Z: 18-21	28% (17)	33% (20)	16% (10)	7% (4)	8% (5)	5% (3)	3% (2)	61
Millennial: Age 22-37	30% (94)	34% (105)	10% (31)	6% (20)	10% (30)	4% (12)	6% (20)	312
Generation X: Age 38-53	15% (45)	35% (104)	14% (41)	8% (22)	17% (49)	6% (18)	5% (14)	293
Boomers: Age 54-72	12% (43)	29% (103)	11% (39)	9% (31)	22% (80)	9% (34)	9% (31)	361
PID: Dem (no lean)	22% (76)	32% (111)	15% (51)	5% (19)	15% (51)	5% (17)	7% (23)	348
PID: Ind (no lean)	18% (73)	31% (124)	10% (38)	9% (36)	18% (71)	7% (27)	7% (28)	397
PID: Rep (no lean)	15% (51)	33% (111)	11% (38)	7% (24)	17% (58)	9% (30)	6% (21)	333
PID/Gender: Dem Men	22% (28)	31% (39)	15% (19)	4% (5)	13% (17)	7% (9)	7% (9)	126
PID/Gender: Dem Women	22% (48)	32% (72)	14% (32)	6% (14)	15% (34)	4% (8)	6% (14)	222
PID/Gender: Ind Men	18% (33)	34% (62)	10% (19)	10% (19)	18% (34)	4% (8)	5% (10)	185
PID/Gender: Ind Women	19% (40)	29% (62)	9% (19)	8% (17)	17% (37)	9% (19)	8% (18)	212
PID/Gender: Rep Men	15% (25)	34% (57)	14% (23)	7% (12)	14% (23)	10% (16)	6% (10)	166
PID/Gender: Rep Women	16% (26)	32% (54)	9% (15)	7% (12)	21% (35)	8% (14)	7% (11)	167
Ideo: Liberal (1-3)	23% (83)	32% (116)	15% (53)	6% (21)	13% (48)	5% (19)	5% (19)	359
Ideo: Moderate (4)	17% (36)	36% (77)	13% (29)	7% (16)	17% (36)	6% (13)	4% (9)	216
Ideo: Conservative (5-7)	13% (45)	32% (113)	11% (39)	9% (33)	21% (74)	8% (27)	6% (22)	353
Educ: < College	21% (146)	35% (242)	10% (69)	6% (43)	14% (100)	7% (52)	7% (49)	701
Educ: Bachelors degree	16% (34)	28% (62)	12% (27)	11% (24)	24% (53)	4% (8)	5% (10)	218
Educ: Post-grad	13% (20)	26% (42)	19% (31)	8% (12)	17% (27)	9% (14)	8% (13)	159

Continued on next page

Table BRD2_4: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: James Franco

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	19% (200)	32% (346)	12% (127)	7% (79)	17% (180)	7% (74)	7% (72)	1078
Income: Under 50k	21% (118)	33% (185)	11% (65)	6% (32)	14% (79)	8% (48)	7% (42)	569
Income: 50k-100k	17% (59)	32% (113)	13% (46)	8% (30)	20% (71)	4% (16)	6% (21)	356
Income: 100k+	15% (23)	31% (48)	10% (16)	11% (17)	20% (30)	7% (10)	6% (9)	153
Ethnicity: White	18% (154)	32% (279)	12% (103)	7% (64)	18% (159)	7% (60)	6% (55)	874
Ethnicity: Hispanic	28% (31)	42% (46)	10% (11)	7% (8)	7% (8)	2% (2)	4% (4)	110
Ethnicity: Afr. Am.	18% (17)	30% (29)	16% (16)	4% (4)	9% (9)	10% (10)	12% (12)	97
Ethnicity: Other	27% (29)	36% (38)	7% (8)	10% (11)	11% (12)	4% (4)	5% (5)	107
Relig: Protestant	10% (25)	29% (73)	17% (43)	8% (21)	19% (48)	9% (24)	8% (19)	253
Relig: Roman Catholic	17% (34)	33% (65)	9% (17)	12% (23)	20% (40)	5% (10)	5% (10)	199
Relig: Ath./Agn./None	23% (65)	32% (92)	12% (34)	6% (16)	15% (44)	7% (20)	5% (15)	286
Relig: Something Else	26% (50)	36% (70)	8% (15)	5% (9)	14% (27)	6% (11)	7% (13)	195
Relig: Evangelical	15% (42)	30% (85)	13% (38)	7% (19)	17% (49)	8% (24)	10% (27)	284
Relig: Non-Evang. Catholics	14% (43)	32% (98)	13% (40)	11% (35)	19% (60)	6% (18)	5% (17)	311
Relig: All Christian	14% (85)	31% (183)	13% (78)	9% (54)	18% (109)	7% (42)	7% (44)	595
Relig: All Non-Christian	24% (115)	34% (162)	10% (49)	5% (25)	15% (71)	6% (31)	6% (28)	481
Community: Urban	19% (51)	37% (98)	11% (28)	5% (14)	12% (33)	7% (18)	9% (24)	266
Community: Suburban	17% (86)	31% (156)	12% (60)	8% (40)	21% (107)	5% (23)	6% (29)	501
Community: Rural	20% (63)	30% (92)	13% (39)	8% (25)	13% (40)	11% (33)	6% (19)	311
Employ: Private Sector	20% (69)	34% (119)	13% (45)	7% (24)	15% (53)	6% (20)	4% (15)	345
Employ: Government	17% (14)	37% (31)	16% (13)	10% (8)	13% (11)	4% (3)	4% (3)	83
Employ: Self-Employed	20% (18)	38% (35)	9% (8)	10% (9)	13% (12)	4% (4)	7% (6)	92
Employ: Homemaker	30% (27)	33% (30)	9% (8)	5% (5)	18% (16)	3% (3)	2% (2)	91
Employ: Retired	7% (17)	28% (66)	12% (27)	9% (22)	22% (52)	12% (28)	9% (22)	234
Employ: Unemployed	21% (20)	29% (27)	9% (8)	4% (4)	21% (20)	6% (6)	10% (9)	94
Employ: Other	23% (21)	26% (23)	13% (12)	4% (4)	12% (11)	9% (8)	12% (11)	90
Military HH: Yes	16% (31)	36% (69)	10% (19)	6% (11)	18% (34)	9% (18)	6% (11)	193
Military HH: No	19% (169)	31% (277)	12% (108)	8% (68)	16% (146)	6% (56)	7% (61)	885
RD/WT: Right Direction	16% (75)	33% (152)	9% (41)	8% (36)	18% (80)	8% (37)	8% (36)	457
RD/WT: Wrong Track	20% (125)	31% (194)	14% (86)	7% (43)	16% (100)	6% (37)	6% (36)	621

Continued on next page

Table BRD2_4: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: James Franco

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	19% (200)	32% (346)	12% (127)	7% (79)	17% (180)	7% (74)	7% (72)	1078
Trump Job Approve	16% (72)	33% (153)	9% (40)	8% (36)	18% (84)	8% (39)	8% (38)	462
Trump Job Disapprove	21% (112)	32% (170)	15% (81)	7% (36)	16% (84)	5% (29)	5% (25)	537
Trump Job Strongly Approve	17% (39)	32% (75)	10% (23)	8% (19)	15% (35)	11% (25)	7% (16)	232
Trump Job Somewhat Approve	14% (33)	34% (78)	7% (17)	7% (17)	21% (49)	6% (14)	10% (22)	230
Trump Job Somewhat Disapprove	18% (28)	34% (52)	13% (20)	11% (17)	13% (20)	6% (9)	5% (7)	153
Trump Job Strongly Disapprove	22% (84)	31% (118)	16% (61)	5% (19)	17% (64)	5% (20)	5% (18)	384
#1 Issue: Economy	18% (54)	33% (97)	15% (44)	8% (24)	15% (46)	6% (17)	5% (16)	298
#1 Issue: Security	15% (27)	32% (59)	9% (16)	9% (17)	18% (34)	11% (21)	6% (12)	186
#1 Issue: Health Care	22% (40)	33% (61)	14% (25)	4% (8)	16% (29)	5% (10)	6% (11)	184
#1 Issue: Medicare / Social Security	14% (23)	28% (47)	8% (14)	6% (10)	21% (35)	10% (16)	12% (20)	165
#1 Issue: Women's Issues	27% (17)	34% (22)	16% (10)	2% (1)	16% (10)	3% (2)	3% (2)	64
#1 Issue: Education	23% (19)	37% (30)	14% (11)	9% (7)	12% (10)	2% (2)	2% (2)	81
#1 Issue: Other	19% (10)	29% (15)	8% (4)	15% (8)	15% (8)	8% (4)	6% (3)	52
2016 Vote: Democrat Hillary Clinton	19% (66)	30% (105)	15% (53)	5% (19)	18% (63)	5% (17)	7% (24)	347
2016 Vote: Republican Donald Trump	14% (50)	29% (108)	12% (43)	9% (32)	20% (74)	9% (35)	8% (28)	370
2016 Vote: Someone else	20% (20)	33% (33)	11% (11)	9% (9)	13% (13)	9% (9)	4% (4)	99
Voted in 2014: Yes	17% (116)	30% (207)	14% (99)	7% (51)	18% (128)	7% (52)	6% (42)	695
Voted in 2014: No	22% (84)	36% (139)	7% (28)	7% (28)	14% (52)	6% (22)	8% (30)	383
2012 Vote: Barack Obama	20% (83)	30% (126)	16% (68)	6% (25)	17% (73)	6% (25)	6% (25)	425
2012 Vote: Mitt Romney	11% (31)	31% (87)	11% (32)	8% (24)	22% (61)	10% (28)	7% (20)	283
2012 Vote: Other	10% (5)	37% (19)	8% (4)	8% (4)	27% (14)	4% (2)	6% (3)	51
2012 Vote: Didn't Vote	25% (81)	36% (113)	7% (23)	8% (26)	10% (32)	6% (19)	8% (24)	318
4-Region: Northeast	14% (28)	33% (68)	10% (21)	10% (20)	18% (37)	10% (20)	6% (13)	207
4-Region: Midwest	16% (41)	30% (74)	10% (26)	7% (18)	22% (55)	9% (23)	5% (12)	249
4-Region: South	20% (89)	31% (137)	15% (65)	6% (26)	14% (60)	6% (25)	8% (33)	435
4-Region: West	22% (42)	36% (67)	8% (15)	8% (15)	15% (28)	3% (6)	7% (14)	187
Favorable of Trump	16% (72)	35% (162)	9% (41)	7% (34)	18% (83)	8% (37)	7% (34)	463
Unfavorable of Trump	21% (115)	30% (163)	15% (80)	7% (39)	16% (85)	5% (28)	5% (25)	535

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Table BRD2_4: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: James franco

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	19% (200)	32% (346)	12% (127)	7% (79)	17% (180)	7% (74)	7% (72)	1078
Very Favorable of Trump	19% (49)	32% (80)	9% (24)	8% (20)	15% (38)	9% (23)	8% (19)	253
Somewhat Favorable of Trump	11% (23)	39% (82)	8% (17)	7% (14)	21% (45)	7% (14)	7% (15)	210
Somewhat Unfavorable of Trump	18% (21)	32% (37)	14% (16)	10% (12)	16% (19)	6% (7)	3% (4)	116
Very Unfavorable of Trump	22% (94)	30% (126)	15% (64)	6% (27)	16% (66)	5% (21)	5% (21)	419
Frequent Movie Watcher	33% (59)	39% (70)	9% (17)	6% (11)	9% (16)	1% (1)	3% (5)	179
Top TV watcher	21% (55)	34% (90)	14% (38)	7% (18)	17% (44)	3% (9)	5% (12)	266

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

Table BRD2_5: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Jeffrey Tambor

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (98)	25% (274)	21% (227)	13% (142)	17% (186)	8% (81)	6% (70)	1078
Gender: Male	11% (53)	27% (127)	22% (103)	13% (61)	15% (70)	7% (35)	6% (28)	477
Gender: Female	7% (45)	24% (147)	21% (124)	13% (81)	19% (116)	8% (46)	7% (42)	601
Age: 18-29	7% (16)	19% (42)	26% (57)	11% (23)	13% (29)	15% (32)	9% (20)	219
Age: 30-44	10% (27)	28% (80)	22% (62)	14% (39)	19% (53)	3% (9)	5% (14)	284
Age: 45-54	13% (23)	32% (59)	19% (35)	14% (25)	14% (26)	3% (6)	4% (8)	182
Age: 55-64	9% (17)	23% (44)	19% (35)	16% (31)	20% (37)	6% (11)	7% (13)	188
Age: 65+	7% (15)	24% (49)	19% (38)	12% (24)	20% (41)	11% (23)	7% (15)	205
Generation Z: 18-21	3% (2)	13% (8)	28% (17)	10% (6)	13% (8)	21% (13)	11% (7)	61
Millennial: Age 22-37	10% (31)	23% (73)	25% (77)	12% (37)	15% (46)	8% (25)	7% (23)	312
Generation X: Age 38-53	10% (29)	33% (96)	20% (58)	13% (39)	17% (51)	3% (9)	4% (11)	293
Boomers: Age 54-72	9% (34)	24% (86)	19% (67)	16% (57)	19% (68)	7% (24)	7% (25)	361
PID: Dem (no lean)	9% (32)	27% (94)	22% (75)	15% (51)	13% (45)	6% (22)	8% (29)	348
PID: Ind (no lean)	9% (34)	23% (93)	21% (82)	12% (49)	21% (83)	8% (30)	7% (26)	397
PID: Rep (no lean)	10% (32)	26% (87)	21% (70)	13% (42)	17% (58)	9% (29)	5% (15)	333
PID/Gender: Dem Men	9% (11)	33% (41)	16% (20)	14% (18)	13% (17)	6% (7)	10% (12)	126
PID/Gender: Dem Women	9% (21)	24% (53)	25% (55)	15% (33)	13% (28)	7% (15)	8% (17)	222
PID/Gender: Ind Men	10% (18)	23% (43)	23% (42)	13% (24)	19% (36)	6% (12)	5% (10)	185
PID/Gender: Ind Women	8% (16)	24% (50)	19% (40)	12% (25)	22% (47)	8% (18)	8% (16)	212
PID/Gender: Rep Men	14% (24)	26% (43)	25% (41)	11% (19)	10% (17)	10% (16)	4% (6)	166
PID/Gender: Rep Women	5% (8)	26% (44)	17% (29)	14% (23)	25% (41)	8% (13)	5% (9)	167
Ideo: Liberal (1-3)	12% (42)	26% (95)	22% (79)	13% (47)	13% (47)	7% (26)	6% (23)	359
Ideo: Moderate (4)	7% (16)	27% (59)	22% (48)	15% (32)	19% (40)	5% (11)	5% (10)	216
Ideo: Conservative (5-7)	8% (28)	25% (90)	22% (77)	14% (49)	18% (65)	7% (25)	5% (19)	353
Educ: < College	11% (79)	25% (177)	20% (142)	12% (85)	16% (111)	8% (55)	7% (52)	701
Educ: Bachelors degree	5% (11)	27% (59)	25% (55)	13% (29)	19% (42)	6% (12)	5% (10)	218
Educ: Post-grad	5% (8)	24% (38)	19% (30)	18% (28)	21% (33)	9% (14)	5% (8)	159

Continued on next page

Table BRD2_5: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image:Jeffrey tambor

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (98)	25% (274)	21% (227)	13% (142)	17% (186)	8% (81)	6% (70)	1078
Income: Under 50k	10% (59)	27% (151)	21% (120)	12% (68)	15% (87)	8% (46)	7% (38)	569
Income: 50k-100k	8% (30)	22% (79)	20% (71)	15% (54)	21% (75)	7% (24)	6% (23)	356
Income: 100k+	6% (9)	29% (44)	24% (36)	13% (20)	16% (24)	7% (11)	6% (9)	153
Ethnicity: White	9% (77)	26% (224)	20% (178)	13% (114)	19% (162)	7% (65)	6% (54)	874
Ethnicity: Hispanic	15% (17)	25% (27)	28% (31)	13% (14)	9% (10)	5% (6)	5% (5)	110
Ethnicity: Afr. Am.	10% (10)	26% (25)	27% (26)	8% (8)	10% (10)	9% (9)	9% (9)	97
Ethnicity: Other	10% (11)	23% (25)	21% (23)	19% (20)	13% (14)	7% (7)	7% (7)	107
Relig: Protestant	6% (16)	26% (67)	21% (52)	12% (30)	19% (49)	10% (25)	6% (14)	253
Relig: Roman Catholic	8% (15)	26% (52)	21% (41)	20% (39)	15% (30)	6% (12)	5% (10)	199
Relig: Ath./Agn./None	12% (33)	24% (69)	20% (56)	10% (28)	19% (54)	9% (25)	7% (21)	286
Relig: Something Else	9% (18)	29% (56)	23% (44)	11% (21)	17% (33)	6% (11)	6% (12)	195
Relig: Evangelical	8% (23)	24% (67)	21% (59)	14% (41)	17% (48)	9% (25)	7% (21)	284
Relig: Non-Evang. Catholics	8% (24)	26% (82)	22% (67)	17% (52)	16% (51)	6% (19)	5% (16)	311
Relig: All Christian	8% (47)	25% (149)	21% (126)	16% (93)	17% (99)	7% (44)	6% (37)	595
Relig: All Non-Christian	11% (51)	26% (125)	21% (100)	10% (49)	18% (87)	7% (36)	7% (33)	481
Community: Urban	13% (35)	29% (78)	18% (49)	12% (31)	12% (32)	9% (24)	6% (17)	266
Community: Suburban	8% (38)	25% (127)	24% (118)	12% (61)	19% (94)	6% (30)	7% (33)	501
Community: Rural	8% (25)	22% (69)	19% (60)	16% (50)	19% (60)	9% (27)	6% (20)	311
Employ: Private Sector	10% (35)	27% (93)	22% (77)	14% (47)	16% (55)	7% (25)	4% (13)	345
Employ: Government	13% (11)	23% (19)	23% (19)	22% (18)	12% (10)	4% (3)	4% (3)	83
Employ: Self-Employed	7% (6)	29% (27)	20% (18)	16% (15)	18% (17)	4% (4)	5% (5)	92
Employ: Homemaker	12% (11)	31% (28)	16% (15)	13% (12)	19% (17)	4% (4)	4% (4)	91
Employ: Retired	7% (17)	26% (60)	19% (44)	10% (24)	19% (45)	9% (22)	9% (22)	234
Employ: Unemployed	9% (8)	21% (20)	22% (21)	9% (8)	22% (21)	10% (9)	7% (7)	94
Employ: Other	8% (7)	23% (21)	23% (21)	14% (13)	17% (15)	7% (6)	8% (7)	90
Military HH: Yes	10% (19)	27% (52)	21% (41)	11% (21)	19% (36)	7% (13)	6% (11)	193
Military HH: No	9% (79)	25% (222)	21% (186)	14% (121)	17% (150)	8% (68)	7% (59)	885
RD/WT: Right Direction	10% (44)	26% (120)	20% (92)	12% (56)	15% (67)	9% (39)	9% (39)	457
RD/WT: Wrong Track	9% (54)	25% (154)	22% (135)	14% (86)	19% (119)	7% (42)	5% (31)	621

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Table BRD2_5: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Jeffrey Tambor

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (98)	25% (274)	21% (227)	13% (142)	17% (186)	8% (81)	6% (70)	1078
Trump Job Approve	8% (39)	24% (113)	21% (99)	13% (60)	18% (81)	8% (35)	8% (35)	462
Trump Job Disapprove	9% (51)	27% (145)	22% (118)	13% (72)	17% (90)	7% (36)	5% (25)	537
Trump Job Strongly Approve	11% (26)	26% (61)	17% (40)	13% (30)	19% (43)	9% (20)	5% (12)	232
Trump Job Somewhat Approve	6% (13)	23% (52)	26% (59)	13% (30)	17% (38)	7% (15)	10% (23)	230
Trump Job Somewhat Disapprove	8% (13)	27% (41)	25% (38)	10% (16)	16% (25)	8% (12)	5% (8)	153
Trump Job Strongly Disapprove	10% (38)	27% (104)	21% (80)	15% (56)	17% (65)	6% (24)	4% (17)	384
#1 Issue: Economy	11% (32)	23% (68)	26% (76)	13% (39)	17% (50)	7% (21)	4% (12)	298
#1 Issue: Security	5% (10)	25% (46)	23% (42)	14% (26)	18% (33)	10% (18)	6% (11)	186
#1 Issue: Health Care	10% (18)	34% (63)	17% (32)	13% (24)	13% (24)	4% (7)	9% (16)	184
#1 Issue: Medicare / Social Security	10% (17)	25% (42)	14% (23)	13% (21)	21% (34)	8% (14)	8% (14)	165
#1 Issue: Women's Issues	9% (6)	20% (13)	30% (19)	8% (5)	16% (10)	8% (5)	9% (6)	64
#1 Issue: Education	7% (6)	23% (19)	23% (19)	11% (9)	23% (19)	10% (8)	1% (1)	81
#1 Issue: Other	10% (5)	21% (11)	15% (8)	27% (14)	17% (9)	4% (2)	6% (3)	52
2016 Vote: Democrat Hillary Clinton	9% (32)	28% (96)	21% (72)	12% (43)	19% (65)	5% (16)	7% (23)	347
2016 Vote: Republican Donald Trump	7% (27)	25% (92)	21% (77)	14% (51)	18% (67)	8% (28)	8% (28)	370
2016 Vote: Someone else	13% (13)	32% (32)	14% (14)	8% (8)	19% (19)	10% (10)	3% (3)	99
Voted in 2014: Yes	10% (67)	27% (186)	21% (145)	13% (88)	19% (131)	6% (40)	5% (38)	695
Voted in 2014: No	8% (31)	23% (88)	21% (82)	14% (54)	14% (55)	11% (41)	8% (32)	383
2012 Vote: Barack Obama	10% (43)	29% (122)	21% (90)	12% (53)	16% (70)	5% (23)	6% (24)	425
2012 Vote: Mitt Romney	7% (19)	26% (74)	22% (61)	13% (38)	17% (49)	8% (24)	6% (18)	283
2012 Vote: Other	8% (4)	24% (12)	20% (10)	8% (4)	39% (20)	— (0)	2% (1)	51
2012 Vote: Didn't Vote	10% (32)	21% (66)	20% (65)	15% (47)	15% (47)	11% (34)	8% (27)	318
4-Region: Northeast	11% (22)	27% (56)	14% (30)	18% (38)	15% (32)	9% (18)	5% (11)	207
4-Region: Midwest	8% (20)	21% (53)	21% (53)	10% (25)	23% (58)	8% (21)	8% (19)	249
4-Region: South	9% (37)	28% (120)	23% (101)	13% (55)	15% (66)	7% (31)	6% (25)	435
4-Region: West	10% (19)	24% (45)	23% (43)	13% (24)	16% (30)	6% (11)	8% (15)	187
Favorable of Trump	9% (41)	25% (118)	22% (102)	13% (59)	17% (78)	7% (34)	7% (31)	463
Unfavorable of Trump	10% (52)	27% (144)	21% (112)	14% (75)	17% (90)	7% (37)	5% (25)	535

Continued on next page

Table BRD2_5: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Jeffrey tambor

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (98)	25% (274)	21% (227)	13% (142)	17% (186)	8% (81)	6% (70)	1078
Very Favorable of Trump	10% (25)	24% (60)	21% (54)	13% (32)	17% (42)	9% (23)	7% (17)	253
Somewhat Favorable of Trump	8% (16)	28% (58)	23% (48)	13% (27)	17% (36)	5% (11)	7% (14)	210
Somewhat Unfavorable of Trump	9% (10)	25% (29)	22% (26)	15% (17)	18% (21)	6% (7)	5% (6)	116
Very Unfavorable of Trump	10% (42)	27% (115)	21% (86)	14% (58)	16% (69)	7% (30)	5% (19)	419
Frequent Movie Watcher	17% (31)	30% (54)	22% (40)	11% (19)	12% (22)	3% (6)	4% (7)	179
Top TV watcher	10% (27)	30% (81)	24% (63)	14% (36)	12% (33)	4% (10)	6% (16)	266

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

Table BRD2_6: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Ben affleck

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	18% (198)	34% (369)	15% (165)	10% (105)	15% (161)	2% (24)	5% (56)	1078
Gender: Male	18% (84)	35% (167)	16% (75)	10% (49)	14% (66)	2% (10)	5% (26)	477
Gender: Female	19% (114)	34% (202)	15% (90)	9% (56)	16% (95)	2% (14)	5% (30)	601
Age: 18-29	18% (39)	27% (60)	19% (42)	9% (20)	16% (35)	5% (11)	5% (12)	219
Age: 30-44	21% (61)	37% (104)	17% (47)	10% (28)	12% (33)	— (1)	4% (10)	284
Age: 45-54	22% (40)	37% (67)	14% (26)	10% (19)	12% (21)	2% (3)	3% (6)	182
Age: 55-64	17% (32)	34% (63)	14% (27)	9% (17)	20% (38)	2% (3)	4% (8)	188
Age: 65+	13% (26)	37% (75)	11% (23)	10% (21)	17% (34)	3% (6)	10% (20)	205
Generation Z: 18-21	11% (7)	21% (13)	18% (11)	11% (7)	25% (15)	7% (4)	7% (4)	61
Millennial: Age 22-37	23% (71)	32% (100)	19% (60)	8% (25)	11% (33)	3% (8)	5% (15)	312
Generation X: Age 38-53	19% (56)	38% (110)	14% (41)	11% (33)	14% (41)	1% (3)	3% (9)	293
Boomers: Age 54-72	16% (59)	37% (132)	13% (48)	10% (36)	16% (57)	2% (7)	6% (22)	361
PID: Dem (no lean)	19% (67)	32% (110)	19% (65)	8% (28)	14% (49)	3% (10)	5% (19)	348
PID: Ind (no lean)	17% (66)	35% (138)	12% (48)	11% (42)	18% (73)	1% (5)	6% (25)	397
PID: Rep (no lean)	20% (65)	36% (121)	16% (52)	11% (35)	12% (39)	3% (9)	4% (12)	333
PID/Gender: Dem Men	19% (24)	30% (38)	18% (23)	5% (6)	17% (21)	3% (4)	8% (10)	126
PID/Gender: Dem Women	19% (43)	32% (72)	19% (42)	10% (22)	13% (28)	3% (6)	4% (9)	222
PID/Gender: Ind Men	14% (26)	35% (65)	13% (24)	12% (23)	18% (33)	1% (2)	6% (12)	185
PID/Gender: Ind Women	19% (40)	34% (73)	11% (24)	9% (19)	19% (40)	1% (3)	6% (13)	212
PID/Gender: Rep Men	20% (34)	39% (64)	17% (28)	12% (20)	7% (12)	2% (4)	2% (4)	166
PID/Gender: Rep Women	19% (31)	34% (57)	14% (24)	9% (15)	16% (27)	3% (5)	5% (8)	167
Ideo: Liberal (1-3)	17% (62)	32% (116)	21% (74)	8% (30)	15% (53)	3% (10)	4% (14)	359
Ideo: Moderate (4)	21% (45)	32% (70)	15% (33)	11% (24)	15% (33)	1% (3)	4% (8)	216
Ideo: Conservative (5-7)	17% (61)	39% (138)	13% (46)	11% (39)	13% (46)	2% (6)	5% (17)	353
Educ: < College	21% (148)	34% (238)	14% (95)	9% (64)	14% (97)	3% (18)	6% (41)	701
Educ: Bachelors degree	16% (34)	32% (70)	21% (45)	11% (24)	17% (36)	1% (2)	3% (7)	218
Educ: Post-grad	10% (16)	38% (61)	16% (25)	11% (17)	18% (28)	3% (4)	5% (8)	159

Continued on next page

Table BRD2_6: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Ben affleck

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	18% (198)	34% (369)	15% (165)	10% (105)	15% (161)	2% (24)	5% (56)	1078
Income: Under 50k	19% (109)	34% (191)	16% (93)	9% (49)	14% (77)	3% (18)	6% (32)	569
Income: 50k-100k	18% (65)	34% (122)	13% (48)	10% (35)	18% (64)	1% (3)	5% (19)	356
Income: 100k+	16% (24)	37% (56)	16% (24)	14% (21)	13% (20)	2% (3)	3% (5)	153
Ethnicity: White	17% (151)	35% (310)	16% (137)	10% (85)	15% (135)	2% (14)	5% (42)	874
Ethnicity: Hispanic	24% (26)	38% (42)	17% (19)	5% (6)	9% (10)	4% (4)	3% (3)	110
Ethnicity: Afr. Am.	24% (23)	27% (26)	15% (15)	7% (7)	11% (11)	4% (4)	11% (11)	97
Ethnicity: Other	22% (24)	31% (33)	12% (13)	12% (13)	14% (15)	6% (6)	3% (3)	107
Relig: Protestant	13% (32)	33% (84)	19% (47)	9% (24)	19% (47)	3% (7)	5% (12)	253
Relig: Roman Catholic	25% (50)	28% (56)	15% (30)	15% (30)	11% (22)	1% (1)	5% (10)	199
Relig: Ath./Agn./None	16% (46)	37% (107)	15% (42)	8% (22)	17% (49)	2% (6)	5% (14)	286
Relig: Something Else	19% (37)	36% (71)	16% (31)	8% (16)	12% (23)	4% (7)	5% (10)	195
Relig: Evangelical	20% (58)	32% (90)	12% (34)	9% (25)	18% (51)	2% (6)	7% (20)	284
Relig: Non-Evang. Catholics	18% (57)	32% (101)	19% (58)	13% (40)	12% (38)	2% (5)	4% (12)	311
Relig: All Christian	19% (115)	32% (191)	15% (92)	11% (65)	15% (89)	2% (11)	5% (32)	595
Relig: All Non-Christian	17% (83)	37% (178)	15% (73)	8% (38)	15% (72)	3% (13)	5% (24)	481
Community: Urban	20% (52)	37% (98)	11% (29)	7% (18)	14% (36)	5% (13)	8% (20)	266
Community: Suburban	17% (84)	32% (161)	17% (85)	12% (62)	17% (84)	1% (4)	4% (21)	501
Community: Rural	20% (62)	35% (110)	16% (51)	8% (25)	13% (41)	2% (7)	5% (15)	311
Employ: Private Sector	20% (68)	35% (122)	16% (56)	9% (32)	15% (51)	2% (7)	3% (9)	345
Employ: Government	20% (17)	42% (35)	13% (11)	10% (8)	8% (7)	2% (2)	4% (3)	83
Employ: Self-Employed	15% (14)	32% (29)	24% (22)	10% (9)	15% (14)	2% (2)	2% (2)	92
Employ: Homemaker	27% (25)	33% (30)	12% (11)	11% (10)	12% (11)	1% (1)	3% (3)	91
Employ: Retired	15% (35)	32% (75)	15% (36)	10% (23)	15% (36)	3% (7)	9% (22)	234
Employ: Unemployed	18% (17)	28% (26)	10% (9)	12% (11)	23% (22)	3% (3)	6% (6)	94
Employ: Other	17% (15)	42% (38)	12% (11)	8% (7)	13% (12)	1% (1)	7% (6)	90
Military HH: Yes	18% (34)	38% (73)	18% (35)	7% (13)	13% (26)	2% (3)	5% (9)	193
Military HH: No	19% (164)	33% (296)	15% (130)	10% (92)	15% (135)	2% (21)	5% (47)	885
RD/WT: Right Direction	21% (94)	37% (169)	13% (58)	11% (49)	11% (50)	2% (10)	6% (27)	457
RD/WT: Wrong Track	17% (104)	32% (200)	17% (107)	9% (56)	18% (111)	2% (14)	5% (29)	621

Continued on next page

Table BRD2_6: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Ben affleck

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	18% (198)	34% (369)	15% (165)	10% (105)	15% (161)	2% (24)	5% (56)	1078
Trump Job Approve	19% (90)	37% (169)	13% (59)	11% (52)	12% (56)	2% (8)	6% (28)	462
Trump Job Disapprove	17% (91)	33% (177)	18% (97)	9% (49)	16% (88)	2% (13)	4% (22)	537
Trump Job Strongly Approve	20% (47)	38% (88)	12% (29)	11% (26)	11% (26)	2% (4)	5% (12)	232
Trump Job Somewhat Approve	19% (43)	35% (81)	13% (30)	11% (26)	13% (30)	2% (4)	7% (16)	230
Trump Job Somewhat Disapprove	16% (24)	36% (55)	15% (23)	8% (13)	17% (26)	3% (4)	5% (8)	153
Trump Job Strongly Disapprove	17% (67)	32% (122)	19% (74)	9% (36)	16% (62)	2% (9)	4% (14)	384
#1 Issue: Economy	19% (56)	35% (103)	17% (50)	11% (34)	13% (40)	3% (9)	2% (6)	298
#1 Issue: Security	18% (34)	38% (71)	11% (21)	11% (20)	15% (28)	2% (4)	4% (8)	186
#1 Issue: Health Care	23% (43)	41% (75)	11% (21)	7% (13)	11% (20)	2% (4)	4% (8)	184
#1 Issue: Medicare / Social Security	19% (32)	26% (43)	15% (25)	8% (13)	18% (29)	1% (2)	13% (21)	165
#1 Issue: Women's Issues	9% (6)	31% (20)	28% (18)	8% (5)	19% (12)	— (0)	5% (3)	64
#1 Issue: Education	17% (14)	37% (30)	17% (14)	7% (6)	16% (13)	2% (2)	2% (2)	81
#1 Issue: Other	13% (7)	25% (13)	21% (11)	19% (10)	12% (6)	2% (1)	8% (4)	52
2016 Vote: Democrat Hillary Clinton	18% (63)	33% (113)	18% (61)	8% (29)	16% (56)	1% (5)	6% (20)	347
2016 Vote: Republican Donald Trump	17% (64)	38% (139)	14% (51)	11% (39)	14% (50)	2% (7)	5% (20)	370
2016 Vote: Someone else	12% (12)	40% (40)	11% (11)	8% (8)	22% (22)	3% (3)	3% (3)	99
Voted in 2014: Yes	18% (125)	35% (246)	16% (108)	9% (62)	15% (105)	2% (17)	5% (32)	695
Voted in 2014: No	19% (73)	32% (123)	15% (57)	11% (43)	15% (56)	2% (7)	6% (24)	383
2012 Vote: Barack Obama	21% (89)	35% (147)	14% (61)	9% (37)	15% (63)	2% (9)	4% (19)	425
2012 Vote: Mitt Romney	17% (47)	34% (96)	15% (43)	12% (34)	15% (43)	2% (6)	5% (14)	283
2012 Vote: Other	2% (1)	43% (22)	20% (10)	8% (4)	22% (11)	2% (1)	4% (2)	51
2012 Vote: Didn't Vote	19% (61)	33% (104)	16% (51)	9% (29)	14% (44)	3% (8)	7% (21)	318
4-Region: Northeast	21% (43)	33% (68)	13% (26)	12% (25)	14% (28)	3% (6)	5% (11)	207
4-Region: Midwest	15% (37)	33% (81)	17% (42)	7% (17)	22% (55)	2% (4)	5% (13)	249
4-Region: South	20% (85)	35% (154)	15% (64)	10% (45)	12% (54)	2% (10)	5% (23)	435
4-Region: West	18% (33)	35% (66)	18% (33)	10% (18)	13% (24)	2% (4)	5% (9)	187
Favorable of Trump	19% (90)	38% (175)	14% (64)	11% (50)	12% (54)	2% (10)	4% (20)	463
Unfavorable of Trump	18% (94)	33% (177)	17% (89)	10% (51)	17% (90)	2% (12)	4% (22)	535

Continued on next page

Table BRD2_6: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Ben affleck

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	18% (198)	34% (369)	15% (165)	10% (105)	15% (161)	2% (24)	5% (56)	1078
Very Favorable of Trump	23% (57)	36% (92)	13% (32)	11% (28)	11% (27)	2% (4)	5% (13)	253
Somewhat Favorable of Trump	16% (33)	40% (83)	15% (32)	10% (22)	13% (27)	3% (6)	3% (7)	210
Somewhat Unfavorable of Trump	21% (24)	36% (42)	10% (12)	9% (11)	18% (21)	2% (2)	3% (4)	116
Very Unfavorable of Trump	17% (70)	32% (135)	18% (77)	10% (40)	16% (69)	2% (10)	4% (18)	419
Frequent Movie Watcher	27% (49)	36% (64)	19% (34)	8% (15)	7% (12)	1% (2)	2% (3)	179
Top TV watcher	22% (59)	38% (101)	14% (38)	8% (21)	14% (36)	2% (6)	2% (5)	266

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

Table BRD2_7: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Louis c.k.

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	6% (65)	15% (165)	22% (236)	18% (198)	17% (178)	13% (142)	9% (94)	1078
Gender: Male	9% (43)	18% (84)	24% (113)	18% (84)	14% (68)	11% (51)	7% (34)	477
Gender: Female	4% (22)	13% (81)	20% (123)	19% (114)	18% (110)	15% (91)	10% (60)	601
Age: 18-29	10% (22)	15% (33)	20% (44)	17% (38)	13% (28)	15% (33)	10% (21)	219
Age: 30-44	5% (14)	18% (51)	25% (70)	18% (50)	15% (44)	12% (34)	7% (21)	284
Age: 45-54	5% (10)	18% (32)	24% (43)	18% (33)	18% (33)	8% (15)	9% (16)	182
Age: 55-64	5% (10)	15% (28)	20% (37)	21% (39)	21% (39)	13% (24)	6% (11)	188
Age: 65+	4% (9)	10% (21)	20% (42)	19% (38)	17% (34)	18% (36)	12% (25)	205
Generation Z: 18-21	5% (3)	10% (6)	20% (12)	16% (10)	20% (12)	21% (13)	8% (5)	61
Millennial: Age 22-37	9% (28)	18% (55)	24% (75)	18% (56)	10% (32)	12% (36)	10% (30)	312
Generation X: Age 38-53	4% (11)	18% (52)	24% (69)	16% (46)	20% (59)	11% (33)	8% (23)	293
Boomers: Age 54-72	6% (23)	13% (46)	20% (73)	22% (78)	17% (62)	14% (49)	8% (30)	361
PID: Dem (no lean)	6% (20)	18% (62)	24% (85)	20% (68)	14% (47)	10% (36)	9% (30)	348
PID: Ind (no lean)	5% (21)	15% (60)	19% (76)	17% (67)	21% (83)	14% (56)	9% (34)	397
PID: Rep (no lean)	7% (24)	13% (43)	23% (75)	19% (63)	14% (48)	15% (50)	9% (30)	333
PID/Gender: Dem Men	8% (10)	20% (25)	19% (24)	20% (25)	14% (18)	10% (12)	10% (12)	126
PID/Gender: Dem Women	5% (10)	17% (37)	27% (61)	19% (43)	13% (29)	11% (24)	8% (18)	222
PID/Gender: Ind Men	8% (15)	19% (35)	23% (43)	15% (28)	19% (35)	9% (17)	6% (12)	185
PID/Gender: Ind Women	3% (6)	12% (25)	16% (33)	18% (39)	23% (48)	18% (39)	10% (22)	212
PID/Gender: Rep Men	11% (18)	14% (24)	28% (46)	19% (31)	9% (15)	13% (22)	6% (10)	166
PID/Gender: Rep Women	4% (6)	11% (19)	17% (29)	19% (32)	20% (33)	17% (28)	12% (20)	167
Ideo: Liberal (1-3)	8% (30)	17% (60)	25% (91)	21% (77)	14% (49)	8% (30)	6% (22)	359
Ideo: Moderate (4)	3% (6)	19% (42)	20% (44)	20% (43)	18% (38)	13% (28)	7% (15)	216
Ideo: Conservative (5-7)	6% (20)	14% (48)	23% (81)	19% (66)	16% (58)	14% (50)	8% (30)	353
Educ: < College	7% (49)	16% (114)	21% (149)	16% (111)	15% (106)	16% (109)	9% (63)	701
Educ: Bachelors degree	6% (12)	13% (29)	25% (54)	21% (45)	20% (44)	7% (15)	9% (19)	218
Educ: Post-grad	3% (4)	14% (22)	21% (33)	26% (42)	18% (28)	11% (18)	8% (12)	159

Continued on next page

Table BRD2_7: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Louis C.K.

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	6% (65)	15% (165)	22% (236)	18% (198)	17% (178)	13% (142)	9% (94)	1078
Income: Under 50k	7% (37)	15% (87)	23% (133)	15% (84)	15% (88)	15% (85)	10% (55)	569
Income: 50k-100k	5% (19)	16% (57)	20% (70)	21% (76)	19% (69)	10% (36)	8% (29)	356
Income: 100k+	6% (9)	14% (21)	22% (33)	25% (38)	14% (21)	14% (21)	7% (10)	153
Ethnicity: White	6% (51)	16% (136)	22% (189)	19% (164)	16% (142)	14% (120)	8% (72)	874
Ethnicity: Hispanic	15% (17)	17% (19)	29% (32)	14% (15)	10% (11)	8% (9)	6% (7)	110
Ethnicity: Afr. Am.	4% (4)	16% (16)	23% (22)	13% (13)	18% (17)	9% (9)	16% (16)	97
Ethnicity: Other	9% (10)	12% (13)	23% (25)	20% (21)	18% (19)	12% (13)	6% (6)	107
Relig: Protestant	4% (10)	11% (29)	23% (57)	20% (50)	19% (47)	14% (36)	9% (24)	253
Relig: Roman Catholic	5% (9)	16% (31)	23% (45)	22% (43)	15% (30)	14% (27)	7% (14)	199
Relig: Ath./Agn./None	8% (23)	19% (54)	21% (59)	16% (45)	16% (47)	12% (35)	8% (23)	286
Relig: Something Else	8% (16)	13% (25)	24% (47)	18% (36)	12% (24)	15% (29)	9% (18)	195
Relig: Evangelical	4% (12)	14% (39)	20% (57)	18% (51)	20% (56)	14% (40)	10% (29)	284
Relig: Non-Evang. Catholics	5% (14)	15% (47)	23% (72)	21% (66)	16% (50)	12% (38)	8% (24)	311
Relig: All Christian	4% (26)	14% (86)	22% (129)	20% (117)	18% (106)	13% (78)	9% (53)	595
Relig: All Non-Christian	8% (39)	16% (79)	22% (106)	17% (81)	15% (71)	13% (64)	9% (41)	481
Community: Urban	9% (24)	15% (40)	22% (59)	15% (40)	15% (41)	14% (37)	9% (25)	266
Community: Suburban	5% (24)	17% (85)	22% (108)	21% (104)	16% (82)	10% (51)	9% (47)	501
Community: Rural	5% (17)	13% (40)	22% (69)	17% (54)	18% (55)	17% (54)	7% (22)	311
Employ: Private Sector	6% (20)	17% (59)	25% (86)	19% (67)	14% (50)	13% (44)	6% (19)	345
Employ: Government	7% (6)	18% (15)	18% (15)	28% (23)	22% (18)	2% (2)	5% (4)	83
Employ: Self-Employed	11% (10)	15% (14)	21% (19)	20% (18)	14% (13)	12% (11)	8% (7)	92
Employ: Homemaker	1% (1)	22% (20)	22% (20)	16% (15)	18% (16)	12% (11)	9% (8)	91
Employ: Retired	3% (8)	14% (32)	20% (47)	18% (41)	17% (40)	16% (38)	12% (28)	234
Employ: Unemployed	11% (10)	12% (11)	17% (16)	14% (13)	19% (18)	17% (16)	11% (10)	94
Employ: Other	8% (7)	8% (7)	23% (21)	18% (16)	20% (18)	12% (11)	11% (10)	90
Military HH: Yes	9% (17)	12% (24)	22% (42)	18% (35)	16% (31)	13% (26)	9% (18)	193
Military HH: No	5% (48)	16% (141)	22% (194)	18% (163)	17% (147)	13% (116)	9% (76)	885
RD/WT: Right Direction	6% (29)	15% (70)	23% (107)	18% (81)	13% (58)	14% (64)	11% (48)	457
RD/WT: Wrong Track	6% (36)	15% (95)	21% (129)	19% (117)	19% (120)	13% (78)	7% (46)	621

Continued on next page

Table BRD2_7: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Louis C.K.

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	6% (65)	15% (165)	22% (236)	18% (198)	17% (178)	13% (142)	9% (94)	1078
Trump Job Approve	7% (32)	14% (65)	22% (103)	18% (82)	15% (71)	14% (65)	10% (44)	462
Trump Job Disapprove	6% (30)	17% (92)	22% (117)	20% (107)	17% (91)	12% (63)	7% (37)	537
Trump Job Strongly Approve	8% (19)	12% (28)	22% (52)	21% (49)	14% (33)	13% (31)	9% (20)	232
Trump Job Somewhat Approve	6% (13)	16% (37)	22% (51)	14% (33)	17% (38)	15% (34)	10% (24)	230
Trump Job Somewhat Disapprove	5% (8)	20% (30)	20% (31)	17% (26)	18% (27)	11% (17)	9% (14)	153
Trump Job Strongly Disapprove	6% (22)	16% (62)	22% (86)	21% (81)	17% (64)	12% (46)	6% (23)	384
#1 Issue: Economy	6% (17)	20% (59)	23% (68)	17% (52)	17% (50)	11% (33)	6% (19)	298
#1 Issue: Security	4% (8)	13% (25)	20% (38)	19% (36)	17% (32)	16% (30)	9% (17)	186
#1 Issue: Health Care	7% (13)	14% (25)	24% (44)	21% (38)	11% (21)	12% (22)	11% (21)	184
#1 Issue: Medicare / Social Security	5% (8)	13% (22)	21% (35)	13% (22)	18% (30)	17% (28)	12% (20)	165
#1 Issue: Women's Issues	8% (5)	9% (6)	28% (18)	20% (13)	12% (8)	16% (10)	6% (4)	64
#1 Issue: Education	11% (9)	16% (13)	20% (16)	21% (17)	17% (14)	11% (9)	4% (3)	81
#1 Issue: Other	8% (4)	10% (5)	23% (12)	23% (12)	19% (10)	10% (5)	8% (4)	52
2016 Vote: Democrat Hillary Clinton	5% (19)	17% (58)	23% (79)	20% (69)	19% (65)	8% (27)	9% (30)	347
2016 Vote: Republican Donald Trump	6% (21)	12% (46)	23% (84)	19% (70)	16% (60)	14% (52)	10% (37)	370
2016 Vote: Someone else	5% (5)	17% (17)	18% (18)	15% (15)	22% (22)	17% (17)	5% (5)	99
Voted in 2014: Yes	5% (38)	15% (105)	23% (161)	19% (133)	19% (129)	11% (77)	7% (52)	695
Voted in 2014: No	7% (27)	16% (60)	20% (75)	17% (65)	13% (49)	17% (65)	11% (42)	383
2012 Vote: Barack Obama	6% (27)	17% (71)	22% (95)	20% (83)	17% (74)	11% (46)	7% (29)	425
2012 Vote: Mitt Romney	4% (11)	13% (37)	22% (61)	19% (55)	18% (51)	14% (41)	10% (27)	283
2012 Vote: Other	4% (2)	12% (6)	24% (12)	18% (9)	29% (15)	8% (4)	6% (3)	51
2012 Vote: Didn't Vote	8% (25)	16% (51)	21% (68)	16% (50)	12% (38)	16% (51)	11% (35)	318
4-Region: Northeast	5% (10)	17% (36)	19% (39)	21% (44)	15% (32)	14% (30)	8% (16)	207
4-Region: Midwest	4% (11)	15% (38)	22% (54)	14% (35)	23% (57)	12% (30)	10% (24)	249
4-Region: South	7% (31)	15% (65)	22% (95)	20% (85)	15% (66)	13% (56)	9% (37)	435
4-Region: West	7% (13)	14% (26)	26% (48)	18% (34)	12% (23)	14% (26)	9% (17)	187
Favorable of Trump	7% (32)	14% (67)	23% (107)	18% (83)	15% (69)	14% (63)	9% (42)	463
Unfavorable of Trump	6% (30)	17% (92)	21% (115)	20% (109)	18% (95)	11% (59)	7% (35)	535

Continued on next page

Table BRD2_7: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Louis C.K.

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	6% (65)	15% (165)	22% (236)	18% (198)	17% (178)	13% (142)	9% (94)	1078
Very Favorable of Trump	8% (19)	11% (29)	25% (62)	21% (52)	13% (34)	13% (33)	9% (24)	253
Somewhat Favorable of Trump	6% (13)	18% (38)	21% (45)	15% (31)	17% (35)	14% (30)	9% (18)	210
Somewhat Unfavorable of Trump	3% (4)	23% (27)	19% (22)	16% (19)	21% (24)	10% (12)	7% (8)	116
Very Unfavorable of Trump	6% (26)	16% (65)	22% (93)	21% (90)	17% (71)	11% (47)	6% (27)	419
Frequent Movie Watcher	12% (21)	28% (51)	18% (33)	21% (37)	12% (21)	6% (10)	3% (6)	179
Top TV watcher	5% (12)	21% (56)	24% (63)	21% (57)	14% (37)	9% (24)	6% (17)	266

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

Table BRD2_8: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Ed Westwick

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	3% (35)	10% (105)	13% (135)	8% (90)	17% (180)	38% (405)	12% (128)	1078
Gender: Male	3% (14)	10% (46)	15% (72)	8% (40)	15% (73)	39% (185)	10% (47)	477
Gender: Female	3% (21)	10% (59)	10% (63)	8% (50)	18% (107)	37% (220)	13% (81)	601
Age: 18-29	5% (11)	11% (25)	14% (31)	5% (11)	13% (29)	37% (81)	14% (31)	219
Age: 30-44	2% (5)	11% (30)	15% (43)	10% (29)	17% (47)	33% (95)	12% (35)	284
Age: 45-54	5% (9)	10% (19)	12% (22)	10% (18)	17% (31)	35% (64)	10% (19)	182
Age: 55-64	5% (9)	7% (14)	10% (19)	6% (12)	23% (44)	40% (76)	7% (14)	188
Age: 65+	— (1)	8% (17)	10% (20)	10% (20)	14% (29)	43% (89)	14% (29)	205
Generation Z: 18-21	2% (1)	10% (6)	18% (11)	5% (3)	16% (10)	33% (20)	16% (10)	61
Millennial: Age 22-37	4% (11)	12% (39)	14% (44)	6% (20)	13% (42)	36% (113)	14% (43)	312
Generation X: Age 38-53	4% (11)	10% (28)	13% (39)	11% (33)	18% (53)	34% (99)	10% (30)	293
Boomers: Age 54-72	3% (12)	7% (26)	11% (38)	8% (30)	19% (67)	41% (149)	11% (39)	361
PID: Dem (no lean)	4% (15)	13% (44)	11% (38)	10% (35)	16% (56)	34% (120)	11% (40)	348
PID: Ind (no lean)	2% (8)	8% (30)	12% (49)	7% (27)	19% (76)	39% (156)	13% (51)	397
PID: Rep (no lean)	4% (12)	9% (31)	14% (48)	8% (28)	14% (48)	39% (129)	11% (37)	333
PID/Gender: Dem Men	2% (3)	13% (16)	11% (14)	9% (11)	18% (23)	35% (44)	12% (15)	126
PID/Gender: Dem Women	5% (12)	13% (28)	11% (24)	11% (24)	15% (33)	34% (76)	11% (25)	222
PID/Gender: Ind Men	2% (3)	7% (13)	14% (25)	9% (16)	19% (35)	41% (76)	9% (17)	185
PID/Gender: Ind Women	2% (5)	8% (17)	11% (24)	5% (11)	19% (41)	38% (80)	16% (34)	212
PID/Gender: Rep Men	5% (8)	10% (17)	20% (33)	8% (13)	9% (15)	39% (65)	9% (15)	166
PID/Gender: Rep Women	2% (4)	8% (14)	9% (15)	9% (15)	20% (33)	38% (64)	13% (22)	167
Ideo: Liberal (1-3)	5% (18)	12% (42)	13% (47)	9% (31)	16% (58)	36% (130)	9% (33)	359
Ideo: Moderate (4)	2% (4)	13% (28)	16% (34)	8% (18)	16% (35)	37% (80)	8% (17)	216
Ideo: Conservative (5-7)	3% (10)	7% (24)	12% (41)	9% (32)	16% (58)	41% (144)	12% (44)	353
Educ: < College	3% (22)	10% (68)	13% (92)	9% (60)	16% (112)	36% (255)	13% (92)	701
Educ: Bachelors degree	4% (9)	12% (27)	10% (22)	10% (22)	19% (41)	34% (75)	10% (22)	218
Educ: Post-grad	3% (4)	6% (10)	13% (21)	5% (8)	17% (27)	47% (75)	9% (14)	159

Continued on next page

Table BRD2_8: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Ed Westwick

Demographic	Don't Know									Total N
	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	/ No Opinion			
Adults	3% (35)	10% (105)	13% (135)	8% (90)	17% (180)	38% (405)	12% (128)		1078	
Income: Under 50k	3% (19)	9% (51)	14% (81)	9% (49)	15% (85)	37% (210)	13% (74)		569	
Income: 50k-100k	3% (11)	10% (37)	10% (37)	8% (29)	21% (74)	37% (131)	10% (37)		356	
Income: 100k+	3% (5)	11% (17)	11% (17)	8% (12)	14% (21)	42% (64)	11% (17)		153	
Ethnicity: White	3% (30)	9% (81)	12% (107)	7% (60)	17% (148)	40% (349)	11% (99)		874	
Ethnicity: Hispanic	9% (10)	15% (17)	20% (22)	9% (10)	14% (15)	23% (25)	10% (11)		110	
Ethnicity: Afr. Am.	1% (1)	12% (12)	12% (12)	14% (14)	13% (13)	27% (26)	20% (19)		97	
Ethnicity: Other	4% (4)	11% (12)	15% (16)	15% (16)	18% (19)	28% (30)	9% (10)		107	
Relig: Protestant	4% (9)	11% (28)	12% (31)	8% (19)	17% (44)	37% (94)	11% (28)		253	
Relig: Roman Catholic	3% (6)	8% (16)	12% (23)	11% (21)	18% (35)	39% (77)	11% (21)		199	
Relig: Ath./Agn./None	3% (8)	7% (21)	11% (31)	6% (17)	16% (47)	43% (124)	13% (38)		286	
Relig: Something Else	5% (10)	14% (27)	13% (26)	8% (16)	15% (29)	34% (67)	10% (20)		195	
Relig: Evangelical	1% (4)	10% (28)	13% (38)	10% (28)	18% (52)	34% (97)	13% (37)		284	
Relig: Non-Evang. Catholics	4% (13)	9% (29)	13% (39)	9% (29)	17% (52)	37% (116)	11% (33)		311	
Relig: All Christian	3% (17)	10% (57)	13% (77)	10% (57)	17% (104)	36% (213)	12% (70)		595	
Relig: All Non-Christian	4% (18)	10% (48)	12% (57)	7% (33)	16% (76)	40% (191)	12% (58)		481	
Community: Urban	4% (11)	15% (40)	12% (31)	8% (21)	14% (38)	33% (88)	14% (37)		266	
Community: Suburban	3% (15)	8% (38)	11% (57)	8% (39)	17% (87)	42% (211)	11% (54)		501	
Community: Rural	3% (9)	9% (27)	15% (47)	10% (30)	18% (55)	34% (106)	12% (37)		311	
Employ: Private Sector	5% (17)	8% (29)	12% (41)	7% (25)	15% (51)	43% (147)	10% (35)		345	
Employ: Government	4% (3)	18% (15)	13% (11)	12% (10)	18% (15)	29% (24)	6% (5)		83	
Employ: Self-Employed	3% (3)	8% (7)	17% (16)	14% (13)	16% (15)	30% (28)	11% (10)		92	
Employ: Homemaker	7% (6)	14% (13)	11% (10)	4% (4)	21% (19)	34% (31)	9% (8)		91	
Employ: Retired	— (1)	9% (20)	10% (24)	9% (21)	17% (39)	42% (98)	13% (31)		234	
Employ: Unemployed	2% (2)	11% (10)	12% (11)	5% (5)	20% (19)	36% (34)	14% (13)		94	
Employ: Other	2% (2)	9% (8)	16% (14)	10% (9)	16% (14)	31% (28)	17% (15)		90	
Military HH: Yes	2% (4)	13% (25)	13% (26)	11% (22)	15% (28)	33% (64)	12% (24)		193	
Military HH: No	4% (31)	9% (80)	12% (109)	8% (68)	17% (152)	39% (341)	12% (104)		885	
RD/WT: Right Direction	3% (14)	10% (46)	15% (67)	8% (36)	14% (66)	36% (164)	14% (64)		457	
RD/WT: Wrong Track	3% (21)	10% (59)	11% (68)	9% (54)	18% (114)	39% (241)	10% (64)		621	

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Table BRD2_8: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Ed Westwick

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	3% (35)	10% (105)	13% (135)	8% (90)	17% (180)	38% (405)	12% (128)	1078
Trump Job Approve	3% (12)	10% (48)	13% (62)	8% (36)	16% (72)	37% (172)	13% (60)	462
Trump Job Disapprove	4% (19)	10% (56)	12% (64)	9% (49)	18% (96)	38% (203)	9% (50)	537
Trump Job Strongly Approve	3% (8)	11% (25)	12% (29)	9% (22)	18% (42)	34% (80)	11% (26)	232
Trump Job Somewhat Approve	2% (4)	10% (23)	14% (33)	6% (14)	13% (30)	40% (92)	15% (34)	230
Trump Job Somewhat Disapprove	5% (8)	10% (16)	13% (20)	9% (14)	16% (24)	36% (55)	10% (16)	153
Trump Job Strongly Disapprove	3% (11)	10% (40)	11% (44)	9% (35)	19% (72)	39% (148)	9% (34)	384
#1 Issue: Economy	4% (11)	10% (31)	16% (47)	9% (28)	15% (46)	33% (98)	12% (37)	298
#1 Issue: Security	3% (6)	8% (15)	12% (23)	11% (20)	16% (30)	39% (72)	11% (20)	186
#1 Issue: Health Care	4% (7)	10% (18)	14% (25)	5% (10)	17% (31)	40% (73)	11% (20)	184
#1 Issue: Medicare / Social Security	2% (4)	8% (13)	12% (19)	7% (12)	13% (22)	43% (71)	15% (24)	165
#1 Issue: Women's Issues	5% (3)	16% (10)	11% (7)	8% (5)	19% (12)	30% (19)	12% (8)	64
#1 Issue: Education	1% (1)	15% (12)	7% (6)	9% (7)	19% (15)	44% (36)	5% (4)	81
#1 Issue: Other	4% (2)	4% (2)	10% (5)	12% (6)	25% (13)	29% (15)	17% (9)	52
2016 Vote: Democrat Hillary Clinton	3% (11)	12% (41)	12% (40)	8% (28)	18% (62)	37% (127)	11% (38)	347
2016 Vote: Republican Donald Trump	3% (10)	8% (28)	13% (48)	9% (35)	15% (57)	39% (143)	13% (49)	370
2016 Vote: Someone else	2% (2)	4% (4)	11% (11)	5% (5)	18% (18)	53% (52)	7% (7)	99
Voted in 2014: Yes	3% (18)	9% (61)	12% (85)	8% (58)	18% (127)	39% (274)	10% (72)	695
Voted in 2014: No	4% (17)	11% (44)	13% (50)	8% (32)	14% (53)	34% (131)	15% (56)	383
2012 Vote: Barack Obama	3% (13)	10% (42)	12% (51)	9% (37)	17% (72)	40% (170)	9% (40)	425
2012 Vote: Mitt Romney	2% (5)	7% (19)	11% (32)	9% (26)	16% (45)	42% (119)	13% (37)	283
2012 Vote: Other	2% (1)	6% (3)	14% (7)	8% (4)	29% (15)	33% (17)	8% (4)	51
2012 Vote: Didn't Vote	5% (16)	13% (41)	14% (44)	7% (23)	15% (48)	31% (99)	15% (47)	318
4-Region: Northeast	4% (8)	12% (25)	7% (15)	9% (18)	16% (33)	42% (86)	11% (22)	207
4-Region: Midwest	2% (4)	7% (17)	10% (26)	7% (18)	20% (51)	40% (99)	14% (34)	249
4-Region: South	3% (14)	11% (47)	16% (69)	8% (36)	17% (73)	34% (148)	11% (48)	435
4-Region: West	5% (9)	9% (16)	13% (25)	10% (18)	12% (23)	39% (72)	13% (24)	187
Favorable of Trump	3% (15)	10% (47)	13% (62)	8% (39)	15% (68)	38% (174)	13% (58)	463
Unfavorable of Trump	3% (15)	10% (55)	12% (65)	9% (49)	19% (99)	37% (200)	10% (52)	535

Continued on next page

Table BRD2_8: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Ed Westwick

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	3% (35)	10% (105)	13% (135)	8% (90)	17% (180)	38% (405)	12% (128)	1078
Very Favorable of Trump	4% (9)	10% (25)	13% (34)	9% (24)	17% (42)	35% (89)	12% (30)	253
Somewhat Favorable of Trump	3% (6)	10% (22)	13% (28)	7% (15)	12% (26)	40% (85)	13% (28)	210
Somewhat Unfavorable of Trump	4% (5)	11% (13)	17% (20)	7% (8)	19% (22)	31% (36)	10% (12)	116
Very Unfavorable of Trump	2% (10)	10% (42)	11% (45)	10% (41)	18% (77)	39% (164)	10% (40)	419
Frequent Movie Watcher	7% (13)	21% (38)	21% (37)	10% (18)	12% (21)	22% (40)	7% (12)	179
Top TV watcher	4% (11)	11% (29)	14% (36)	10% (27)	15% (40)	36% (95)	11% (28)	266

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

Table BRD2_9: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Dustin hoffman

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	19% (210)	34% (370)	15% (166)	7% (73)	15% (164)	3% (34)	6% (61)	1078
Gender: Male	21% (98)	32% (152)	17% (79)	8% (39)	14% (68)	3% (13)	6% (28)	477
Gender: Female	19% (112)	36% (218)	14% (87)	6% (34)	16% (96)	3% (21)	5% (33)	601
Age: 18-29	12% (27)	23% (50)	20% (43)	5% (10)	17% (37)	13% (28)	11% (24)	219
Age: 30-44	17% (47)	40% (113)	18% (50)	6% (18)	14% (41)	1% (3)	4% (12)	284
Age: 45-54	28% (51)	38% (69)	12% (22)	7% (13)	10% (18)	1% (2)	4% (7)	182
Age: 55-64	22% (42)	36% (67)	14% (27)	6% (11)	18% (34)	— (0)	4% (7)	188
Age: 65+	21% (43)	35% (71)	12% (24)	10% (21)	17% (34)	— (1)	5% (11)	205
Generation Z: 18-21	8% (5)	16% (10)	16% (10)	3% (2)	18% (11)	21% (13)	16% (10)	61
Millennial: Age 22-37	15% (46)	31% (97)	22% (69)	5% (16)	14% (43)	6% (18)	7% (23)	312
Generation X: Age 38-53	23% (68)	40% (118)	11% (31)	8% (22)	14% (42)	1% (2)	3% (10)	293
Boomers: Age 54-72	23% (82)	35% (127)	14% (52)	8% (29)	16% (56)	— (0)	4% (15)	361
PID: Dem (no lean)	19% (65)	34% (118)	18% (62)	5% (18)	14% (50)	4% (14)	6% (21)	348
PID: Ind (no lean)	19% (74)	34% (135)	14% (55)	6% (24)	18% (70)	3% (12)	7% (27)	397
PID: Rep (no lean)	21% (71)	35% (117)	15% (49)	9% (31)	13% (44)	2% (8)	4% (13)	333
PID/Gender: Dem Men	22% (28)	28% (35)	18% (23)	3% (4)	17% (22)	3% (4)	8% (10)	126
PID/Gender: Dem Women	17% (37)	37% (83)	18% (39)	6% (14)	13% (28)	5% (10)	5% (11)	222
PID/Gender: Ind Men	20% (37)	33% (61)	17% (31)	8% (15)	14% (25)	3% (5)	6% (11)	185
PID/Gender: Ind Women	17% (37)	35% (74)	11% (24)	4% (9)	21% (45)	3% (7)	8% (16)	212
PID/Gender: Rep Men	20% (33)	34% (56)	15% (25)	12% (20)	13% (21)	2% (4)	4% (7)	166
PID/Gender: Rep Women	23% (38)	37% (61)	14% (24)	7% (11)	14% (23)	2% (4)	4% (6)	167
Ideo: Liberal (1-3)	18% (66)	33% (118)	18% (63)	7% (24)	16% (56)	4% (15)	5% (17)	359
Ideo: Moderate (4)	20% (43)	40% (86)	12% (26)	6% (14)	13% (29)	3% (6)	6% (12)	216
Ideo: Conservative (5-7)	22% (78)	33% (118)	16% (55)	9% (31)	14% (51)	1% (2)	5% (18)	353
Educ: < College	21% (149)	34% (235)	14% (96)	6% (45)	15% (103)	4% (29)	6% (44)	701
Educ: Bachelors degree	17% (37)	38% (82)	18% (40)	7% (16)	16% (34)	— (1)	4% (8)	218
Educ: Post-grad	15% (24)	33% (53)	19% (30)	8% (12)	17% (27)	3% (4)	6% (9)	159

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Table BRD2_9: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Dustin Hoffman

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	19% (210)	34% (370)	15% (166)	7% (73)	15% (164)	3% (34)	6% (61)	1078
Income: Under 50k	21% (120)	32% (183)	15% (88)	6% (34)	15% (88)	4% (23)	6% (33)	569
Income: 50k-100k	17% (62)	35% (126)	15% (54)	8% (28)	16% (57)	3% (9)	6% (20)	356
Income: 100k+	18% (28)	40% (61)	16% (24)	7% (11)	12% (19)	1% (2)	5% (8)	153
Ethnicity: White	20% (175)	36% (312)	15% (128)	7% (60)	16% (138)	2% (17)	5% (44)	874
Ethnicity: Hispanic	21% (23)	27% (30)	25% (28)	6% (7)	10% (11)	5% (6)	5% (5)	110
Ethnicity: Afr. Am.	20% (19)	29% (28)	16% (16)	5% (5)	12% (12)	7% (7)	10% (10)	97
Ethnicity: Other	15% (16)	28% (30)	21% (22)	7% (8)	13% (14)	9% (10)	7% (7)	107
Relig: Protestant	17% (44)	34% (86)	15% (39)	8% (20)	18% (45)	2% (6)	5% (13)	253
Relig: Roman Catholic	26% (51)	29% (58)	18% (36)	8% (15)	13% (25)	2% (3)	6% (11)	199
Relig: Ath./Agn./None	15% (42)	36% (102)	17% (50)	5% (14)	18% (52)	3% (10)	6% (16)	286
Relig: Something Else	19% (38)	36% (70)	13% (25)	8% (16)	13% (26)	5% (10)	5% (10)	195
Relig: Evangelical	20% (58)	33% (94)	14% (41)	6% (16)	17% (48)	2% (7)	7% (20)	284
Relig: Non-Evang. Catholics	23% (71)	33% (104)	16% (50)	9% (27)	12% (38)	2% (6)	5% (15)	311
Relig: All Christian	22% (129)	33% (198)	15% (91)	7% (43)	14% (86)	2% (13)	6% (35)	595
Relig: All Non-Christian	17% (80)	36% (172)	16% (75)	6% (30)	16% (78)	4% (20)	5% (26)	481
Community: Urban	23% (60)	34% (90)	12% (31)	7% (19)	13% (34)	5% (14)	7% (18)	266
Community: Suburban	18% (89)	35% (173)	18% (92)	7% (34)	16% (78)	2% (8)	5% (27)	501
Community: Rural	20% (61)	34% (107)	14% (43)	6% (20)	17% (52)	4% (12)	5% (16)	311
Employ: Private Sector	18% (63)	34% (116)	18% (62)	7% (23)	17% (58)	3% (10)	4% (13)	345
Employ: Government	23% (19)	45% (37)	16% (13)	2% (2)	10% (8)	1% (1)	4% (3)	83
Employ: Self-Employed	22% (20)	38% (35)	8% (7)	15% (14)	10% (9)	3% (3)	4% (4)	92
Employ: Homemaker	22% (20)	42% (38)	11% (10)	3% (3)	12% (11)	7% (6)	3% (3)	91
Employ: Retired	20% (47)	35% (83)	14% (32)	9% (21)	16% (37)	— (1)	6% (13)	234
Employ: Unemployed	16% (15)	22% (21)	22% (21)	5% (5)	22% (21)	4% (4)	7% (7)	94
Employ: Other	22% (20)	39% (35)	10% (9)	4% (4)	13% (12)	1% (1)	10% (9)	90
Military HH: Yes	17% (33)	40% (78)	15% (28)	7% (13)	16% (30)	1% (2)	5% (9)	193
Military HH: No	20% (177)	33% (292)	16% (138)	7% (60)	15% (134)	4% (32)	6% (52)	885
RD/WT: Right Direction	21% (97)	34% (156)	14% (66)	9% (42)	12% (54)	3% (13)	6% (29)	457
RD/WT: Wrong Track	18% (113)	34% (214)	16% (100)	5% (31)	18% (110)	3% (21)	5% (32)	621

Continued on next page

Table BRD2_9: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Dustin hoffman

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	19% (210)	34% (370)	15% (166)	7% (73)	15% (164)	3% (34)	6% (61)	1078
Trump Job Approve	22% (100)	34% (159)	15% (68)	9% (42)	13% (60)	2% (8)	5% (25)	462
Trump Job Disapprove	18% (99)	35% (186)	16% (86)	5% (29)	17% (90)	4% (20)	5% (27)	537
Trump Job Strongly Approve	24% (55)	33% (77)	15% (34)	11% (25)	12% (28)	1% (3)	4% (10)	232
Trump Job Somewhat Approve	20% (45)	36% (82)	15% (34)	7% (17)	14% (32)	2% (5)	7% (15)	230
Trump Job Somewhat Disapprove	19% (29)	34% (52)	14% (22)	5% (7)	17% (26)	3% (5)	8% (12)	153
Trump Job Strongly Disapprove	18% (70)	35% (134)	17% (64)	6% (22)	17% (64)	4% (15)	4% (15)	384
#1 Issue: Economy	20% (60)	37% (110)	15% (45)	7% (22)	13% (40)	4% (11)	3% (10)	298
#1 Issue: Security	19% (35)	34% (64)	18% (33)	8% (15)	14% (26)	2% (3)	5% (10)	186
#1 Issue: Health Care	23% (43)	37% (68)	14% (26)	2% (4)	14% (25)	4% (7)	6% (11)	184
#1 Issue: Medicare / Social Security	24% (40)	35% (58)	9% (15)	7% (11)	16% (26)	1% (2)	8% (13)	165
#1 Issue: Women's Issues	14% (9)	27% (17)	17% (11)	8% (5)	22% (14)	8% (5)	5% (3)	64
#1 Issue: Education	12% (10)	31% (25)	23% (19)	6% (5)	19% (15)	2% (2)	6% (5)	81
#1 Issue: Other	15% (8)	21% (11)	19% (10)	19% (10)	17% (9)	— (0)	8% (4)	52
2016 Vote: Democrat Hillary Clinton	21% (72)	33% (116)	16% (57)	5% (17)	17% (58)	2% (8)	5% (19)	347
2016 Vote: Republican Donald Trump	20% (74)	35% (129)	15% (57)	10% (36)	13% (48)	1% (5)	6% (21)	370
2016 Vote: Someone else	14% (14)	45% (45)	12% (12)	2% (2)	19% (19)	2% (2)	5% (5)	99
Voted in 2014: Yes	21% (144)	35% (246)	16% (112)	7% (47)	15% (105)	2% (11)	4% (30)	695
Voted in 2014: No	17% (66)	32% (124)	14% (54)	7% (26)	15% (59)	6% (23)	8% (31)	383
2012 Vote: Barack Obama	22% (92)	36% (151)	16% (69)	4% (19)	16% (67)	2% (8)	4% (19)	425
2012 Vote: Mitt Romney	20% (56)	37% (106)	14% (39)	10% (28)	14% (39)	1% (2)	5% (13)	283
2012 Vote: Other	14% (7)	39% (20)	10% (5)	6% (3)	25% (13)	2% (1)	4% (2)	51
2012 Vote: Didn't Vote	17% (55)	29% (93)	16% (52)	7% (23)	14% (45)	7% (23)	8% (27)	318
4-Region: Northeast	20% (41)	36% (75)	12% (25)	9% (19)	14% (29)	5% (10)	4% (8)	207
4-Region: Midwest	20% (49)	31% (76)	14% (35)	6% (16)	21% (53)	2% (6)	6% (14)	249
4-Region: South	20% (87)	35% (152)	17% (72)	7% (30)	13% (56)	3% (13)	6% (25)	435
4-Region: West	18% (33)	36% (67)	18% (34)	4% (8)	14% (26)	3% (5)	7% (14)	187
Favorable of Trump	21% (99)	36% (165)	15% (68)	10% (44)	12% (57)	2% (8)	5% (22)	463
Unfavorable of Trump	19% (103)	35% (186)	16% (84)	5% (27)	17% (89)	4% (19)	5% (27)	535

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Table BRD2_9: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Dustin hoffman

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	19% (210)	34% (370)	15% (166)	7% (73)	15% (164)	3% (34)	6% (61)	1078
Very Favorable of Trump	25% (63)	30% (75)	15% (39)	12% (30)	11% (28)	1% (3)	6% (15)	253
Somewhat Favorable of Trump	17% (36)	43% (90)	14% (29)	7% (14)	14% (29)	2% (5)	3% (7)	210
Somewhat Unfavorable of Trump	17% (20)	38% (44)	12% (14)	5% (6)	15% (17)	5% (6)	8% (9)	116
Very Unfavorable of Trump	20% (83)	34% (142)	17% (70)	5% (21)	17% (72)	3% (13)	4% (18)	419
Frequent Movie Watcher	23% (41)	42% (76)	17% (30)	6% (10)	8% (15)	2% (3)	2% (4)	179
Top TV watcher	24% (63)	38% (101)	18% (47)	8% (20)	10% (26)	1% (2)	3% (7)	266

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

Table BRD2_10: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Jeremy piven

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (102)	21% (221)	18% (198)	9% (97)	19% (202)	17% (179)	7% (79)	1078
Gender: Male	11% (52)	18% (87)	23% (109)	8% (40)	16% (76)	18% (85)	6% (28)	477
Gender: Female	8% (50)	22% (134)	15% (89)	9% (57)	21% (126)	16% (94)	8% (51)	601
Age: 18-29	5% (12)	15% (33)	21% (46)	5% (12)	17% (38)	26% (56)	10% (22)	219
Age: 30-44	11% (32)	25% (71)	21% (61)	10% (27)	15% (43)	11% (31)	7% (19)	284
Age: 45-54	14% (26)	25% (45)	15% (27)	9% (16)	18% (33)	12% (22)	7% (13)	182
Age: 55-64	9% (17)	22% (41)	18% (33)	10% (19)	24% (46)	12% (23)	5% (9)	188
Age: 65+	7% (15)	15% (31)	15% (31)	11% (23)	20% (42)	23% (47)	8% (16)	205
Generation Z: 18-21	3% (2)	5% (3)	18% (11)	3% (2)	16% (10)	41% (25)	13% (8)	61
Millennial: Age 22-37	10% (30)	21% (65)	23% (71)	8% (24)	16% (49)	15% (47)	8% (26)	312
Generation X: Age 38-53	11% (32)	27% (78)	17% (51)	9% (26)	18% (53)	12% (35)	6% (18)	293
Boomers: Age 54-72	10% (35)	19% (67)	16% (57)	11% (39)	22% (78)	17% (61)	7% (24)	361
PID: Dem (no lean)	12% (41)	24% (83)	19% (67)	10% (35)	16% (57)	11% (39)	7% (26)	348
PID: Ind (no lean)	7% (29)	17% (69)	17% (68)	9% (34)	21% (85)	19% (76)	9% (36)	397
PID: Rep (no lean)	10% (32)	21% (69)	19% (63)	8% (28)	18% (60)	19% (64)	5% (17)	333
PID/Gender: Dem Men	14% (18)	21% (27)	27% (34)	6% (7)	13% (17)	11% (14)	7% (9)	126
PID/Gender: Dem Women	10% (23)	25% (56)	15% (33)	13% (28)	18% (40)	11% (25)	8% (17)	222
PID/Gender: Ind Men	8% (15)	15% (28)	20% (37)	11% (21)	21% (38)	17% (32)	8% (14)	185
PID/Gender: Ind Women	7% (14)	19% (41)	15% (31)	6% (13)	22% (47)	21% (44)	10% (22)	212
PID/Gender: Rep Men	11% (19)	19% (32)	23% (38)	7% (12)	13% (21)	23% (39)	3% (5)	166
PID/Gender: Rep Women	8% (13)	22% (37)	15% (25)	10% (16)	23% (39)	15% (25)	7% (12)	167
Ideo: Liberal (1-3)	13% (45)	22% (78)	19% (68)	9% (34)	19% (68)	12% (43)	6% (23)	359
Ideo: Moderate (4)	8% (18)	19% (42)	22% (47)	11% (24)	16% (34)	18% (38)	6% (13)	216
Ideo: Conservative (5-7)	8% (30)	22% (76)	17% (59)	9% (33)	20% (69)	19% (67)	5% (19)	353
Educ: < College	11% (74)	20% (140)	18% (125)	8% (56)	18% (123)	18% (125)	8% (58)	701
Educ: Bachelors degree	10% (21)	23% (51)	20% (44)	9% (19)	20% (44)	11% (24)	7% (15)	218
Educ: Post-grad	4% (7)	19% (30)	18% (29)	14% (22)	22% (35)	19% (30)	4% (6)	159

Continued on next page

Table BRD2_10: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Jeremy piven

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (102)	21% (221)	18% (198)	9% (97)	19% (202)	17% (179)	7% (79)	1078
Income: Under 50k	9% (52)	21% (117)	19% (109)	8% (47)	17% (97)	18% (104)	8% (43)	569
Income: 50k-100k	9% (31)	21% (73)	17% (61)	10% (35)	21% (76)	15% (53)	8% (27)	356
Income: 100k+	12% (19)	20% (31)	18% (28)	10% (15)	19% (29)	14% (22)	6% (9)	153
Ethnicity: White	10% (86)	20% (178)	17% (150)	9% (83)	19% (170)	16% (141)	8% (66)	874
Ethnicity: Hispanic	15% (16)	24% (26)	26% (29)	8% (9)	8% (9)	14% (15)	5% (6)	110
Ethnicity: Afr. Am.	8% (8)	23% (22)	23% (22)	7% (7)	13% (13)	18% (17)	8% (8)	97
Ethnicity: Other	7% (8)	20% (21)	24% (26)	7% (7)	18% (19)	20% (21)	5% (5)	107
Relig: Protestant	9% (22)	19% (48)	16% (40)	9% (24)	21% (54)	19% (48)	7% (17)	253
Relig: Roman Catholic	11% (22)	20% (39)	18% (36)	12% (23)	18% (35)	16% (32)	6% (12)	199
Relig: Ath./Agn./None	8% (22)	18% (52)	21% (59)	8% (22)	20% (57)	18% (51)	8% (23)	286
Relig: Something Else	12% (23)	24% (46)	19% (37)	8% (15)	17% (34)	14% (28)	6% (12)	195
Relig: Evangelical	9% (26)	20% (56)	18% (51)	9% (25)	18% (52)	19% (53)	7% (21)	284
Relig: Non-Evang. Catholics	10% (31)	21% (66)	16% (51)	11% (35)	19% (59)	15% (46)	7% (23)	311
Relig: All Christian	10% (57)	21% (122)	17% (102)	10% (60)	19% (111)	17% (99)	7% (44)	595
Relig: All Non-Christian	9% (45)	20% (98)	20% (96)	8% (37)	19% (91)	16% (79)	7% (35)	481
Community: Urban	12% (32)	26% (69)	15% (41)	9% (24)	14% (37)	15% (40)	9% (23)	266
Community: Suburban	9% (43)	18% (92)	21% (104)	8% (41)	21% (106)	15% (75)	8% (40)	501
Community: Rural	9% (27)	19% (60)	17% (53)	10% (32)	19% (59)	21% (64)	5% (16)	311
Employ: Private Sector	12% (41)	22% (75)	19% (67)	7% (24)	18% (61)	15% (53)	7% (24)	345
Employ: Government	17% (14)	22% (18)	16% (13)	11% (9)	22% (18)	11% (9)	2% (2)	83
Employ: Self-Employed	9% (8)	27% (25)	16% (15)	13% (12)	13% (12)	16% (15)	5% (5)	92
Employ: Homemaker	7% (6)	32% (29)	20% (18)	8% (7)	14% (13)	13% (12)	7% (6)	91
Employ: Retired	7% (16)	16% (38)	16% (37)	13% (31)	22% (52)	18% (41)	8% (19)	234
Employ: Unemployed	7% (7)	17% (16)	20% (19)	9% (8)	19% (18)	19% (18)	9% (8)	94
Employ: Other	9% (8)	16% (14)	23% (21)	4% (4)	21% (19)	18% (16)	9% (8)	90
Military HH: Yes	10% (19)	15% (29)	20% (38)	9% (18)	21% (40)	19% (36)	7% (13)	193
Military HH: No	9% (83)	22% (192)	18% (160)	9% (79)	18% (162)	16% (143)	7% (66)	885
RD/WT: Right Direction	10% (46)	21% (94)	17% (77)	10% (46)	17% (77)	17% (78)	9% (39)	457
RD/WT: Wrong Track	9% (56)	20% (127)	19% (121)	8% (51)	20% (125)	16% (101)	6% (40)	621

Continued on next page

Table BRD2_10: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Jeremy piven

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (102)	21% (221)	18% (198)	9% (97)	19% (202)	17% (179)	7% (79)	1078
Trump Job Approve	10% (45)	20% (91)	17% (78)	10% (45)	18% (83)	19% (86)	7% (34)	462
Trump Job Disapprove	10% (52)	22% (119)	20% (105)	8% (45)	20% (106)	14% (77)	6% (33)	537
Trump Job Strongly Approve	10% (23)	23% (53)	17% (39)	10% (23)	19% (43)	16% (37)	6% (14)	232
Trump Job Somewhat Approve	10% (22)	17% (38)	17% (39)	10% (22)	17% (40)	21% (49)	9% (20)	230
Trump Job Somewhat Disapprove	8% (12)	22% (33)	20% (30)	8% (12)	20% (30)	16% (24)	8% (12)	153
Trump Job Strongly Disapprove	10% (40)	22% (86)	20% (75)	9% (33)	20% (76)	14% (53)	5% (21)	384
#1 Issue: Economy	11% (33)	20% (60)	20% (59)	10% (30)	18% (53)	15% (46)	6% (17)	298
#1 Issue: Security	6% (12)	22% (41)	18% (33)	10% (18)	20% (38)	17% (32)	6% (12)	186
#1 Issue: Health Care	14% (25)	22% (41)	18% (34)	6% (11)	16% (29)	15% (27)	9% (17)	184
#1 Issue: Medicare / Social Security	8% (14)	20% (33)	17% (28)	8% (14)	21% (34)	16% (27)	9% (15)	165
#1 Issue: Women's Issues	5% (3)	27% (17)	16% (10)	11% (7)	16% (10)	17% (11)	9% (6)	64
#1 Issue: Education	12% (10)	20% (16)	16% (13)	7% (6)	19% (15)	22% (18)	4% (3)	81
#1 Issue: Other	4% (2)	17% (9)	19% (10)	13% (7)	25% (13)	15% (8)	6% (3)	52
2016 Vote: Democrat Hillary Clinton	10% (36)	24% (82)	20% (68)	9% (30)	20% (71)	10% (34)	7% (26)	347
2016 Vote: Republican Donald Trump	8% (30)	19% (70)	18% (65)	10% (37)	19% (71)	19% (71)	7% (26)	370
2016 Vote: Someone else	4% (4)	20% (20)	12% (12)	13% (13)	23% (23)	23% (23)	4% (4)	99
Voted in 2014: Yes	9% (63)	23% (157)	18% (125)	9% (65)	21% (144)	14% (100)	6% (41)	695
Voted in 2014: No	10% (39)	17% (64)	19% (73)	8% (32)	15% (58)	21% (79)	10% (38)	383
2012 Vote: Barack Obama	11% (45)	24% (103)	18% (78)	9% (40)	20% (83)	12% (50)	6% (26)	425
2012 Vote: Mitt Romney	8% (24)	19% (55)	18% (51)	10% (29)	20% (56)	18% (51)	6% (17)	283
2012 Vote: Other	4% (2)	22% (11)	16% (8)	8% (4)	24% (12)	18% (9)	10% (5)	51
2012 Vote: Didn't Vote	10% (31)	16% (52)	19% (61)	8% (24)	16% (50)	22% (69)	10% (31)	318
4-Region: Northeast	9% (19)	19% (40)	11% (23)	12% (25)	22% (45)	19% (40)	7% (15)	207
4-Region: Midwest	8% (20)	18% (45)	18% (44)	10% (26)	26% (65)	12% (31)	7% (18)	249
4-Region: South	11% (47)	23% (99)	19% (82)	8% (34)	15% (65)	18% (79)	7% (29)	435
4-Region: West	9% (16)	20% (37)	26% (49)	6% (12)	14% (27)	16% (29)	9% (17)	187
Favorable of Trump	11% (49)	20% (94)	16% (76)	10% (46)	18% (82)	19% (87)	6% (29)	463
Unfavorable of Trump	9% (50)	22% (119)	19% (101)	9% (46)	20% (109)	15% (78)	6% (32)	535

Continued on next page

Table BRD2_10: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Jeremy piven

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (102)	21% (221)	18% (198)	9% (97)	19% (202)	17% (179)	7% (79)	1078
Very Favorable of Trump	11% (27)	21% (54)	18% (46)	10% (26)	17% (44)	16% (40)	6% (16)	253
Somewhat Favorable of Trump	10% (22)	19% (40)	14% (30)	10% (20)	18% (38)	22% (47)	6% (13)	210
Somewhat Unfavorable of Trump	7% (8)	22% (26)	17% (20)	8% (9)	19% (22)	18% (21)	9% (10)	116
Very Unfavorable of Trump	10% (42)	22% (93)	19% (81)	9% (37)	21% (87)	14% (57)	5% (22)	419
Frequent Movie Watcher	19% (34)	28% (51)	23% (42)	9% (16)	11% (20)	6% (11)	3% (5)	179
Top TV watcher	9% (25)	23% (62)	20% (52)	12% (33)	16% (43)	11% (29)	8% (22)	266

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

Table BRD2_11: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Kevin spacey

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	15% (157)	24% (263)	16% (177)	20% (218)	17% (180)	3% (27)	5% (56)	1078
Gender: Male	15% (72)	25% (121)	16% (76)	21% (98)	16% (75)	2% (11)	5% (24)	477
Gender: Female	14% (85)	24% (142)	17% (101)	20% (120)	17% (105)	3% (16)	5% (32)	601
Age: 18-29	13% (28)	20% (43)	18% (39)	16% (35)	17% (38)	7% (16)	9% (20)	219
Age: 30-44	18% (52)	28% (80)	17% (49)	19% (54)	14% (39)	1% (2)	3% (8)	284
Age: 45-54	16% (29)	30% (55)	16% (29)	19% (35)	14% (25)	2% (4)	3% (5)	182
Age: 55-64	10% (19)	25% (47)	16% (30)	22% (41)	22% (41)	1% (2)	4% (8)	188
Age: 65+	14% (29)	19% (38)	15% (30)	26% (53)	18% (37)	1% (3)	7% (15)	205
Generation Z: 18-21	8% (5)	18% (11)	13% (8)	20% (12)	20% (12)	11% (7)	10% (6)	61
Millennial: Age 22-37	18% (57)	24% (74)	18% (57)	16% (51)	14% (44)	4% (11)	6% (18)	312
Generation X: Age 38-53	15% (44)	31% (90)	17% (49)	19% (55)	14% (42)	1% (4)	3% (9)	293
Boomers: Age 54-72	12% (42)	23% (82)	16% (57)	24% (87)	20% (71)	1% (3)	5% (19)	361
PID: Dem (no lean)	16% (55)	21% (72)	19% (65)	22% (78)	15% (52)	2% (6)	6% (20)	348
PID: Ind (no lean)	13% (52)	24% (97)	15% (59)	18% (73)	20% (79)	4% (14)	6% (23)	397
PID: Rep (no lean)	15% (50)	28% (94)	16% (53)	20% (67)	15% (49)	2% (7)	4% (13)	333
PID/Gender: Dem Men	17% (22)	16% (20)	21% (27)	17% (22)	18% (23)	2% (3)	7% (9)	126
PID/Gender: Dem Women	15% (33)	23% (52)	17% (38)	25% (56)	13% (29)	1% (3)	5% (11)	222
PID/Gender: Ind Men	14% (25)	25% (47)	14% (26)	22% (41)	17% (32)	3% (5)	5% (9)	185
PID/Gender: Ind Women	13% (27)	24% (50)	16% (33)	15% (32)	22% (47)	4% (9)	7% (14)	212
PID/Gender: Rep Men	15% (25)	33% (54)	14% (23)	21% (35)	12% (20)	2% (3)	4% (6)	166
PID/Gender: Rep Women	15% (25)	24% (40)	18% (30)	19% (32)	17% (29)	2% (4)	4% (7)	167
Ideo: Liberal (1-3)	13% (48)	23% (83)	19% (70)	21% (74)	17% (62)	2% (8)	4% (14)	359
Ideo: Moderate (4)	15% (33)	26% (57)	18% (38)	18% (38)	17% (37)	2% (4)	4% (9)	216
Ideo: Conservative (5-7)	15% (53)	24% (83)	15% (54)	25% (88)	14% (51)	1% (5)	5% (19)	353
Educ: < College	17% (118)	26% (181)	15% (104)	18% (123)	16% (112)	3% (22)	6% (41)	701
Educ: Bachelors degree	10% (22)	21% (46)	23% (50)	22% (49)	18% (39)	1% (3)	4% (9)	218
Educ: Post-grad	11% (17)	23% (36)	14% (23)	29% (46)	18% (29)	1% (2)	4% (6)	159

Continued on next page

Table BRD2_11: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image:Kevin spacey

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	15% (157)	24% (263)	16% (177)	20% (218)	17% (180)	3% (27)	5% (56)	1078
Income: Under 50k	16% (92)	25% (143)	17% (99)	17% (96)	16% (91)	3% (17)	5% (31)	569
Income: 50k-100k	13% (47)	23% (83)	14% (50)	24% (85)	19% (67)	2% (7)	5% (17)	356
Income: 100k+	12% (18)	24% (37)	18% (28)	24% (37)	14% (22)	2% (3)	5% (8)	153
Ethnicity: White	14% (118)	25% (219)	16% (138)	22% (188)	18% (153)	2% (16)	5% (42)	874
Ethnicity: Hispanic	19% (21)	31% (34)	20% (22)	12% (13)	10% (11)	5% (5)	4% (4)	110
Ethnicity: Afr. Am.	21% (20)	23% (22)	18% (17)	11% (11)	11% (11)	7% (7)	9% (9)	97
Ethnicity: Other	18% (19)	21% (22)	21% (22)	18% (19)	15% (16)	4% (4)	5% (5)	107
Relig: Protestant	11% (27)	23% (57)	19% (48)	25% (63)	18% (45)	2% (4)	4% (9)	253
Relig: Roman Catholic	13% (25)	22% (43)	19% (37)	27% (54)	12% (23)	4% (7)	5% (10)	199
Relig: Ath./Agn./None	13% (37)	26% (73)	16% (47)	16% (47)	20% (57)	3% (10)	5% (15)	286
Relig: Something Else	21% (40)	25% (49)	13% (26)	18% (36)	16% (31)	1% (2)	6% (11)	195
Relig: Evangelical	15% (43)	24% (68)	16% (45)	20% (56)	17% (47)	2% (6)	7% (19)	284
Relig: Non-Evang. Catholics	12% (37)	23% (73)	19% (58)	25% (79)	14% (45)	3% (8)	4% (11)	311
Relig: All Christian	13% (80)	24% (141)	17% (103)	23% (135)	15% (92)	2% (14)	5% (30)	595
Relig: All Non-Christian	16% (77)	25% (122)	15% (73)	17% (83)	18% (88)	2% (12)	5% (26)	481
Community: Urban	17% (46)	29% (76)	15% (39)	15% (39)	14% (38)	3% (9)	7% (19)	266
Community: Suburban	14% (69)	20% (101)	17% (86)	25% (126)	18% (89)	1% (7)	5% (23)	501
Community: Rural	14% (42)	28% (86)	17% (52)	17% (53)	17% (53)	4% (11)	5% (14)	311
Employ: Private Sector	16% (55)	24% (82)	19% (64)	20% (69)	17% (58)	2% (7)	3% (10)	345
Employ: Government	14% (12)	31% (26)	14% (12)	22% (18)	13% (11)	1% (1)	4% (3)	83
Employ: Self-Employed	18% (17)	26% (24)	15% (14)	22% (20)	14% (13)	1% (1)	3% (3)	92
Employ: Homemaker	20% (18)	34% (31)	13% (12)	14% (13)	10% (9)	3% (3)	5% (5)	91
Employ: Retired	12% (27)	21% (49)	17% (39)	24% (57)	18% (43)	2% (4)	6% (15)	234
Employ: Unemployed	15% (14)	18% (17)	11% (10)	21% (20)	24% (23)	4% (4)	6% (6)	94
Employ: Other	14% (13)	28% (25)	18% (16)	13% (12)	16% (14)	4% (4)	7% (6)	90
Military HH: Yes	18% (35)	27% (53)	14% (27)	18% (34)	18% (35)	1% (2)	4% (7)	193
Military HH: No	14% (122)	24% (210)	17% (150)	21% (184)	16% (145)	3% (25)	6% (49)	885
RD/WT: Right Direction	16% (74)	26% (120)	15% (70)	19% (85)	15% (68)	2% (11)	6% (29)	457
RD/WT: Wrong Track	13% (83)	23% (143)	17% (107)	21% (133)	18% (112)	3% (16)	4% (27)	621

Continued on next page

Table BRD2_11: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image:Kevin spacey

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Adults	15% (157)	24% (263)	16% (177)	20% (218)	17% (180)	3% (27)	5% (56)	1078
Trump Job Approve	15% (69)	27% (125)	15% (71)	19% (86)	16% (74)	2% (7)	6% (30)	462
Trump Job Disapprove	15% (80)	22% (119)	18% (96)	22% (120)	17% (91)	2% (13)	3% (18)	537
Trump Job Strongly Approve	17% (40)	30% (69)	12% (29)	19% (44)	15% (35)	2% (4)	5% (11)	232
Trump Job Somewhat Approve	13% (29)	24% (56)	18% (42)	18% (42)	17% (39)	1% (3)	8% (19)	230
Trump Job Somewhat Disapprove	15% (23)	24% (36)	18% (28)	17% (26)	20% (31)	2% (3)	4% (6)	153
Trump Job Strongly Disapprove	15% (57)	22% (83)	18% (68)	24% (94)	16% (60)	3% (10)	3% (12)	384
#1 Issue: Economy	18% (53)	26% (76)	18% (54)	21% (62)	12% (37)	3% (9)	2% (7)	298
#1 Issue: Security	11% (21)	25% (46)	15% (28)	22% (40)	18% (34)	3% (6)	6% (11)	186
#1 Issue: Health Care	17% (32)	27% (50)	15% (28)	18% (34)	15% (27)	2% (3)	5% (10)	184
#1 Issue: Medicare / Social Security	17% (28)	24% (40)	11% (18)	19% (31)	19% (32)	1% (1)	9% (15)	165
#1 Issue: Women's Issues	11% (7)	17% (11)	20% (13)	25% (16)	16% (10)	5% (3)	6% (4)	64
#1 Issue: Education	9% (7)	26% (21)	21% (17)	17% (14)	22% (18)	1% (1)	4% (3)	81
#1 Issue: Other	12% (6)	12% (6)	27% (14)	25% (13)	17% (9)	4% (2)	4% (2)	52
2016 Vote: Democrat Hillary Clinton	14% (48)	21% (72)	19% (66)	22% (78)	17% (59)	2% (7)	5% (17)	347
2016 Vote: Republican Donald Trump	14% (53)	28% (103)	14% (50)	21% (77)	16% (60)	1% (5)	6% (22)	370
2016 Vote: Someone else	11% (11)	20% (20)	22% (22)	22% (22)	18% (18)	3% (3)	3% (3)	99
Voted in 2014: Yes	14% (94)	25% (175)	18% (122)	22% (151)	16% (114)	2% (12)	4% (27)	695
Voted in 2014: No	16% (63)	23% (88)	14% (55)	17% (67)	17% (66)	4% (15)	8% (29)	383
2012 Vote: Barack Obama	14% (58)	26% (111)	18% (76)	20% (87)	16% (70)	1% (6)	4% (17)	425
2012 Vote: Mitt Romney	13% (36)	25% (70)	16% (45)	25% (71)	15% (42)	2% (5)	5% (14)	283
2012 Vote: Other	8% (4)	24% (12)	20% (10)	22% (11)	25% (13)	— (0)	2% (1)	51
2012 Vote: Didn't Vote	19% (59)	22% (70)	14% (46)	15% (48)	17% (55)	5% (16)	8% (24)	318
4-Region: Northeast	13% (26)	25% (51)	16% (33)	21% (44)	17% (35)	4% (8)	5% (10)	207
4-Region: Midwest	11% (28)	22% (56)	16% (40)	19% (47)	22% (55)	3% (7)	6% (16)	249
4-Region: South	18% (78)	26% (114)	15% (65)	20% (88)	14% (63)	2% (8)	4% (19)	435
4-Region: West	13% (25)	22% (42)	21% (39)	21% (39)	14% (27)	2% (4)	6% (11)	187
Favorable of Trump	16% (73)	28% (131)	15% (70)	19% (86)	16% (73)	2% (7)	5% (23)	463
Unfavorable of Trump	15% (79)	22% (118)	19% (99)	22% (120)	16% (87)	2% (12)	4% (20)	535

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Table BRD2_11: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image:Kevin spacey

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	15% (157)	24% (263)	16% (177)	20% (218)	17% (180)	3% (27)	5% (56)	1078
Very Favorable of Trump	19% (47)	28% (70)	13% (34)	20% (50)	15% (37)	2% (4)	4% (11)	253
Somewhat Favorable of Trump	12% (26)	29% (61)	17% (36)	17% (36)	17% (36)	1% (3)	6% (12)	210
Somewhat Unfavorable of Trump	11% (13)	26% (30)	21% (24)	17% (20)	17% (20)	3% (3)	5% (6)	116
Very Unfavorable of Trump	16% (66)	21% (88)	18% (75)	24% (100)	16% (67)	2% (9)	3% (14)	419
Frequent Movie Watcher	26% (46)	26% (47)	17% (31)	19% (34)	8% (15)	2% (3)	2% (3)	179
Top TV watcher	15% (39)	26% (70)	17% (46)	26% (68)	11% (30)	2% (5)	3% (8)	266

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

Table BRD2_12: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Scott baio

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (93)	20% (216)	17% (185)	21% (224)	19% (201)	8% (86)	7% (73)	1078
Gender: Male	8% (40)	19% (91)	19% (89)	21% (102)	17% (83)	9% (41)	6% (31)	477
Gender: Female	9% (53)	21% (125)	16% (96)	20% (122)	20% (118)	7% (45)	7% (42)	601
Age: 18-29	4% (8)	10% (21)	17% (37)	15% (32)	15% (33)	28% (62)	12% (26)	219
Age: 30-44	6% (16)	19% (53)	22% (63)	26% (75)	18% (51)	4% (10)	6% (16)	284
Age: 45-54	13% (23)	24% (44)	16% (30)	23% (41)	16% (30)	2% (4)	5% (10)	182
Age: 55-64	13% (25)	26% (48)	15% (28)	18% (33)	24% (45)	2% (3)	3% (6)	188
Age: 65+	10% (21)	24% (50)	13% (27)	21% (43)	20% (42)	3% (7)	7% (15)	205
Generation Z: 18-21	3% (2)	7% (4)	11% (7)	8% (5)	15% (9)	44% (27)	11% (7)	61
Millennial: Age 22-37	4% (14)	12% (37)	21% (66)	24% (75)	16% (49)	13% (42)	9% (29)	312
Generation X: Age 38-53	10% (29)	24% (71)	19% (56)	20% (60)	18% (54)	2% (7)	5% (16)	293
Boomers: Age 54-72	12% (43)	25% (92)	14% (50)	21% (77)	20% (74)	2% (6)	5% (19)	361
PID: Dem (no lean)	8% (27)	17% (58)	13% (46)	32% (111)	15% (53)	9% (32)	6% (21)	348
PID: Ind (no lean)	6% (24)	18% (70)	19% (76)	18% (72)	21% (85)	9% (36)	9% (34)	397
PID: Rep (no lean)	13% (42)	26% (88)	19% (63)	12% (41)	19% (63)	5% (18)	5% (18)	333
PID/Gender: Dem Men	8% (10)	14% (18)	13% (17)	29% (37)	18% (23)	10% (13)	6% (8)	126
PID/Gender: Dem Women	8% (17)	18% (40)	13% (29)	33% (74)	14% (30)	9% (19)	6% (13)	222
PID/Gender: Ind Men	5% (9)	17% (31)	21% (38)	21% (39)	21% (38)	9% (17)	7% (13)	185
PID/Gender: Ind Women	7% (15)	18% (39)	18% (38)	16% (33)	22% (47)	9% (19)	10% (21)	212
PID/Gender: Rep Men	13% (21)	25% (42)	20% (34)	16% (26)	13% (22)	7% (11)	6% (10)	166
PID/Gender: Rep Women	13% (21)	28% (46)	17% (29)	9% (15)	25% (41)	4% (7)	5% (8)	167
Ideo: Liberal (1-3)	6% (20)	18% (63)	15% (54)	33% (117)	13% (47)	10% (37)	6% (21)	359
Ideo: Moderate (4)	9% (20)	19% (41)	20% (43)	18% (38)	21% (46)	7% (16)	6% (12)	216
Ideo: Conservative (5-7)	12% (43)	25% (89)	17% (59)	15% (54)	21% (73)	4% (15)	6% (20)	353
Educ: < College	10% (73)	22% (151)	16% (111)	17% (121)	18% (128)	9% (60)	8% (57)	701
Educ: Bachelors degree	6% (14)	20% (44)	17% (38)	25% (54)	22% (47)	6% (14)	3% (7)	218
Educ: Post-grad	4% (6)	13% (21)	23% (36)	31% (49)	16% (26)	8% (12)	6% (9)	159

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Table BRD2_12: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Scott baio

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (93)	20% (216)	17% (185)	21% (224)	19% (201)	8% (86)	7% (73)	1078
Income: Under 50k	9% (53)	21% (122)	16% (90)	18% (103)	18% (105)	10% (56)	7% (40)	569
Income: 50k-100k	8% (30)	17% (62)	17% (60)	25% (89)	19% (69)	6% (22)	7% (24)	356
Income: 100k+	7% (10)	21% (32)	23% (35)	21% (32)	18% (27)	5% (8)	6% (9)	153
Ethnicity: White	8% (70)	22% (188)	17% (152)	20% (174)	20% (172)	7% (60)	7% (58)	874
Ethnicity: Hispanic	14% (15)	15% (16)	18% (20)	27% (30)	10% (11)	13% (14)	4% (4)	110
Ethnicity: Afr. Am.	11% (11)	22% (21)	11% (11)	22% (21)	12% (12)	11% (11)	10% (10)	97
Ethnicity: Other	11% (12)	7% (7)	21% (22)	27% (29)	16% (17)	14% (15)	5% (5)	107
Relig: Protestant	9% (24)	27% (68)	15% (38)	18% (45)	20% (50)	6% (15)	5% (13)	253
Relig: Roman Catholic	9% (17)	21% (42)	19% (37)	25% (50)	15% (29)	6% (12)	6% (12)	199
Relig: Ath./Agn./None	3% (10)	11% (32)	18% (52)	26% (73)	21% (60)	12% (35)	8% (24)	286
Relig: Something Else	12% (24)	21% (40)	20% (39)	16% (31)	17% (33)	8% (16)	6% (12)	195
Relig: Evangelical	12% (35)	26% (74)	12% (35)	16% (46)	19% (55)	6% (16)	8% (23)	284
Relig: Non-Evang. Catholics	8% (24)	23% (70)	19% (59)	23% (73)	17% (53)	6% (18)	5% (14)	311
Relig: All Christian	10% (59)	24% (144)	16% (94)	20% (119)	18% (108)	6% (34)	6% (37)	595
Relig: All Non-Christian	7% (34)	15% (72)	19% (91)	22% (104)	19% (93)	11% (51)	7% (36)	481
Community: Urban	9% (24)	20% (54)	17% (45)	22% (58)	15% (39)	10% (27)	7% (19)	266
Community: Suburban	6% (32)	20% (100)	19% (96)	23% (114)	19% (95)	6% (32)	6% (32)	501
Community: Rural	12% (37)	20% (62)	14% (44)	17% (52)	22% (67)	9% (27)	7% (22)	311
Employ: Private Sector	8% (28)	19% (66)	20% (68)	23% (80)	17% (57)	8% (26)	6% (20)	345
Employ: Government	13% (11)	17% (14)	22% (18)	27% (22)	14% (12)	2% (2)	5% (4)	83
Employ: Self-Employed	9% (8)	23% (21)	15% (14)	21% (19)	16% (15)	8% (7)	9% (8)	92
Employ: Homemaker	14% (13)	22% (20)	18% (16)	15% (14)	19% (17)	8% (7)	4% (4)	91
Employ: Retired	9% (21)	26% (61)	14% (33)	22% (52)	21% (49)	3% (6)	5% (12)	234
Employ: Unemployed	5% (5)	12% (11)	16% (15)	18% (17)	30% (28)	11% (10)	9% (8)	94
Employ: Other	8% (7)	21% (19)	17% (15)	16% (14)	16% (14)	14% (13)	9% (8)	90
Military HH: Yes	11% (22)	26% (50)	15% (28)	18% (34)	22% (42)	3% (6)	6% (11)	193
Military HH: No	8% (71)	19% (166)	18% (157)	21% (190)	18% (159)	9% (80)	7% (62)	885
RD/WT: Right Direction	13% (58)	27% (122)	17% (77)	14% (62)	16% (74)	7% (31)	7% (33)	457
RD/WT: Wrong Track	6% (35)	15% (94)	17% (108)	26% (162)	20% (127)	9% (55)	6% (40)	621

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Table BRD2_12: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Scott baio

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (93)	20% (216)	17% (185)	21% (224)	19% (201)	8% (86)	7% (73)	1078
Trump Job Approve	12% (56)	26% (122)	18% (83)	12% (54)	18% (82)	6% (28)	8% (37)	462
Trump Job Disapprove	6% (32)	16% (87)	15% (83)	29% (158)	19% (103)	9% (47)	5% (27)	537
Trump Job Strongly Approve	18% (42)	28% (64)	15% (34)	11% (26)	19% (45)	3% (7)	6% (14)	232
Trump Job Somewhat Approve	6% (14)	25% (58)	21% (49)	12% (28)	16% (37)	9% (21)	10% (23)	230
Trump Job Somewhat Disapprove	5% (8)	24% (37)	20% (31)	14% (22)	24% (36)	6% (9)	7% (10)	153
Trump Job Strongly Disapprove	6% (24)	13% (50)	14% (52)	35% (136)	17% (67)	10% (38)	4% (17)	384
#1 Issue: Economy	8% (24)	19% (57)	18% (53)	22% (65)	19% (57)	10% (30)	4% (12)	298
#1 Issue: Security	11% (21)	31% (58)	13% (25)	15% (28)	17% (32)	4% (8)	8% (14)	186
#1 Issue: Health Care	10% (19)	18% (33)	21% (39)	20% (36)	20% (36)	5% (10)	6% (11)	184
#1 Issue: Medicare / Social Security	12% (19)	23% (38)	16% (26)	19% (32)	19% (32)	2% (4)	8% (14)	165
#1 Issue: Women's Issues	— (0)	14% (9)	17% (11)	30% (19)	14% (9)	17% (11)	8% (5)	64
#1 Issue: Education	4% (3)	12% (10)	21% (17)	26% (21)	22% (18)	10% (8)	5% (4)	81
#1 Issue: Other	10% (5)	10% (5)	15% (8)	31% (16)	15% (8)	8% (4)	12% (6)	52
2016 Vote: Democrat Hillary Clinton	8% (27)	16% (55)	16% (55)	32% (112)	17% (60)	5% (18)	6% (20)	347
2016 Vote: Republican Donald Trump	13% (49)	28% (105)	15% (56)	12% (43)	20% (74)	5% (17)	7% (26)	370
2016 Vote: Someone else	2% (2)	13% (13)	23% (23)	23% (23)	24% (24)	10% (10)	4% (4)	99
Voted in 2014: Yes	10% (69)	22% (151)	18% (125)	22% (152)	19% (133)	4% (31)	5% (34)	695
Voted in 2014: No	6% (24)	17% (65)	16% (60)	19% (72)	18% (68)	14% (55)	10% (39)	383
2012 Vote: Barack Obama	8% (34)	18% (76)	17% (72)	30% (127)	16% (70)	6% (24)	5% (22)	425
2012 Vote: Mitt Romney	13% (36)	28% (79)	17% (49)	13% (37)	21% (60)	2% (6)	6% (16)	283
2012 Vote: Other	— (0)	29% (15)	18% (9)	18% (9)	27% (14)	4% (2)	4% (2)	51
2012 Vote: Didn't Vote	7% (23)	14% (46)	17% (55)	16% (51)	18% (57)	17% (53)	10% (33)	318
4-Region: Northeast	8% (17)	25% (51)	15% (31)	21% (43)	15% (31)	10% (20)	7% (14)	207
4-Region: Midwest	9% (22)	16% (40)	19% (47)	20% (51)	23% (58)	5% (12)	8% (19)	249
4-Region: South	9% (41)	22% (94)	17% (73)	20% (85)	18% (78)	9% (39)	6% (25)	435
4-Region: West	7% (13)	17% (31)	18% (34)	24% (45)	18% (34)	8% (15)	8% (15)	187
Favorable of Trump	13% (60)	27% (127)	19% (86)	12% (54)	17% (80)	6% (28)	6% (28)	463
Unfavorable of Trump	5% (25)	15% (80)	17% (89)	30% (162)	19% (101)	9% (49)	5% (29)	535

Continued on next page

Table BRD2_12: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Scott baio

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (93)	20% (216)	17% (185)	21% (224)	19% (201)	8% (86)	7% (73)	1078
Very Favorable of Trump	17% (43)	27% (69)	15% (37)	12% (31)	18% (46)	4% (10)	7% (17)	253
Somewhat Favorable of Trump	8% (17)	28% (58)	23% (49)	11% (23)	16% (34)	9% (18)	5% (11)	210
Somewhat Unfavorable of Trump	1% (1)	20% (23)	22% (26)	17% (20)	24% (28)	9% (11)	6% (7)	116
Very Unfavorable of Trump	6% (24)	14% (57)	15% (63)	34% (142)	17% (73)	9% (38)	5% (22)	419
Frequent Movie Watcher	12% (21)	22% (39)	21% (38)	26% (46)	11% (19)	6% (10)	3% (6)	179
Top TV watcher	11% (30)	24% (65)	18% (47)	23% (61)	15% (41)	4% (11)	4% (11)	266

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

Table BRD2_13: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Michael Douglas

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	21% (234)	36% (404)	13% (145)	5% (56)	18% (197)	3% (38)	4% (50)	1124
Gender: Male	23% (116)	36% (182)	13% (66)	4% (21)	16% (79)	2% (12)	5% (23)	499
Gender: Female	19% (118)	36% (222)	13% (79)	6% (35)	19% (118)	4% (26)	4% (27)	625
Age: 18-29	7% (17)	24% (55)	15% (35)	8% (18)	23% (53)	15% (34)	9% (20)	232
Age: 30-44	21% (70)	36% (121)	14% (45)	5% (17)	18% (61)	1% (4)	5% (15)	333
Age: 45-54	23% (39)	42% (71)	15% (26)	4% (7)	13% (22)	— (0)	3% (5)	170
Age: 55-64	25% (51)	41% (82)	10% (20)	3% (7)	17% (35)	— (0)	3% (6)	201
Age: 65+	30% (57)	40% (75)	10% (19)	4% (7)	14% (26)	— (0)	2% (4)	188
Generation Z: 18-21	3% (2)	17% (13)	12% (9)	8% (6)	25% (19)	25% (19)	9% (7)	75
Millennial: Age 22-37	14% (49)	33% (110)	15% (51)	7% (23)	20% (67)	5% (16)	7% (22)	338
Generation X: Age 38-53	24% (71)	38% (114)	14% (43)	4% (12)	16% (47)	1% (3)	4% (11)	301
Boomers: Age 54-72	26% (93)	40% (141)	11% (40)	4% (13)	16% (56)	— (0)	2% (8)	351
PID: Dem (no lean)	23% (83)	34% (125)	12% (45)	4% (14)	18% (67)	4% (16)	5% (17)	367
PID: Ind (no lean)	17% (68)	37% (147)	13% (52)	4% (18)	19% (75)	4% (16)	6% (26)	402
PID: Rep (no lean)	23% (83)	37% (132)	14% (48)	7% (24)	15% (55)	2% (6)	2% (7)	355
PID/Gender: Dem Men	27% (38)	35% (49)	11% (15)	1% (1)	19% (27)	4% (6)	4% (6)	142
PID/Gender: Dem Women	20% (45)	34% (76)	13% (30)	6% (13)	18% (40)	4% (10)	5% (11)	225
PID/Gender: Ind Men	18% (32)	36% (65)	13% (23)	5% (9)	18% (32)	2% (4)	8% (14)	179
PID/Gender: Ind Women	16% (36)	37% (82)	13% (29)	4% (9)	19% (43)	5% (12)	5% (12)	223
PID/Gender: Rep Men	26% (46)	38% (68)	16% (28)	6% (11)	11% (20)	1% (2)	2% (3)	178
PID/Gender: Rep Women	21% (37)	36% (64)	11% (20)	7% (13)	20% (35)	2% (4)	2% (4)	177
Ideo: Liberal (1-3)	19% (64)	37% (121)	15% (50)	5% (15)	17% (57)	3% (11)	4% (12)	330
Ideo: Moderate (4)	22% (57)	38% (100)	12% (31)	2% (5)	19% (51)	2% (6)	5% (13)	263
Ideo: Conservative (5-7)	23% (86)	37% (141)	13% (51)	7% (27)	16% (61)	1% (5)	2% (7)	378
Educ: < College	21% (164)	34% (266)	13% (101)	5% (39)	18% (140)	4% (35)	5% (37)	782
Educ: Bachelors degree	20% (43)	37% (79)	13% (27)	7% (15)	19% (40)	1% (2)	4% (8)	214
Educ: Post-grad	21% (27)	46% (59)	13% (17)	2% (2)	13% (17)	1% (1)	4% (5)	128

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Table BRD2_13: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Michael Douglas

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	21% (234)	36% (404)	13% (145)	5% (56)	18% (197)	3% (38)	4% (50)	1124
Income: Under 50k	22% (134)	32% (197)	13% (80)	6% (34)	17% (107)	4% (27)	6% (37)	616
Income: 50k-100k	19% (67)	38% (133)	12% (42)	5% (18)	21% (72)	1% (4)	3% (10)	346
Income: 100k+	20% (33)	46% (74)	14% (23)	2% (4)	11% (18)	4% (7)	2% (3)	162
Ethnicity: White	21% (189)	37% (339)	13% (114)	5% (43)	18% (159)	3% (25)	4% (36)	905
Ethnicity: Hispanic	29% (31)	35% (37)	8% (9)	8% (9)	9% (10)	5% (5)	6% (6)	107
Ethnicity: Afr. Am.	19% (23)	38% (45)	12% (14)	4% (5)	17% (20)	7% (8)	4% (5)	120
Ethnicity: Other	22% (22)	20% (20)	17% (17)	8% (8)	18% (18)	5% (5)	9% (9)	99
Relig: Protestant	20% (57)	38% (105)	13% (36)	5% (15)	19% (54)	1% (4)	3% (8)	279
Relig: Roman Catholic	24% (44)	37% (66)	17% (31)	3% (5)	13% (23)	3% (6)	3% (5)	180
Relig: Ath./Agn./None	17% (54)	32% (103)	15% (47)	5% (15)	21% (68)	4% (14)	6% (18)	319
Relig: Something Else	22% (43)	39% (77)	9% (18)	6% (11)	15% (29)	4% (8)	6% (11)	197
Relig: Evangelical	20% (62)	36% (109)	12% (36)	7% (22)	18% (55)	3% (8)	4% (13)	305
Relig: Non-Evang. Catholics	25% (75)	38% (114)	15% (44)	3% (8)	15% (45)	3% (8)	3% (8)	302
Relig: All Christian	23% (137)	37% (223)	13% (80)	5% (30)	16% (100)	3% (16)	3% (21)	607
Relig: All Non-Christian	19% (97)	35% (180)	13% (65)	5% (26)	19% (97)	4% (22)	6% (29)	516
Community: Urban	21% (60)	36% (101)	14% (39)	6% (17)	15% (41)	4% (10)	5% (14)	282
Community: Suburban	21% (102)	36% (178)	14% (67)	4% (20)	18% (89)	3% (17)	4% (20)	493
Community: Rural	21% (72)	36% (125)	11% (39)	5% (19)	19% (67)	3% (11)	5% (16)	349
Employ: Private Sector	22% (79)	38% (133)	13% (45)	4% (15)	18% (64)	1% (3)	4% (14)	353
Employ: Government	17% (15)	42% (36)	10% (9)	6% (5)	13% (11)	6% (5)	6% (5)	86
Employ: Self-Employed	29% (30)	34% (35)	7% (7)	5% (5)	18% (19)	1% (1)	7% (7)	104
Employ: Homemaker	16% (15)	35% (33)	17% (16)	5% (5)	23% (22)	— (0)	3% (3)	94
Employ: Student	6% (4)	15% (10)	18% (12)	5% (3)	22% (14)	22% (14)	12% (8)	65
Employ: Retired	28% (62)	42% (94)	13% (28)	3% (7)	13% (28)	— (1)	1% (3)	223
Employ: Unemployed	17% (17)	31% (32)	14% (14)	4% (4)	22% (23)	7% (7)	6% (6)	103
Employ: Other	12% (12)	32% (31)	15% (14)	12% (12)	17% (16)	7% (7)	4% (4)	96
Military HH: Yes	26% (53)	36% (74)	10% (21)	6% (12)	15% (31)	2% (5)	4% (9)	205
Military HH: No	20% (181)	36% (330)	13% (124)	5% (44)	18% (166)	4% (33)	4% (41)	919

Continued on next page

Table BRD2_13: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Michael Douglas

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	21% (234)	36% (404)	13% (145)	5% (56)	18% (197)	3% (38)	4% (50)	1124
RD/WT: Right Direction	25% (112)	36% (161)	13% (57)	5% (23)	14% (64)	3% (13)	4% (20)	450
RD/WT: Wrong Track	18% (122)	36% (243)	13% (88)	5% (33)	20% (133)	4% (25)	4% (30)	674
Trump Job Approve	24% (112)	37% (173)	13% (63)	5% (25)	15% (68)	2% (9)	4% (17)	467
Trump Job Disapprove	19% (111)	36% (211)	13% (78)	5% (27)	19% (111)	4% (24)	4% (25)	587
Trump Job Strongly Approve	26% (60)	39% (89)	11% (25)	6% (13)	14% (31)	1% (2)	3% (7)	227
Trump Job Somewhat Approve	22% (52)	35% (84)	16% (38)	5% (12)	15% (37)	3% (7)	4% (10)	240
Trump Job Somewhat Disapprove	23% (40)	38% (66)	13% (22)	5% (9)	16% (27)	3% (5)	2% (4)	173
Trump Job Strongly Disapprove	17% (71)	35% (145)	14% (56)	4% (18)	20% (84)	5% (19)	5% (21)	414
#1 Issue: Economy	18% (63)	40% (142)	12% (44)	5% (19)	15% (54)	3% (11)	6% (22)	355
#1 Issue: Security	23% (50)	32% (70)	15% (32)	5% (11)	18% (38)	3% (7)	4% (8)	216
#1 Issue: Health Care	17% (29)	34% (58)	13% (22)	8% (13)	22% (38)	4% (6)	3% (5)	171
#1 Issue: Medicare / Social Security	32% (50)	38% (60)	8% (13)	2% (3)	17% (26)	— (0)	3% (5)	157
#1 Issue: Women's Issues	21% (11)	26% (14)	21% (11)	6% (3)	21% (11)	6% (3)	— (0)	53
#1 Issue: Education	21% (15)	36% (26)	11% (8)	7% (5)	18% (13)	7% (5)	1% (1)	73
#1 Issue: Other	11% (6)	33% (18)	16% (9)	2% (1)	20% (11)	9% (5)	9% (5)	55
2016 Vote: Democrat Hillary Clinton	22% (81)	35% (127)	13% (47)	5% (18)	19% (71)	3% (11)	3% (12)	367
2016 Vote: Republican Donald Trump	24% (88)	40% (147)	12% (46)	5% (20)	15% (55)	1% (3)	3% (10)	369
2016 Vote: Someone else	13% (14)	39% (43)	15% (16)	4% (4)	20% (22)	5% (5)	5% (5)	109
Voted in 2014: Yes	22% (156)	40% (279)	12% (86)	4% (27)	17% (120)	1% (6)	3% (23)	697
Voted in 2014: No	18% (78)	29% (125)	14% (59)	7% (29)	18% (77)	7% (32)	6% (27)	427
2012 Vote: Barack Obama	23% (104)	39% (174)	12% (55)	3% (15)	18% (80)	1% (4)	3% (14)	446
2012 Vote: Mitt Romney	19% (51)	42% (110)	12% (31)	6% (17)	18% (47)	— (0)	3% (8)	264
2012 Vote: Other	22% (12)	33% (18)	22% (12)	5% (3)	11% (6)	2% (1)	5% (3)	55
2012 Vote: Didn't Vote	19% (67)	28% (101)	13% (47)	6% (21)	18% (64)	9% (33)	7% (25)	358
4-Region: Northeast	19% (40)	41% (86)	11% (22)	3% (7)	18% (37)	4% (9)	4% (8)	209
4-Region: Midwest	19% (49)	35% (90)	12% (32)	6% (15)	21% (53)	3% (8)	4% (10)	257
4-Region: South	24% (110)	35% (158)	11% (48)	5% (23)	16% (73)	4% (16)	6% (25)	453
4-Region: West	17% (35)	34% (70)	21% (43)	5% (11)	17% (34)	2% (5)	3% (7)	205

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Table BRD2_13: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Michael Douglas

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	21% (234)	36% (404)	13% (145)	5% (56)	18% (197)	3% (38)	4% (50)	1124
Favorable of Trump	26% (124)	37% (175)	13% (60)	5% (23)	15% (71)	2% (8)	3% (15)	476
Unfavorable of Trump	18% (104)	36% (212)	14% (79)	5% (28)	19% (114)	4% (22)	4% (26)	585
Very Favorable of Trump	28% (71)	38% (97)	11% (27)	5% (14)	14% (35)	1% (2)	4% (9)	255
Somewhat Favorable of Trump	24% (53)	35% (78)	15% (33)	4% (9)	16% (36)	3% (6)	3% (6)	221
Somewhat Unfavorable of Trump	17% (19)	42% (48)	14% (16)	4% (5)	18% (21)	2% (2)	3% (4)	115
Very Unfavorable of Trump	18% (85)	35% (164)	13% (63)	5% (23)	20% (93)	4% (20)	5% (22)	470
Frequent Movie Watcher	32% (59)	38% (70)	12% (21)	3% (6)	12% (21)	1% (1)	2% (4)	182
Top TV watcher	27% (79)	38% (114)	9% (28)	6% (19)	15% (45)	2% (5)	3% (8)	298

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

Table BRD2_14: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Andy Dick

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	3% (33)	11% (125)	23% (253)	27% (307)	16% (184)	13% (148)	7% (74)	1124
Gender: Male	4% (19)	13% (65)	22% (109)	27% (137)	18% (91)	9% (47)	6% (31)	499
Gender: Female	2% (14)	10% (60)	23% (144)	27% (170)	15% (93)	16% (101)	7% (43)	625
Age: 18-29	3% (8)	11% (26)	22% (51)	18% (41)	17% (39)	21% (49)	8% (18)	232
Age: 30-44	5% (15)	11% (35)	27% (91)	31% (103)	14% (45)	8% (25)	6% (19)	333
Age: 45-54	2% (4)	14% (24)	20% (34)	37% (63)	17% (29)	5% (8)	5% (8)	170
Age: 55-64	1% (3)	14% (29)	21% (42)	28% (57)	15% (31)	13% (26)	6% (13)	201
Age: 65+	2% (3)	6% (11)	19% (35)	23% (43)	21% (40)	21% (40)	9% (16)	188
Generation Z: 18-21	4% (3)	9% (7)	16% (12)	15% (11)	13% (10)	35% (26)	8% (6)	75
Millennial: Age 22-37	4% (12)	12% (40)	25% (86)	28% (93)	17% (56)	9% (32)	6% (19)	338
Generation X: Age 38-53	4% (12)	12% (36)	24% (73)	32% (96)	14% (43)	7% (22)	6% (19)	301
Boomers: Age 54-72	2% (6)	12% (41)	21% (74)	27% (95)	18% (62)	14% (50)	7% (23)	351
PID: Dem (no lean)	3% (11)	12% (45)	23% (85)	28% (101)	15% (56)	13% (49)	5% (20)	367
PID: Ind (no lean)	3% (12)	11% (44)	24% (95)	24% (96)	18% (73)	12% (47)	9% (35)	402
PID: Rep (no lean)	3% (10)	10% (36)	21% (73)	31% (110)	15% (55)	15% (52)	5% (19)	355
PID/Gender: Dem Men	6% (8)	15% (21)	20% (28)	27% (39)	16% (23)	10% (14)	6% (9)	142
PID/Gender: Dem Women	1% (3)	11% (24)	25% (57)	28% (62)	15% (33)	16% (35)	5% (11)	225
PID/Gender: Ind Men	3% (5)	12% (21)	23% (41)	25% (44)	22% (40)	8% (15)	7% (13)	179
PID/Gender: Ind Women	3% (7)	10% (23)	24% (54)	23% (52)	15% (33)	14% (32)	10% (22)	223
PID/Gender: Rep Men	3% (6)	13% (23)	22% (40)	30% (54)	16% (28)	10% (18)	5% (9)	178
PID/Gender: Rep Women	2% (4)	7% (13)	19% (33)	32% (56)	15% (27)	19% (34)	6% (10)	177
Ideo: Liberal (1-3)	3% (11)	15% (48)	25% (82)	26% (86)	15% (51)	11% (36)	5% (16)	330
Ideo: Moderate (4)	4% (10)	12% (31)	24% (63)	25% (65)	17% (45)	12% (32)	6% (17)	263
Ideo: Conservative (5-7)	2% (8)	8% (29)	21% (79)	33% (124)	17% (63)	14% (52)	6% (23)	378
Educ: < College	3% (26)	12% (93)	23% (179)	25% (194)	15% (121)	15% (116)	7% (53)	782
Educ: Bachelors degree	2% (4)	9% (20)	20% (43)	36% (77)	17% (36)	9% (20)	7% (14)	214
Educ: Post-grad	2% (3)	9% (12)	24% (31)	28% (36)	21% (27)	9% (12)	5% (7)	128

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Table BRD2_14: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Andy Dick

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	3% (33)	11% (125)	23% (253)	27% (307)	16% (184)	13% (148)	7% (74)	1124
Income: Under 50k	3% (19)	12% (76)	23% (139)	23% (142)	16% (98)	16% (97)	7% (45)	616
Income: 50k-100k	3% (10)	9% (31)	25% (86)	31% (106)	17% (59)	9% (32)	6% (22)	346
Income: 100k+	2% (4)	11% (18)	17% (28)	36% (59)	17% (27)	12% (19)	4% (7)	162
Ethnicity: White	3% (24)	11% (96)	22% (198)	29% (259)	17% (151)	13% (121)	6% (56)	905
Ethnicity: Hispanic	5% (5)	24% (26)	22% (24)	25% (27)	10% (11)	7% (8)	6% (6)	107
Ethnicity: Afr. Am.	6% (7)	13% (16)	25% (30)	19% (23)	17% (20)	12% (15)	8% (9)	120
Ethnicity: Other	2% (2)	13% (13)	25% (25)	25% (25)	13% (13)	12% (12)	9% (9)	99
Relig: Protestant	2% (6)	8% (21)	20% (57)	32% (89)	16% (45)	15% (42)	7% (19)	279
Relig: Roman Catholic	2% (3)	8% (15)	23% (41)	31% (56)	19% (34)	12% (21)	6% (10)	180
Relig: Ath./Agn./None	3% (11)	12% (38)	25% (80)	24% (75)	18% (59)	11% (36)	6% (20)	319
Relig: Something Else	5% (9)	17% (33)	21% (42)	26% (51)	10% (20)	14% (28)	7% (14)	197
Relig: Evangelical	2% (7)	10% (29)	21% (63)	30% (92)	17% (51)	13% (40)	8% (23)	305
Relig: Non-Evang. Catholics	2% (6)	8% (25)	23% (68)	29% (89)	18% (54)	15% (44)	5% (16)	302
Relig: All Christian	2% (13)	9% (54)	22% (131)	30% (181)	17% (105)	14% (84)	6% (39)	607
Relig: All Non-Christian	4% (20)	14% (71)	24% (122)	24% (126)	15% (79)	12% (64)	7% (34)	516
Community: Urban	4% (10)	12% (34)	27% (77)	24% (68)	14% (39)	12% (35)	7% (19)	282
Community: Suburban	2% (10)	11% (55)	21% (103)	31% (152)	17% (84)	12% (61)	6% (28)	493
Community: Rural	4% (13)	10% (36)	21% (73)	25% (87)	17% (61)	15% (52)	8% (27)	349
Employ: Private Sector	3% (11)	13% (46)	25% (87)	30% (106)	16% (58)	8% (29)	5% (16)	353
Employ: Government	6% (5)	8% (7)	22% (19)	27% (23)	13% (11)	13% (11)	12% (10)	86
Employ: Self-Employed	2% (2)	16% (17)	18% (19)	28% (29)	16% (17)	14% (15)	5% (5)	104
Employ: Homemaker	5% (5)	11% (10)	23% (22)	27% (25)	19% (18)	13% (12)	2% (2)	94
Employ: Student	— (0)	9% (6)	20% (13)	15% (10)	12% (8)	31% (20)	12% (8)	65
Employ: Retired	1% (3)	8% (17)	21% (46)	26% (59)	19% (43)	18% (40)	7% (15)	223
Employ: Unemployed	6% (6)	12% (12)	22% (23)	24% (25)	17% (17)	11% (11)	9% (9)	103
Employ: Other	1% (1)	10% (10)	25% (24)	31% (30)	12% (12)	10% (10)	9% (9)	96
Military HH: Yes	2% (5)	11% (23)	20% (42)	25% (52)	13% (27)	19% (39)	8% (17)	205
Military HH: No	3% (28)	11% (102)	23% (211)	28% (255)	17% (157)	12% (109)	6% (57)	919

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Table BRD2_14: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Andy Dick

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	3% (33)	11% (125)	23% (253)	27% (307)	16% (184)	13% (148)	7% (74)	1124
RD/WT: Right Direction	4% (17)	12% (52)	18% (83)	29% (131)	15% (67)	15% (68)	7% (32)	450
RD/WT: Wrong Track	2% (16)	11% (73)	25% (170)	26% (176)	17% (117)	12% (80)	6% (42)	674
Trump Job Approve	3% (15)	12% (56)	20% (95)	29% (137)	15% (71)	14% (65)	6% (28)	467
Trump Job Disapprove	3% (16)	11% (64)	25% (148)	26% (155)	17% (97)	12% (71)	6% (36)	587
Trump Job Strongly Approve	4% (10)	13% (29)	19% (42)	30% (69)	13% (30)	13% (29)	8% (18)	227
Trump Job Somewhat Approve	2% (5)	11% (27)	22% (53)	28% (68)	17% (41)	15% (36)	4% (10)	240
Trump Job Somewhat Disapprove	2% (4)	13% (22)	33% (57)	18% (32)	16% (27)	13% (23)	5% (8)	173
Trump Job Strongly Disapprove	3% (12)	10% (42)	22% (91)	30% (123)	17% (70)	12% (48)	7% (28)	414
#1 Issue: Economy	2% (8)	14% (49)	24% (84)	28% (100)	16% (58)	8% (30)	7% (26)	355
#1 Issue: Security	5% (10)	9% (20)	21% (46)	32% (70)	16% (34)	11% (24)	6% (12)	216
#1 Issue: Health Care	2% (4)	8% (14)	17% (29)	33% (57)	18% (30)	15% (25)	7% (12)	171
#1 Issue: Medicare / Social Security	3% (4)	13% (20)	18% (28)	22% (35)	20% (32)	17% (26)	8% (12)	157
#1 Issue: Women's Issues	6% (3)	19% (10)	23% (12)	19% (10)	17% (9)	17% (9)	— (0)	53
#1 Issue: Education	1% (1)	11% (8)	37% (27)	18% (13)	12% (9)	16% (12)	4% (3)	73
#1 Issue: Other	4% (2)	2% (1)	22% (12)	27% (15)	11% (6)	25% (14)	9% (5)	55
2016 Vote: Democrat Hillary Clinton	4% (14)	12% (43)	23% (83)	27% (99)	17% (63)	12% (44)	6% (21)	367
2016 Vote: Republican Donald Trump	2% (9)	10% (38)	19% (69)	31% (116)	17% (64)	14% (51)	6% (22)	369
2016 Vote: Someone else	3% (3)	6% (7)	32% (35)	29% (32)	14% (15)	8% (9)	7% (8)	109
Voted in 2014: Yes	3% (20)	10% (70)	22% (156)	31% (213)	17% (120)	10% (73)	6% (45)	697
Voted in 2014: No	3% (13)	13% (55)	23% (97)	22% (94)	15% (64)	18% (75)	7% (29)	427
2012 Vote: Barack Obama	3% (15)	11% (48)	26% (114)	29% (129)	17% (74)	10% (45)	5% (21)	446
2012 Vote: Mitt Romney	1% (2)	9% (25)	19% (51)	32% (84)	19% (49)	12% (32)	8% (21)	264
2012 Vote: Other	4% (2)	5% (3)	22% (12)	36% (20)	11% (6)	13% (7)	9% (5)	55
2012 Vote: Didn't Vote	4% (14)	14% (49)	21% (76)	21% (74)	15% (54)	18% (64)	8% (27)	358
4-Region: Northeast	3% (7)	11% (22)	19% (39)	33% (68)	15% (31)	12% (25)	8% (17)	209
4-Region: Midwest	3% (7)	12% (31)	23% (58)	27% (69)	18% (46)	14% (36)	4% (10)	257
4-Region: South	3% (14)	12% (55)	22% (100)	25% (115)	17% (77)	13% (60)	7% (32)	453
4-Region: West	2% (5)	8% (17)	27% (56)	27% (55)	15% (30)	13% (27)	7% (15)	205

Continued on next page

Table BRD2_14: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Andy dick

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	3% (33)	11% (125)	23% (253)	27% (307)	16% (184)	13% (148)	7% (74)	1124
Favorable of Trump	3% (15)	13% (64)	20% (94)	29% (137)	16% (76)	13% (61)	6% (29)	476
Unfavorable of Trump	3% (17)	9% (51)	26% (151)	27% (159)	17% (98)	13% (75)	6% (34)	585
Very Favorable of Trump	4% (11)	13% (32)	18% (47)	31% (78)	13% (34)	13% (32)	8% (21)	255
Somewhat Favorable of Trump	2% (4)	14% (32)	21% (47)	27% (59)	19% (42)	13% (29)	4% (8)	221
Somewhat Unfavorable of Trump	3% (4)	5% (6)	30% (35)	22% (25)	16% (18)	19% (22)	4% (5)	115
Very Unfavorable of Trump	3% (13)	10% (45)	25% (116)	29% (134)	17% (80)	11% (53)	6% (29)	470
Frequent Movie Watcher	8% (14)	24% (43)	20% (36)	25% (46)	12% (22)	8% (14)	4% (7)	182
Top TV watcher	4% (12)	13% (38)	22% (66)	27% (80)	15% (46)	14% (42)	5% (14)	298

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

Table BRD2_15: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Danny masterson

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	8% (93)	20% (228)	15% (166)	13% (143)	21% (232)	14% (162)	9% (100)	1124
Gender: Male	8% (41)	19% (96)	16% (79)	14% (70)	22% (108)	13% (65)	8% (40)	499
Gender: Female	8% (52)	21% (132)	14% (87)	12% (73)	20% (124)	16% (97)	10% (60)	625
Age: 18-29	12% (29)	19% (43)	13% (31)	11% (26)	16% (37)	19% (43)	10% (23)	232
Age: 30-44	10% (34)	25% (84)	14% (48)	13% (42)	19% (64)	11% (35)	8% (26)	333
Age: 45-54	8% (13)	23% (39)	17% (29)	19% (32)	19% (32)	9% (16)	5% (9)	170
Age: 55-64	6% (12)	20% (41)	13% (26)	11% (22)	27% (54)	14% (28)	9% (18)	201
Age: 65+	3% (5)	11% (21)	17% (32)	11% (21)	24% (45)	21% (40)	13% (24)	188
Generation Z: 18-21	9% (7)	19% (14)	7% (5)	13% (10)	12% (9)	28% (21)	12% (9)	75
Millennial: Age 22-37	11% (38)	25% (83)	15% (50)	13% (45)	18% (61)	11% (37)	7% (24)	338
Generation X: Age 38-53	10% (29)	22% (65)	16% (48)	14% (42)	19% (58)	11% (34)	8% (25)	301
Boomers: Age 54-72	5% (18)	17% (59)	16% (56)	11% (40)	25% (88)	17% (59)	9% (31)	351
PID: Dem (no lean)	6% (23)	24% (88)	15% (54)	13% (46)	21% (77)	14% (53)	7% (26)	367
PID: Ind (no lean)	9% (37)	19% (78)	16% (64)	11% (44)	19% (78)	15% (59)	10% (42)	402
PID: Rep (no lean)	9% (33)	17% (62)	14% (48)	15% (53)	22% (77)	14% (50)	9% (32)	355
PID/Gender: Dem Men	6% (8)	23% (32)	16% (23)	13% (18)	23% (32)	14% (20)	6% (9)	142
PID/Gender: Dem Women	7% (15)	25% (56)	14% (31)	12% (28)	20% (45)	15% (33)	8% (17)	225
PID/Gender: Ind Men	9% (17)	20% (35)	16% (29)	11% (19)	22% (39)	13% (23)	9% (17)	179
PID/Gender: Ind Women	9% (20)	19% (43)	16% (35)	11% (25)	17% (39)	16% (36)	11% (25)	223
PID/Gender: Rep Men	9% (16)	16% (29)	15% (27)	19% (33)	21% (37)	12% (22)	8% (14)	178
PID/Gender: Rep Women	10% (17)	19% (33)	12% (21)	11% (20)	23% (40)	16% (28)	10% (18)	177
Ideo: Liberal (1-3)	8% (27)	24% (80)	16% (54)	14% (46)	19% (64)	13% (42)	5% (17)	330
Ideo: Moderate (4)	7% (18)	20% (52)	16% (43)	11% (30)	20% (53)	16% (42)	10% (25)	263
Ideo: Conservative (5-7)	7% (26)	16% (61)	15% (56)	15% (58)	23% (88)	15% (55)	9% (34)	378
Educ: < College	10% (81)	21% (161)	13% (105)	10% (82)	19% (152)	16% (127)	9% (74)	782
Educ: Bachelors degree	4% (9)	21% (46)	18% (38)	18% (39)	22% (47)	8% (17)	8% (18)	214
Educ: Post-grad	2% (3)	16% (21)	18% (23)	17% (22)	26% (33)	14% (18)	6% (8)	128

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Table BRD2_15: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Danny masterson

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	8% (93)	20% (228)	15% (166)	13% (143)	21% (232)	14% (162)	9% (100)	1124
Income: Under 50k	9% (56)	20% (126)	15% (92)	10% (59)	19% (118)	16% (101)	10% (64)	616
Income: 50k-100k	8% (29)	22% (75)	15% (52)	16% (55)	21% (72)	11% (38)	7% (25)	346
Income: 100k+	5% (8)	17% (27)	14% (22)	18% (29)	26% (42)	14% (23)	7% (11)	162
Ethnicity: White	9% (77)	19% (175)	14% (130)	13% (121)	22% (196)	14% (128)	9% (78)	905
Ethnicity: Hispanic	17% (18)	23% (25)	16% (17)	16% (17)	9% (10)	10% (11)	8% (9)	107
Ethnicity: Afr. Am.	7% (8)	25% (30)	17% (20)	8% (10)	18% (21)	18% (21)	8% (10)	120
Ethnicity: Other	8% (8)	23% (23)	16% (16)	12% (12)	15% (15)	13% (13)	12% (12)	99
Relig: Protestant	6% (17)	19% (53)	14% (40)	15% (41)	23% (64)	14% (38)	9% (26)	279
Relig: Roman Catholic	8% (14)	17% (30)	19% (34)	13% (23)	22% (39)	14% (25)	8% (15)	180
Relig: Ath./Agn./None	8% (25)	18% (58)	13% (42)	14% (46)	25% (79)	13% (42)	8% (27)	319
Relig: Something Else	13% (26)	23% (46)	17% (33)	12% (23)	13% (25)	15% (30)	7% (14)	197
Relig: Evangelical	9% (26)	21% (65)	12% (37)	10% (32)	21% (64)	15% (46)	11% (35)	305
Relig: Non-Evang. Catholics	5% (16)	20% (59)	18% (54)	14% (42)	21% (64)	15% (44)	8% (23)	302
Relig: All Christian	7% (42)	20% (124)	15% (91)	12% (74)	21% (128)	15% (90)	10% (58)	607
Relig: All Non-Christian	10% (51)	20% (104)	15% (75)	13% (69)	20% (104)	14% (72)	8% (41)	516
Community: Urban	9% (26)	21% (59)	15% (43)	14% (39)	19% (54)	13% (36)	9% (25)	282
Community: Suburban	6% (28)	21% (105)	15% (73)	14% (71)	21% (105)	15% (73)	8% (38)	493
Community: Rural	11% (39)	18% (64)	14% (50)	9% (33)	21% (73)	15% (53)	11% (37)	349
Employ: Private Sector	8% (30)	24% (85)	15% (53)	15% (53)	21% (74)	10% (37)	6% (21)	353
Employ: Government	8% (7)	21% (18)	10% (9)	12% (10)	23% (20)	13% (11)	13% (11)	86
Employ: Self-Employed	11% (11)	19% (20)	12% (12)	16% (17)	19% (20)	12% (12)	12% (12)	104
Employ: Homemaker	11% (10)	29% (27)	11% (10)	7% (7)	21% (20)	13% (12)	9% (8)	94
Employ: Student	5% (3)	18% (12)	11% (7)	15% (10)	11% (7)	31% (20)	9% (6)	65
Employ: Retired	4% (9)	12% (27)	19% (42)	11% (25)	26% (58)	18% (40)	10% (22)	223
Employ: Unemployed	13% (13)	16% (16)	16% (16)	12% (12)	17% (18)	18% (19)	9% (9)	103
Employ: Other	10% (10)	24% (23)	18% (17)	9% (9)	16% (15)	11% (11)	11% (11)	96
Military HH: Yes	6% (12)	18% (36)	12% (25)	13% (26)	20% (42)	20% (40)	12% (24)	205
Military HH: No	9% (81)	21% (192)	15% (141)	13% (117)	21% (190)	13% (122)	8% (76)	919

Continued on next page

Table BRD2_15: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Danny masterson

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	8% (93)	20% (228)	15% (166)	13% (143)	21% (232)	14% (162)	9% (100)	1124
RD/WT: Right Direction	10% (44)	19% (86)	13% (57)	12% (56)	19% (87)	16% (72)	11% (48)	450
RD/WT: Wrong Track	7% (49)	21% (142)	16% (109)	13% (87)	22% (145)	13% (90)	8% (52)	674
Trump Job Approve	10% (48)	19% (91)	14% (66)	12% (57)	21% (96)	14% (64)	10% (45)	467
Trump Job Disapprove	6% (38)	20% (120)	16% (93)	14% (83)	21% (123)	15% (90)	7% (40)	587
Trump Job Strongly Approve	11% (26)	17% (39)	12% (27)	14% (31)	20% (46)	12% (28)	13% (30)	227
Trump Job Somewhat Approve	9% (22)	22% (52)	16% (39)	11% (26)	21% (50)	15% (36)	6% (15)	240
Trump Job Somewhat Disapprove	8% (14)	25% (43)	17% (30)	11% (19)	17% (29)	16% (28)	6% (10)	173
Trump Job Strongly Disapprove	6% (24)	19% (77)	15% (63)	15% (64)	23% (94)	15% (62)	7% (30)	414
#1 Issue: Economy	10% (36)	23% (81)	11% (38)	14% (50)	19% (67)	11% (38)	13% (45)	355
#1 Issue: Security	9% (19)	16% (34)	18% (39)	16% (35)	20% (44)	15% (32)	6% (13)	216
#1 Issue: Health Care	7% (12)	21% (36)	16% (27)	12% (20)	19% (32)	19% (33)	6% (11)	171
#1 Issue: Medicare / Social Security	4% (7)	20% (31)	11% (17)	9% (14)	27% (43)	18% (29)	10% (16)	157
#1 Issue: Women's Issues	9% (5)	26% (14)	17% (9)	11% (6)	23% (12)	13% (7)	— (0)	53
#1 Issue: Education	10% (7)	19% (14)	25% (18)	14% (10)	18% (13)	8% (6)	7% (5)	73
#1 Issue: Other	7% (4)	15% (8)	15% (8)	11% (6)	18% (10)	24% (13)	11% (6)	55
2016 Vote: Democrat Hillary Clinton	5% (18)	19% (69)	16% (57)	14% (53)	25% (91)	14% (50)	8% (29)	367
2016 Vote: Republican Donald Trump	10% (36)	17% (61)	14% (52)	14% (51)	22% (82)	14% (51)	10% (36)	369
2016 Vote: Someone else	3% (3)	32% (35)	15% (16)	10% (11)	17% (18)	17% (19)	6% (7)	109
Voted in 2014: Yes	6% (39)	20% (137)	15% (108)	14% (99)	22% (155)	14% (95)	9% (64)	697
Voted in 2014: No	13% (54)	21% (91)	14% (58)	10% (44)	18% (77)	16% (67)	8% (36)	427
2012 Vote: Barack Obama	6% (27)	20% (89)	18% (82)	13% (59)	22% (99)	13% (59)	7% (31)	446
2012 Vote: Mitt Romney	5% (12)	17% (46)	14% (36)	15% (40)	24% (63)	14% (37)	11% (30)	264
2012 Vote: Other	7% (4)	27% (15)	9% (5)	11% (6)	22% (12)	15% (8)	9% (5)	55
2012 Vote: Didn't Vote	14% (50)	22% (78)	12% (43)	11% (38)	16% (57)	16% (58)	9% (34)	358
4-Region: Northeast	6% (13)	19% (39)	13% (28)	13% (27)	21% (43)	18% (38)	10% (21)	209
4-Region: Midwest	9% (23)	22% (56)	13% (34)	14% (36)	23% (58)	14% (35)	6% (15)	257
4-Region: South	10% (45)	22% (101)	14% (62)	10% (46)	19% (88)	14% (64)	10% (47)	453
4-Region: West	6% (12)	16% (32)	20% (42)	17% (34)	21% (43)	12% (25)	8% (17)	205

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Table BRD2_15: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Danny masterson

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	8% (93)	20% (228)	15% (166)	13% (143)	21% (232)	14% (162)	9% (100)	1124
Favorable of Trump	11% (52)	20% (93)	13% (63)	13% (60)	20% (97)	13% (64)	10% (47)	476
Unfavorable of Trump	6% (35)	21% (125)	16% (93)	14% (79)	21% (125)	15% (87)	7% (41)	585
Very Favorable of Trump	10% (25)	18% (47)	15% (39)	13% (33)	18% (46)	13% (34)	12% (31)	255
Somewhat Favorable of Trump	12% (27)	21% (46)	11% (24)	12% (27)	23% (51)	14% (30)	7% (16)	221
Somewhat Unfavorable of Trump	7% (8)	25% (29)	18% (21)	10% (11)	16% (18)	19% (22)	5% (6)	115
Very Unfavorable of Trump	6% (27)	20% (96)	15% (72)	14% (68)	23% (107)	14% (65)	7% (35)	470
Frequent Movie Watcher	13% (23)	30% (55)	13% (24)	17% (31)	14% (25)	8% (14)	5% (10)	182
Top TV watcher	10% (29)	21% (64)	14% (42)	11% (34)	22% (67)	14% (42)	7% (20)	298

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

Table BRD2_16: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Richard Dreyfuss

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	15% (167)	32% (360)	14% (159)	9% (96)	19% (208)	6% (68)	6% (66)	1124
Gender: Male	16% (79)	33% (163)	15% (73)	9% (45)	18% (89)	4% (21)	6% (29)	499
Gender: Female	14% (88)	32% (197)	14% (86)	8% (51)	19% (119)	8% (47)	6% (37)	625
Age: 18-29	5% (12)	15% (35)	16% (36)	11% (25)	22% (51)	19% (44)	12% (29)	232
Age: 30-44	12% (40)	30% (101)	16% (54)	10% (34)	21% (70)	5% (15)	6% (19)	333
Age: 45-54	18% (31)	36% (61)	20% (34)	8% (14)	14% (23)	1% (2)	3% (5)	170
Age: 55-64	21% (43)	42% (84)	9% (18)	4% (8)	18% (37)	2% (4)	3% (7)	201
Age: 65+	22% (41)	42% (79)	9% (17)	8% (15)	14% (27)	2% (3)	3% (6)	188
Generation Z: 18-21	3% (2)	19% (14)	8% (6)	11% (8)	16% (12)	29% (22)	15% (11)	75
Millennial: Age 22-37	9% (29)	22% (76)	17% (59)	11% (37)	23% (77)	9% (31)	9% (29)	338
Generation X: Age 38-53	17% (50)	32% (96)	18% (55)	9% (27)	18% (53)	3% (8)	4% (12)	301
Boomers: Age 54-72	21% (72)	44% (153)	10% (35)	6% (20)	16% (56)	1% (4)	3% (11)	351
PID: Dem (no lean)	18% (65)	30% (109)	14% (51)	7% (27)	20% (72)	7% (27)	4% (16)	367
PID: Ind (no lean)	13% (53)	32% (128)	14% (55)	8% (31)	18% (74)	6% (25)	9% (36)	402
PID: Rep (no lean)	14% (49)	35% (123)	15% (53)	11% (38)	17% (62)	5% (16)	4% (14)	355
PID/Gender: Dem Men	25% (35)	27% (38)	12% (17)	7% (10)	20% (29)	6% (8)	4% (5)	142
PID/Gender: Dem Women	13% (30)	32% (71)	15% (34)	8% (17)	19% (43)	8% (19)	5% (11)	225
PID/Gender: Ind Men	12% (22)	30% (53)	16% (29)	7% (12)	20% (36)	4% (8)	11% (19)	179
PID/Gender: Ind Women	14% (31)	34% (75)	12% (26)	9% (19)	17% (38)	8% (17)	8% (17)	223
PID/Gender: Rep Men	12% (22)	40% (72)	15% (27)	13% (23)	13% (24)	3% (5)	3% (5)	178
PID/Gender: Rep Women	15% (27)	29% (51)	15% (26)	8% (15)	21% (38)	6% (11)	5% (9)	177
Ideo: Liberal (1-3)	17% (55)	29% (97)	16% (53)	9% (31)	20% (65)	6% (19)	3% (10)	330
Ideo: Moderate (4)	16% (42)	38% (100)	12% (32)	5% (13)	18% (48)	5% (13)	6% (15)	263
Ideo: Conservative (5-7)	14% (52)	33% (125)	15% (55)	12% (45)	19% (71)	4% (16)	4% (14)	378
Educ: < College	16% (124)	31% (245)	13% (101)	7% (55)	18% (144)	8% (59)	7% (54)	782
Educ: Bachelors degree	11% (23)	35% (74)	16% (34)	14% (29)	18% (38)	4% (8)	4% (8)	214
Educ: Post-grad	16% (20)	32% (41)	19% (24)	9% (12)	20% (26)	1% (1)	3% (4)	128

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Table BRD2_16: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Richard Dreyfuss

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	15% (167)	32% (360)	14% (159)	9% (96)	19% (208)	6% (68)	6% (66)	1124
Income: Under 50k	16% (96)	31% (191)	13% (83)	7% (44)	17% (106)	8% (50)	7% (46)	616
Income: 50k-100k	15% (51)	32% (111)	15% (51)	10% (34)	21% (72)	3% (11)	5% (16)	346
Income: 100k+	12% (20)	36% (58)	15% (25)	11% (18)	19% (30)	4% (7)	2% (4)	162
Ethnicity: White	15% (132)	33% (299)	14% (125)	9% (78)	19% (176)	5% (48)	5% (47)	905
Ethnicity: Hispanic	17% (18)	29% (31)	20% (21)	14% (15)	11% (12)	5% (5)	5% (5)	107
Ethnicity: Afr. Am.	17% (20)	29% (35)	14% (17)	7% (8)	14% (17)	11% (13)	8% (10)	120
Ethnicity: Other	15% (15)	26% (26)	17% (17)	10% (10)	15% (15)	7% (7)	9% (9)	99
Relig: Protestant	12% (34)	34% (96)	15% (43)	9% (25)	21% (58)	4% (12)	4% (11)	279
Relig: Roman Catholic	17% (31)	33% (60)	13% (23)	8% (15)	19% (35)	4% (8)	4% (8)	180
Relig: Ath./Agn./None	14% (45)	29% (91)	14% (46)	8% (25)	21% (66)	6% (20)	8% (26)	319
Relig: Something Else	17% (34)	36% (70)	14% (27)	10% (20)	11% (21)	7% (14)	6% (11)	197
Relig: Evangelical	13% (39)	30% (92)	14% (44)	10% (30)	20% (62)	7% (21)	6% (17)	305
Relig: Non-Evang. Catholics	16% (49)	35% (107)	14% (42)	7% (21)	20% (59)	4% (12)	4% (12)	302
Relig: All Christian	14% (88)	33% (199)	14% (86)	8% (51)	20% (121)	5% (33)	5% (29)	607
Relig: All Non-Christian	15% (79)	31% (161)	14% (73)	9% (45)	17% (87)	7% (34)	7% (37)	516
Community: Urban	15% (42)	29% (81)	16% (44)	11% (31)	17% (48)	6% (18)	6% (18)	282
Community: Suburban	14% (69)	33% (164)	15% (72)	9% (44)	18% (89)	6% (30)	5% (25)	493
Community: Rural	16% (56)	33% (115)	12% (43)	6% (21)	20% (71)	6% (20)	7% (23)	349
Employ: Private Sector	17% (59)	32% (112)	16% (56)	9% (32)	19% (66)	4% (15)	4% (13)	353
Employ: Government	13% (11)	30% (26)	13% (11)	8% (7)	21% (18)	6% (5)	9% (8)	86
Employ: Self-Employed	14% (15)	32% (33)	16% (17)	8% (8)	18% (19)	8% (8)	4% (4)	104
Employ: Homemaker	6% (6)	31% (29)	20% (19)	9% (8)	26% (24)	6% (6)	2% (2)	94
Employ: Student	2% (1)	22% (14)	9% (6)	11% (7)	20% (13)	23% (15)	14% (9)	65
Employ: Retired	20% (44)	40% (90)	13% (28)	8% (18)	15% (34)	1% (3)	3% (6)	223
Employ: Unemployed	20% (21)	22% (23)	13% (13)	9% (9)	18% (19)	7% (7)	11% (11)	103
Employ: Other	10% (10)	34% (33)	9% (9)	7% (7)	16% (15)	9% (9)	14% (13)	96
Military HH: Yes	17% (35)	39% (80)	12% (24)	7% (14)	17% (34)	5% (10)	4% (8)	205
Military HH: No	14% (132)	30% (280)	15% (135)	9% (82)	19% (174)	6% (58)	6% (58)	919

Continued on next page

Table BRD2_16: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Richard Dreyfuss

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	15% (167)	32% (360)	14% (159)	9% (96)	19% (208)	6% (68)	6% (66)	1124
RD/WT: Right Direction	16% (74)	33% (149)	14% (65)	9% (41)	15% (69)	6% (25)	6% (27)	450
RD/WT: Wrong Track	14% (93)	31% (211)	14% (94)	8% (55)	21% (139)	6% (43)	6% (39)	674
Trump Job Approve	16% (74)	34% (159)	16% (73)	9% (40)	17% (79)	4% (21)	4% (21)	467
Trump Job Disapprove	15% (86)	31% (180)	14% (83)	9% (52)	20% (118)	7% (39)	5% (29)	587
Trump Job Strongly Approve	19% (43)	34% (77)	11% (25)	10% (23)	16% (37)	4% (10)	5% (12)	227
Trump Job Somewhat Approve	13% (31)	34% (82)	20% (48)	7% (17)	18% (42)	5% (11)	4% (9)	240
Trump Job Somewhat Disapprove	14% (25)	31% (53)	16% (28)	11% (19)	17% (30)	7% (12)	3% (6)	173
Trump Job Strongly Disapprove	15% (61)	31% (127)	13% (55)	8% (33)	21% (88)	7% (27)	6% (23)	414
#1 Issue: Economy	12% (44)	28% (101)	15% (55)	11% (38)	18% (65)	6% (20)	9% (32)	355
#1 Issue: Security	15% (32)	33% (72)	14% (31)	9% (20)	18% (38)	7% (16)	3% (7)	216
#1 Issue: Health Care	18% (30)	37% (63)	8% (13)	9% (16)	19% (33)	5% (9)	4% (7)	171
#1 Issue: Medicare / Social Security	24% (37)	38% (59)	9% (14)	5% (8)	18% (28)	2% (3)	5% (8)	157
#1 Issue: Women's Issues	4% (2)	23% (12)	25% (13)	8% (4)	28% (15)	9% (5)	4% (2)	53
#1 Issue: Education	14% (10)	32% (23)	21% (15)	7% (5)	18% (13)	8% (6)	1% (1)	73
#1 Issue: Other	7% (4)	29% (16)	20% (11)	5% (3)	15% (8)	13% (7)	11% (6)	55
2016 Vote: Democrat Hillary Clinton	17% (61)	32% (116)	11% (42)	9% (32)	21% (78)	6% (21)	5% (17)	367
2016 Vote: Republican Donald Trump	15% (56)	35% (128)	15% (57)	10% (36)	18% (65)	3% (12)	4% (15)	369
2016 Vote: Someone else	16% (17)	35% (38)	15% (16)	7% (8)	19% (21)	3% (3)	6% (6)	109
Voted in 2014: Yes	17% (121)	36% (254)	13% (89)	8% (59)	19% (129)	2% (15)	4% (30)	697
Voted in 2014: No	11% (46)	25% (106)	16% (70)	9% (37)	19% (79)	12% (53)	8% (36)	427
2012 Vote: Barack Obama	19% (85)	34% (152)	14% (61)	8% (36)	19% (86)	2% (9)	4% (17)	446
2012 Vote: Mitt Romney	15% (39)	34% (91)	13% (34)	11% (29)	19% (50)	3% (8)	5% (13)	264
2012 Vote: Other	13% (7)	45% (25)	16% (9)	4% (2)	16% (9)	— (0)	5% (3)	55
2012 Vote: Didn't Vote	10% (36)	26% (92)	15% (55)	8% (29)	17% (62)	14% (51)	9% (33)	358
4-Region: Northeast	14% (30)	30% (62)	14% (29)	8% (16)	20% (42)	6% (13)	8% (17)	209
4-Region: Midwest	15% (38)	35% (89)	11% (29)	9% (22)	20% (52)	6% (15)	5% (12)	257
4-Region: South	17% (76)	32% (147)	14% (62)	8% (35)	17% (79)	6% (27)	6% (27)	453
4-Region: West	11% (23)	30% (62)	19% (39)	11% (23)	17% (35)	6% (13)	5% (10)	205

Continued on next page

Table BRD2_16: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Richard dreyfuss

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	15% (167)	32% (360)	14% (159)	9% (96)	19% (208)	6% (68)	6% (66)	1124
Favorable of Trump	17% (81)	33% (159)	16% (75)	8% (39)	17% (80)	4% (19)	5% (23)	476
Unfavorable of Trump	14% (83)	32% (188)	13% (75)	9% (50)	21% (121)	7% (39)	5% (29)	585
Very Favorable of Trump	21% (54)	32% (82)	13% (34)	9% (23)	15% (39)	4% (11)	5% (12)	255
Somewhat Favorable of Trump	12% (27)	35% (77)	19% (41)	7% (16)	19% (41)	4% (8)	5% (11)	221
Somewhat Unfavorable of Trump	15% (17)	36% (41)	13% (15)	8% (9)	17% (20)	9% (10)	3% (3)	115
Very Unfavorable of Trump	14% (66)	31% (147)	13% (60)	9% (41)	21% (101)	6% (29)	6% (26)	470
Frequent Movie Watcher	23% (41)	35% (63)	18% (32)	6% (11)	13% (24)	4% (7)	2% (4)	182
Top TV watcher	18% (54)	34% (101)	14% (42)	6% (19)	19% (58)	5% (15)	3% (9)	298

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

Table BRD2_17: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Sylvester Stallone

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	26% (289)	32% (365)	14% (161)	11% (119)	13% (148)	1% (11)	3% (31)	1124
Gender: Male	30% (151)	35% (176)	13% (64)	8% (40)	11% (54)	1% (5)	2% (9)	499
Gender: Female	22% (138)	30% (189)	16% (97)	13% (79)	15% (94)	1% (6)	4% (22)	625
Age: 18-29	27% (62)	30% (69)	14% (33)	10% (24)	12% (29)	3% (7)	3% (8)	232
Age: 30-44	27% (91)	32% (105)	13% (43)	9% (31)	16% (52)	— (0)	3% (11)	333
Age: 45-54	23% (39)	36% (62)	18% (30)	11% (19)	11% (18)	— (0)	1% (2)	170
Age: 55-64	28% (57)	31% (62)	13% (27)	8% (17)	15% (30)	1% (2)	3% (6)	201
Age: 65+	21% (40)	36% (67)	15% (28)	15% (28)	10% (19)	1% (2)	2% (4)	188
Generation Z: 18-21	25% (19)	29% (22)	16% (12)	4% (3)	17% (13)	4% (3)	4% (3)	75
Millennial: Age 22-37	26% (87)	30% (102)	14% (47)	12% (41)	13% (45)	1% (4)	4% (12)	338
Generation X: Age 38-53	28% (83)	35% (105)	14% (41)	9% (28)	13% (38)	— (0)	2% (6)	301
Boomers: Age 54-72	25% (89)	34% (118)	15% (54)	9% (33)	13% (46)	1% (3)	2% (8)	351
PID: Dem (no lean)	23% (83)	31% (115)	15% (54)	13% (46)	15% (55)	2% (6)	2% (8)	367
PID: Ind (no lean)	25% (101)	33% (131)	13% (51)	12% (48)	13% (53)	— (2)	4% (16)	402
PID: Rep (no lean)	30% (105)	34% (119)	16% (56)	7% (25)	11% (40)	1% (3)	2% (7)	355
PID/Gender: Dem Men	31% (44)	35% (49)	9% (13)	8% (12)	13% (18)	2% (3)	2% (3)	142
PID/Gender: Dem Women	17% (39)	29% (66)	18% (41)	15% (34)	16% (37)	1% (3)	2% (5)	225
PID/Gender: Ind Men	26% (47)	33% (59)	14% (25)	10% (18)	13% (23)	1% (1)	3% (6)	179
PID/Gender: Ind Women	24% (54)	32% (72)	12% (26)	13% (30)	13% (30)	— (1)	4% (10)	223
PID/Gender: Rep Men	34% (60)	38% (68)	15% (26)	6% (10)	7% (13)	1% (1)	— (0)	178
PID/Gender: Rep Women	25% (45)	29% (51)	17% (30)	8% (15)	15% (27)	1% (2)	4% (7)	177
Ideo: Liberal (1-3)	21% (68)	31% (101)	17% (57)	16% (53)	12% (40)	1% (3)	2% (8)	330
Ideo: Moderate (4)	25% (65)	34% (90)	13% (33)	7% (19)	19% (49)	— (1)	2% (6)	263
Ideo: Conservative (5-7)	27% (103)	33% (126)	16% (59)	10% (37)	11% (43)	1% (5)	1% (5)	378
Educ: < College	29% (227)	33% (258)	13% (99)	9% (67)	13% (99)	1% (7)	3% (25)	782
Educ: Bachelors degree	19% (41)	31% (66)	18% (39)	14% (30)	14% (31)	2% (4)	1% (3)	214
Educ: Post-grad	16% (21)	32% (41)	18% (23)	17% (22)	14% (18)	— (0)	2% (3)	128

Continued on next page

Table BRD2_17: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Sylvester Stallone

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	26% (289)	32% (365)	14% (161)	11% (119)	13% (148)	1% (11)	3% (31)	1124
Income: Under 50k	29% (180)	31% (193)	12% (76)	9% (55)	13% (80)	2% (10)	4% (22)	616
Income: 50k-100k	21% (72)	35% (122)	16% (57)	11% (38)	14% (50)	— (0)	2% (7)	346
Income: 100k+	23% (37)	31% (50)	17% (28)	16% (26)	11% (18)	1% (1)	1% (2)	162
Ethnicity: White	24% (217)	32% (294)	15% (137)	11% (100)	14% (124)	1% (8)	3% (25)	905
Ethnicity: Hispanic	34% (36)	31% (33)	13% (14)	12% (13)	8% (9)	1% (1)	1% (1)	107
Ethnicity: Afr. Am.	35% (42)	33% (40)	12% (15)	8% (9)	10% (12)	1% (1)	1% (1)	120
Ethnicity: Other	30% (30)	31% (31)	9% (9)	10% (10)	12% (12)	2% (2)	5% (5)	99
Relig: Protestant	20% (55)	30% (85)	21% (58)	13% (35)	14% (38)	1% (2)	2% (6)	279
Relig: Roman Catholic	28% (50)	32% (57)	17% (30)	7% (13)	14% (25)	1% (1)	2% (4)	180
Relig: Ath./Agn./None	25% (81)	30% (95)	13% (40)	14% (45)	14% (45)	1% (3)	3% (10)	319
Relig: Something Else	29% (57)	36% (70)	10% (20)	10% (20)	10% (20)	2% (3)	4% (7)	197
Relig: Evangelical	26% (78)	35% (107)	14% (43)	9% (26)	13% (40)	1% (3)	3% (8)	305
Relig: Non-Evang. Catholics	24% (73)	30% (92)	19% (58)	9% (28)	14% (43)	1% (2)	2% (6)	302
Relig: All Christian	25% (151)	33% (199)	17% (101)	9% (54)	14% (83)	1% (5)	2% (14)	607
Relig: All Non-Christian	27% (138)	32% (165)	12% (60)	13% (65)	13% (65)	1% (6)	3% (17)	516
Community: Urban	27% (76)	34% (96)	11% (31)	12% (34)	11% (31)	1% (2)	4% (12)	282
Community: Suburban	24% (117)	33% (163)	16% (79)	10% (51)	14% (71)	1% (4)	2% (8)	493
Community: Rural	28% (96)	30% (106)	15% (51)	10% (34)	13% (46)	1% (5)	3% (11)	349
Employ: Private Sector	25% (90)	33% (117)	14% (49)	10% (37)	14% (51)	1% (3)	2% (6)	353
Employ: Government	31% (27)	30% (26)	13% (11)	8% (7)	14% (12)	1% (1)	2% (2)	86
Employ: Self-Employed	28% (29)	35% (36)	13% (14)	11% (11)	10% (10)	2% (2)	2% (2)	104
Employ: Homemaker	17% (16)	34% (32)	17% (16)	12% (11)	17% (16)	— (0)	3% (3)	94
Employ: Student	25% (16)	32% (21)	14% (9)	8% (5)	15% (10)	2% (1)	5% (3)	65
Employ: Retired	24% (53)	30% (67)	18% (41)	14% (32)	10% (23)	1% (3)	2% (4)	223
Employ: Unemployed	30% (31)	34% (35)	9% (9)	10% (10)	12% (12)	1% (1)	5% (5)	103
Employ: Other	28% (27)	32% (31)	12% (12)	6% (6)	15% (14)	— (0)	6% (6)	96
Military HH: Yes	31% (63)	33% (67)	13% (26)	11% (23)	10% (21)	1% (2)	1% (3)	205
Military HH: No	25% (226)	32% (298)	15% (135)	10% (96)	14% (127)	1% (9)	3% (28)	919

Continued on next page

Table BRD2_17: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Sylvester Stallone

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	26% (289)	32% (365)	14% (161)	11% (119)	13% (148)	1% (11)	3% (31)	1124
RD/WT: Right Direction	30% (137)	34% (152)	14% (64)	7% (33)	11% (49)	1% (5)	2% (10)	450
RD/WT: Wrong Track	23% (152)	32% (213)	14% (97)	13% (86)	15% (99)	1% (6)	3% (21)	674
Trump Job Approve	30% (142)	33% (154)	13% (63)	8% (37)	13% (60)	1% (4)	1% (7)	467
Trump Job Disapprove	21% (123)	32% (187)	16% (93)	13% (78)	14% (82)	1% (6)	3% (18)	587
Trump Job Strongly Approve	37% (85)	34% (77)	13% (30)	5% (12)	8% (19)	1% (2)	1% (2)	227
Trump Job Somewhat Approve	24% (57)	32% (77)	14% (33)	10% (25)	17% (41)	1% (2)	2% (5)	240
Trump Job Somewhat Disapprove	27% (46)	35% (61)	13% (23)	8% (13)	13% (22)	2% (3)	3% (5)	173
Trump Job Strongly Disapprove	19% (77)	30% (126)	17% (70)	16% (65)	14% (60)	1% (3)	3% (13)	414
#1 Issue: Economy	26% (92)	35% (124)	13% (45)	10% (35)	11% (40)	1% (3)	5% (16)	355
#1 Issue: Security	28% (60)	27% (59)	15% (32)	12% (25)	15% (33)	1% (2)	2% (5)	216
#1 Issue: Health Care	19% (32)	39% (67)	14% (24)	15% (25)	12% (20)	1% (1)	1% (2)	171
#1 Issue: Medicare / Social Security	29% (45)	34% (53)	10% (16)	9% (14)	15% (24)	— (0)	3% (5)	157
#1 Issue: Women's Issues	26% (14)	17% (9)	19% (10)	15% (8)	21% (11)	2% (1)	— (0)	53
#1 Issue: Education	19% (14)	34% (25)	22% (16)	8% (6)	15% (11)	1% (1)	— (0)	73
#1 Issue: Other	31% (17)	27% (15)	15% (8)	9% (5)	11% (6)	4% (2)	4% (2)	55
2016 Vote: Democrat Hillary Clinton	19% (70)	31% (113)	17% (64)	14% (51)	14% (53)	2% (6)	3% (10)	367
2016 Vote: Republican Donald Trump	30% (111)	33% (122)	14% (50)	9% (32)	12% (44)	1% (3)	2% (7)	369
2016 Vote: Someone else	19% (21)	37% (40)	13% (14)	11% (12)	16% (17)	1% (1)	4% (4)	109
Voted in 2014: Yes	24% (170)	33% (229)	15% (108)	11% (79)	13% (90)	1% (4)	2% (17)	697
Voted in 2014: No	28% (119)	32% (136)	12% (53)	9% (40)	14% (58)	2% (7)	3% (14)	427
2012 Vote: Barack Obama	22% (96)	34% (150)	15% (69)	12% (54)	15% (65)	— (2)	2% (10)	446
2012 Vote: Mitt Romney	22% (59)	36% (95)	15% (40)	11% (29)	12% (32)	1% (2)	3% (7)	264
2012 Vote: Other	29% (16)	35% (19)	18% (10)	5% (3)	9% (5)	— (0)	4% (2)	55
2012 Vote: Didn't Vote	33% (117)	28% (101)	12% (42)	9% (33)	13% (46)	2% (7)	3% (12)	358
4-Region: Northeast	28% (58)	29% (60)	17% (35)	10% (21)	14% (29)	— (1)	2% (5)	209
4-Region: Midwest	19% (48)	40% (102)	13% (33)	11% (29)	14% (35)	2% (4)	2% (6)	257
4-Region: South	33% (148)	29% (130)	15% (66)	9% (39)	12% (55)	1% (4)	2% (11)	453
4-Region: West	17% (35)	36% (73)	13% (27)	15% (30)	14% (29)	1% (2)	4% (9)	205

Continued on next page

Table BRD2_17: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Sylvester Stallone

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	26% (289)	32% (365)	14% (161)	11% (119)	13% (148)	1% (11)	3% (31)	1124
Favorable of Trump	32% (152)	32% (151)	13% (64)	8% (37)	12% (58)	1% (5)	2% (9)	476
Unfavorable of Trump	20% (118)	33% (194)	15% (89)	14% (80)	15% (85)	1% (5)	2% (14)	585
Very Favorable of Trump	36% (91)	33% (84)	16% (41)	6% (15)	7% (19)	1% (3)	1% (2)	255
Somewhat Favorable of Trump	28% (61)	30% (67)	10% (23)	10% (22)	18% (39)	1% (2)	3% (7)	221
Somewhat Unfavorable of Trump	23% (26)	44% (51)	11% (13)	9% (10)	10% (12)	— (0)	3% (3)	115
Very Unfavorable of Trump	20% (92)	30% (143)	16% (76)	15% (70)	16% (73)	1% (5)	2% (11)	470
Frequent Movie Watcher	36% (66)	35% (63)	13% (23)	8% (14)	8% (14)	— (0)	1% (2)	182
Top TV watcher	27% (80)	33% (97)	14% (43)	11% (32)	12% (36)	1% (3)	2% (7)	298

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

Table BRD2_18: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: George takei

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	11% (128)	27% (307)	17% (187)	12% (130)	19% (213)	9% (97)	6% (62)	1124
Gender: Male	14% (69)	30% (148)	16% (81)	13% (66)	18% (89)	5% (25)	4% (21)	499
Gender: Female	9% (59)	25% (159)	17% (106)	10% (64)	20% (124)	12% (72)	7% (41)	625
Age: 18-29	12% (29)	22% (52)	16% (38)	11% (25)	17% (40)	15% (34)	6% (14)	232
Age: 30-44	13% (43)	28% (92)	18% (59)	11% (35)	17% (57)	9% (29)	5% (18)	333
Age: 45-54	9% (15)	33% (56)	17% (29)	12% (21)	21% (36)	3% (5)	5% (8)	170
Age: 55-64	11% (23)	30% (60)	15% (31)	11% (22)	21% (42)	6% (12)	5% (11)	201
Age: 65+	10% (18)	25% (47)	16% (30)	14% (27)	20% (38)	9% (17)	6% (11)	188
Generation Z: 18-21	11% (8)	24% (18)	11% (8)	12% (9)	17% (13)	17% (13)	8% (6)	75
Millennial: Age 22-37	13% (45)	24% (81)	18% (61)	11% (36)	18% (62)	10% (34)	6% (19)	338
Generation X: Age 38-53	11% (33)	31% (94)	19% (56)	11% (32)	17% (52)	6% (19)	5% (15)	301
Boomers: Age 54-72	10% (36)	29% (103)	16% (55)	13% (45)	21% (74)	6% (21)	5% (17)	351
PID: Dem (no lean)	13% (49)	33% (121)	16% (58)	5% (19)	20% (73)	8% (29)	5% (18)	367
PID: Ind (no lean)	12% (48)	27% (108)	18% (73)	11% (43)	17% (70)	8% (32)	7% (28)	402
PID: Rep (no lean)	9% (31)	22% (78)	16% (56)	19% (68)	20% (70)	10% (36)	5% (16)	355
PID/Gender: Dem Men	20% (29)	37% (52)	13% (18)	4% (6)	18% (25)	4% (6)	4% (6)	142
PID/Gender: Dem Women	9% (20)	31% (69)	18% (40)	6% (13)	21% (48)	10% (23)	5% (12)	225
PID/Gender: Ind Men	13% (23)	26% (46)	19% (34)	13% (23)	18% (32)	6% (10)	6% (11)	179
PID/Gender: Ind Women	11% (25)	28% (62)	17% (39)	9% (20)	17% (38)	10% (22)	8% (17)	223
PID/Gender: Rep Men	10% (17)	28% (50)	16% (29)	21% (37)	18% (32)	5% (9)	2% (4)	178
PID/Gender: Rep Women	8% (14)	16% (28)	15% (27)	18% (31)	21% (38)	15% (27)	7% (12)	177
Ideo: Liberal (1-3)	15% (50)	38% (125)	15% (50)	7% (24)	15% (50)	6% (20)	3% (11)	330
Ideo: Moderate (4)	14% (36)	25% (65)	19% (51)	8% (20)	24% (62)	6% (16)	5% (13)	263
Ideo: Conservative (5-7)	7% (27)	22% (83)	18% (68)	20% (75)	19% (72)	10% (37)	4% (16)	378
Educ: < College	12% (90)	26% (205)	16% (129)	10% (76)	19% (150)	10% (78)	7% (54)	782
Educ: Bachelors degree	13% (28)	30% (64)	17% (36)	15% (33)	19% (40)	4% (9)	2% (4)	214
Educ: Post-grad	8% (10)	30% (38)	17% (22)	16% (21)	18% (23)	8% (10)	3% (4)	128

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Table BRD2_18: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: George takei

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	11% (128)	27% (307)	17% (187)	12% (130)	19% (213)	9% (97)	6% (62)	1124
Income: Under 50k	13% (79)	26% (161)	16% (98)	10% (59)	18% (111)	11% (65)	7% (43)	616
Income: 50k-100k	11% (37)	29% (99)	18% (61)	13% (45)	20% (70)	5% (18)	5% (16)	346
Income: 100k+	7% (12)	29% (47)	17% (28)	16% (26)	20% (32)	9% (14)	2% (3)	162
Ethnicity: White	11% (102)	26% (238)	17% (151)	12% (111)	20% (182)	9% (77)	5% (44)	905
Ethnicity: Hispanic	20% (21)	31% (33)	12% (13)	13% (14)	10% (11)	7% (8)	7% (7)	107
Ethnicity: Afr. Am.	9% (11)	35% (42)	17% (20)	7% (8)	15% (18)	12% (14)	6% (7)	120
Ethnicity: Other	15% (15)	27% (27)	16% (16)	11% (11)	13% (13)	6% (6)	11% (11)	99
Relig: Protestant	10% (28)	26% (72)	17% (48)	15% (41)	17% (48)	11% (30)	4% (12)	279
Relig: Roman Catholic	6% (11)	32% (58)	16% (29)	14% (25)	22% (40)	3% (6)	6% (11)	180
Relig: Ath./Agn./None	12% (39)	29% (94)	16% (52)	9% (29)	20% (63)	8% (25)	5% (17)	319
Relig: Something Else	19% (38)	28% (56)	15% (29)	11% (21)	16% (31)	5% (10)	6% (12)	197
Relig: Evangelical	9% (26)	20% (60)	18% (55)	14% (42)	20% (60)	14% (44)	6% (18)	305
Relig: Non-Evang. Catholics	8% (25)	32% (97)	17% (51)	13% (38)	20% (59)	6% (17)	5% (15)	302
Relig: All Christian	8% (51)	26% (157)	17% (106)	13% (80)	20% (119)	10% (61)	5% (33)	607
Relig: All Non-Christian	15% (77)	29% (150)	16% (81)	10% (50)	18% (94)	7% (35)	6% (29)	516
Community: Urban	12% (35)	28% (80)	17% (49)	10% (28)	17% (48)	10% (27)	5% (15)	282
Community: Suburban	11% (53)	28% (140)	18% (88)	12% (59)	18% (91)	7% (35)	5% (27)	493
Community: Rural	11% (40)	25% (87)	14% (50)	12% (43)	21% (74)	10% (35)	6% (20)	349
Employ: Private Sector	12% (42)	31% (109)	18% (63)	11% (38)	18% (64)	7% (23)	4% (14)	353
Employ: Government	13% (11)	34% (29)	7% (6)	10% (9)	20% (17)	9% (8)	7% (6)	86
Employ: Self-Employed	11% (11)	30% (31)	18% (19)	13% (14)	13% (14)	8% (8)	7% (7)	104
Employ: Homemaker	11% (10)	20% (19)	24% (23)	12% (11)	18% (17)	11% (10)	4% (4)	94
Employ: Student	12% (8)	32% (21)	12% (8)	11% (7)	18% (12)	12% (8)	2% (1)	65
Employ: Retired	11% (25)	22% (50)	15% (33)	15% (34)	22% (50)	8% (17)	6% (14)	223
Employ: Unemployed	16% (16)	24% (25)	13% (13)	11% (11)	19% (20)	12% (12)	6% (6)	103
Employ: Other	5% (5)	24% (23)	23% (22)	6% (6)	20% (19)	11% (11)	10% (10)	96
Military HH: Yes	15% (30)	29% (59)	14% (29)	11% (23)	19% (38)	7% (15)	5% (11)	205
Military HH: No	11% (98)	27% (248)	17% (158)	12% (107)	19% (175)	9% (82)	6% (51)	919

Continued on next page

Table BRD2_18: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: George takei

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	11% (128)	27% (307)	17% (187)	12% (130)	19% (213)	9% (97)	6% (62)	1124
RD/WT: Right Direction	10% (45)	23% (104)	15% (69)	17% (78)	20% (88)	9% (41)	6% (25)	450
RD/WT: Wrong Track	12% (83)	30% (203)	18% (118)	8% (52)	19% (125)	8% (56)	5% (37)	674
Trump Job Approve	9% (41)	23% (106)	18% (82)	17% (81)	19% (89)	9% (43)	5% (25)	467
Trump Job Disapprove	14% (80)	32% (185)	17% (100)	7% (44)	18% (105)	7% (43)	5% (30)	587
Trump Job Strongly Approve	12% (27)	22% (50)	14% (31)	22% (49)	19% (42)	7% (16)	5% (12)	227
Trump Job Somewhat Approve	6% (14)	23% (56)	21% (51)	13% (32)	20% (47)	11% (27)	5% (13)	240
Trump Job Somewhat Disapprove	10% (17)	29% (51)	23% (39)	9% (15)	16% (27)	9% (16)	5% (8)	173
Trump Job Strongly Disapprove	15% (63)	32% (134)	15% (61)	7% (29)	19% (78)	7% (27)	5% (22)	414
#1 Issue: Economy	12% (41)	27% (95)	17% (61)	14% (49)	16% (58)	7% (25)	7% (26)	355
#1 Issue: Security	7% (16)	23% (49)	21% (46)	17% (36)	17% (36)	12% (25)	4% (8)	216
#1 Issue: Health Care	13% (22)	32% (54)	14% (24)	10% (17)	20% (34)	5% (9)	6% (11)	171
#1 Issue: Medicare / Social Security	15% (23)	25% (39)	13% (20)	8% (12)	26% (41)	7% (11)	7% (11)	157
#1 Issue: Women's Issues	4% (2)	34% (18)	11% (6)	9% (5)	28% (15)	13% (7)	— (0)	53
#1 Issue: Education	18% (13)	25% (18)	27% (20)	4% (3)	14% (10)	10% (7)	3% (2)	73
#1 Issue: Other	5% (3)	25% (14)	13% (7)	15% (8)	20% (11)	16% (9)	5% (3)	55
2016 Vote: Democrat Hillary Clinton	16% (57)	33% (122)	15% (55)	5% (20)	20% (73)	7% (24)	4% (16)	367
2016 Vote: Republican Donald Trump	8% (28)	22% (80)	18% (65)	19% (71)	21% (76)	9% (32)	5% (17)	369
2016 Vote: Someone else	17% (19)	36% (39)	12% (13)	11% (12)	14% (15)	6% (7)	4% (4)	109
Voted in 2014: Yes	13% (88)	28% (196)	16% (110)	13% (88)	20% (141)	6% (43)	4% (31)	697
Voted in 2014: No	9% (40)	26% (111)	18% (77)	10% (42)	17% (72)	13% (54)	7% (31)	427
2012 Vote: Barack Obama	15% (69)	32% (144)	17% (78)	7% (32)	19% (85)	5% (23)	3% (15)	446
2012 Vote: Mitt Romney	8% (20)	21% (56)	16% (41)	20% (54)	21% (56)	9% (24)	5% (13)	264
2012 Vote: Other	13% (7)	25% (14)	18% (10)	15% (8)	20% (11)	5% (3)	4% (2)	55
2012 Vote: Didn't Vote	9% (32)	26% (93)	16% (58)	10% (36)	17% (60)	13% (47)	9% (32)	358
4-Region: Northeast	14% (29)	21% (44)	20% (42)	11% (23)	21% (44)	8% (16)	5% (11)	209
4-Region: Midwest	8% (21)	33% (84)	16% (40)	12% (30)	19% (48)	9% (24)	4% (10)	257
4-Region: South	11% (49)	26% (120)	17% (77)	11% (50)	19% (86)	9% (42)	6% (29)	453
4-Region: West	14% (29)	29% (59)	14% (28)	13% (27)	17% (35)	7% (15)	6% (12)	205

Continued on next page

Table BRD2_18: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: George takei

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	11% (128)	27% (307)	17% (187)	12% (130)	19% (213)	9% (97)	6% (62)	1124
Favorable of Trump	9% (42)	23% (109)	16% (78)	17% (82)	20% (97)	9% (43)	5% (25)	476
Unfavorable of Trump	14% (80)	32% (188)	17% (100)	7% (43)	18% (106)	7% (42)	4% (26)	585
Very Favorable of Trump	11% (27)	24% (60)	16% (42)	19% (49)	16% (42)	8% (21)	5% (14)	255
Somewhat Favorable of Trump	7% (15)	22% (49)	16% (36)	15% (33)	25% (55)	10% (22)	5% (11)	221
Somewhat Unfavorable of Trump	9% (10)	29% (33)	23% (26)	9% (10)	17% (19)	10% (11)	5% (6)	115
Very Unfavorable of Trump	15% (70)	33% (155)	16% (74)	7% (33)	19% (87)	7% (31)	4% (20)	470
Frequent Movie Watcher	18% (32)	37% (68)	14% (26)	12% (22)	13% (23)	3% (6)	3% (5)	182
Top TV watcher	12% (35)	28% (82)	17% (50)	10% (30)	19% (57)	8% (25)	6% (19)	298

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

Table BRD2_19: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Tom Sizemore

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	7% (77)	18% (204)	16% (177)	12% (131)	22% (245)	17% (196)	8% (94)	1124
Gender: Male	9% (45)	21% (105)	18% (90)	12% (60)	22% (109)	12% (59)	6% (31)	499
Gender: Female	5% (32)	16% (99)	14% (87)	11% (71)	22% (136)	22% (137)	10% (63)	625
Age: 18-29	6% (14)	11% (26)	15% (34)	8% (19)	22% (52)	26% (61)	11% (26)	232
Age: 30-44	6% (20)	21% (71)	17% (56)	14% (45)	21% (70)	15% (50)	6% (21)	333
Age: 45-54	9% (15)	16% (28)	21% (36)	11% (18)	24% (41)	12% (21)	6% (11)	170
Age: 55-64	10% (21)	21% (43)	12% (25)	10% (21)	22% (44)	15% (31)	8% (16)	201
Age: 65+	4% (7)	19% (36)	14% (26)	15% (28)	20% (38)	18% (33)	11% (20)	188
Generation Z: 18-21	5% (4)	9% (7)	9% (7)	9% (7)	16% (12)	39% (29)	12% (9)	75
Millennial: Age 22-37	6% (20)	15% (52)	17% (59)	12% (39)	24% (81)	18% (61)	8% (26)	338
Generation X: Age 38-53	8% (25)	21% (63)	19% (56)	11% (33)	22% (65)	12% (36)	8% (23)	301
Boomers: Age 54-72	8% (28)	21% (75)	14% (49)	12% (42)	22% (76)	15% (54)	8% (27)	351
PID: Dem (no lean)	6% (22)	23% (86)	13% (48)	12% (44)	21% (77)	18% (66)	7% (24)	367
PID: Ind (no lean)	7% (27)	14% (58)	19% (77)	11% (45)	22% (89)	17% (68)	9% (38)	402
PID: Rep (no lean)	8% (28)	17% (60)	15% (52)	12% (42)	22% (79)	17% (62)	9% (32)	355
PID/Gender: Dem Men	7% (10)	30% (43)	14% (20)	14% (20)	20% (28)	12% (17)	3% (4)	142
PID/Gender: Dem Women	5% (12)	19% (43)	12% (28)	11% (24)	22% (49)	22% (49)	9% (20)	225
PID/Gender: Ind Men	8% (15)	15% (27)	22% (40)	9% (17)	25% (44)	12% (22)	8% (14)	179
PID/Gender: Ind Women	5% (12)	14% (31)	17% (37)	13% (28)	20% (45)	21% (46)	11% (24)	223
PID/Gender: Rep Men	11% (20)	20% (35)	17% (30)	13% (23)	21% (37)	11% (20)	7% (13)	178
PID/Gender: Rep Women	5% (8)	14% (25)	12% (22)	11% (19)	24% (42)	24% (42)	11% (19)	177
Ideo: Liberal (1-3)	6% (21)	19% (64)	16% (52)	14% (46)	23% (77)	17% (56)	4% (14)	330
Ideo: Moderate (4)	7% (18)	21% (54)	17% (44)	9% (23)	21% (56)	18% (47)	8% (21)	263
Ideo: Conservative (5-7)	6% (24)	16% (61)	16% (60)	13% (51)	22% (82)	17% (64)	10% (36)	378
Educ: < College	8% (62)	18% (140)	16% (122)	10% (80)	21% (167)	18% (139)	9% (72)	782
Educ: Bachelors degree	5% (11)	20% (43)	14% (30)	15% (32)	24% (51)	15% (33)	7% (14)	214
Educ: Post-grad	3% (4)	16% (21)	20% (25)	15% (19)	21% (27)	19% (24)	6% (8)	128

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Table BRD2_19: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Tom Sizemore

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	7% (77)	18% (204)	16% (177)	12% (131)	22% (245)	17% (196)	8% (94)	1124
Income: Under 50k	7% (44)	19% (117)	15% (92)	11% (70)	20% (122)	19% (115)	9% (56)	616
Income: 50k-100k	7% (24)	15% (52)	17% (58)	12% (41)	27% (92)	14% (49)	9% (30)	346
Income: 100k+	6% (9)	22% (35)	17% (27)	12% (20)	19% (31)	20% (32)	5% (8)	162
Ethnicity: White	6% (56)	17% (150)	16% (143)	11% (104)	24% (217)	18% (165)	8% (70)	905
Ethnicity: Hispanic	15% (16)	20% (21)	16% (17)	14% (15)	15% (16)	9% (10)	11% (12)	107
Ethnicity: Afr. Am.	11% (13)	24% (29)	17% (20)	11% (13)	14% (17)	15% (18)	8% (10)	120
Ethnicity: Other	8% (8)	25% (25)	14% (14)	14% (14)	11% (11)	13% (13)	14% (14)	99
Relig: Protestant	5% (15)	15% (41)	16% (46)	12% (34)	21% (59)	20% (57)	10% (27)	279
Relig: Roman Catholic	4% (8)	16% (29)	18% (32)	13% (24)	25% (45)	14% (25)	9% (17)	180
Relig: Ath./Agn./None	6% (19)	18% (56)	13% (43)	13% (42)	24% (77)	19% (60)	7% (22)	319
Relig: Something Else	13% (26)	21% (41)	18% (36)	12% (24)	16% (32)	12% (24)	7% (14)	197
Relig: Evangelical	5% (15)	19% (59)	16% (48)	8% (24)	23% (69)	20% (60)	10% (30)	305
Relig: Non-Evang. Catholics	6% (17)	16% (48)	17% (50)	14% (41)	22% (67)	17% (51)	9% (28)	302
Relig: All Christian	5% (32)	18% (107)	16% (98)	11% (65)	22% (136)	18% (111)	10% (58)	607
Relig: All Non-Christian	9% (45)	19% (97)	15% (79)	13% (66)	21% (109)	16% (84)	7% (36)	516
Community: Urban	10% (29)	21% (58)	16% (44)	14% (40)	16% (46)	16% (45)	7% (20)	282
Community: Suburban	5% (26)	18% (89)	17% (82)	12% (57)	24% (118)	17% (82)	8% (39)	493
Community: Rural	6% (22)	16% (57)	15% (51)	10% (34)	23% (81)	20% (69)	10% (35)	349
Employ: Private Sector	9% (31)	19% (66)	18% (64)	10% (37)	24% (84)	13% (47)	7% (24)	353
Employ: Government	8% (7)	14% (12)	13% (11)	12% (10)	24% (21)	17% (15)	12% (10)	86
Employ: Self-Employed	8% (8)	20% (21)	12% (12)	17% (18)	22% (23)	13% (14)	8% (8)	104
Employ: Homemaker	3% (3)	19% (18)	18% (17)	12% (11)	18% (17)	23% (22)	6% (6)	94
Employ: Student	5% (3)	11% (7)	12% (8)	15% (10)	17% (11)	31% (20)	9% (6)	65
Employ: Retired	4% (10)	20% (45)	17% (37)	12% (27)	21% (46)	17% (37)	9% (21)	223
Employ: Unemployed	7% (7)	16% (16)	12% (12)	13% (13)	21% (22)	24% (25)	8% (8)	103
Employ: Other	8% (8)	20% (19)	17% (16)	5% (5)	22% (21)	17% (16)	11% (11)	96
Military HH: Yes	8% (16)	19% (38)	14% (28)	11% (22)	20% (42)	18% (36)	11% (23)	205
Military HH: No	7% (61)	18% (166)	16% (149)	12% (109)	22% (203)	17% (160)	8% (71)	919

Continued on next page

Table BRD2_19: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Tom Sizemore

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	7% (77)	18% (204)	16% (177)	12% (131)	22% (245)	17% (196)	8% (94)	1124
RD/WT: Right Direction	8% (35)	16% (74)	16% (72)	11% (51)	20% (92)	17% (78)	11% (48)	450
RD/WT: Wrong Track	6% (42)	19% (130)	16% (105)	12% (80)	23% (153)	18% (118)	7% (46)	674
Trump Job Approve	7% (32)	19% (89)	17% (78)	10% (49)	22% (104)	16% (74)	9% (41)	467
Trump Job Disapprove	7% (40)	18% (106)	15% (89)	13% (78)	22% (130)	18% (105)	7% (39)	587
Trump Job Strongly Approve	11% (25)	19% (42)	15% (35)	11% (25)	21% (47)	13% (29)	11% (24)	227
Trump Job Somewhat Approve	3% (7)	20% (47)	18% (43)	10% (24)	24% (57)	19% (45)	7% (17)	240
Trump Job Somewhat Disapprove	7% (12)	18% (31)	20% (35)	12% (20)	17% (30)	19% (33)	7% (12)	173
Trump Job Strongly Disapprove	7% (28)	18% (75)	13% (54)	14% (58)	24% (100)	17% (72)	7% (27)	414
#1 Issue: Economy	6% (22)	18% (65)	17% (61)	10% (36)	21% (76)	15% (53)	12% (42)	355
#1 Issue: Security	9% (19)	16% (34)	18% (39)	14% (30)	19% (40)	19% (40)	6% (14)	216
#1 Issue: Health Care	6% (11)	18% (30)	12% (20)	12% (21)	23% (39)	22% (37)	8% (13)	171
#1 Issue: Medicare / Social Security	6% (9)	23% (36)	11% (17)	12% (19)	25% (40)	15% (24)	8% (12)	157
#1 Issue: Women's Issues	6% (3)	21% (11)	9% (5)	15% (8)	26% (14)	21% (11)	2% (1)	53
#1 Issue: Education	8% (6)	15% (11)	30% (22)	10% (7)	18% (13)	12% (9)	7% (5)	73
#1 Issue: Other	5% (3)	16% (9)	9% (5)	15% (8)	22% (12)	24% (13)	9% (5)	55
2016 Vote: Democrat Hillary Clinton	7% (24)	20% (72)	13% (49)	13% (49)	23% (84)	16% (60)	8% (29)	367
2016 Vote: Republican Donald Trump	7% (26)	16% (59)	17% (61)	10% (38)	24% (90)	17% (63)	9% (32)	369
2016 Vote: Someone else	9% (10)	17% (18)	17% (18)	11% (12)	22% (24)	22% (24)	3% (3)	109
Voted in 2014: Yes	6% (43)	20% (136)	16% (109)	12% (85)	24% (164)	15% (106)	8% (54)	697
Voted in 2014: No	8% (34)	16% (68)	16% (68)	11% (46)	19% (81)	21% (90)	9% (40)	427
2012 Vote: Barack Obama	7% (30)	22% (96)	15% (68)	13% (57)	23% (104)	14% (64)	6% (27)	446
2012 Vote: Mitt Romney	5% (12)	15% (40)	15% (40)	12% (32)	25% (65)	18% (48)	10% (27)	264
2012 Vote: Other	5% (3)	25% (14)	18% (10)	9% (5)	24% (13)	9% (5)	9% (5)	55
2012 Vote: Didn't Vote	9% (32)	15% (53)	16% (59)	10% (37)	18% (63)	22% (79)	10% (35)	358
4-Region: Northeast	6% (12)	17% (36)	14% (30)	12% (26)	21% (43)	20% (42)	10% (20)	209
4-Region: Midwest	6% (15)	18% (46)	17% (44)	11% (29)	23% (58)	20% (51)	5% (14)	257
4-Region: South	8% (37)	19% (84)	15% (70)	9% (40)	23% (104)	17% (75)	9% (43)	453
4-Region: West	6% (13)	19% (38)	16% (33)	18% (36)	20% (40)	14% (28)	8% (17)	205

Continued on next page

Table BRD2_19: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Tom Sizemore

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	7% (77)	18% (204)	16% (177)	12% (131)	22% (245)	17% (196)	8% (94)	1124
Favorable of Trump	7% (35)	18% (84)	17% (79)	11% (53)	22% (106)	16% (76)	9% (43)	476
Unfavorable of Trump	6% (38)	19% (110)	15% (90)	12% (73)	22% (128)	18% (106)	7% (40)	585
Very Favorable of Trump	9% (23)	20% (50)	17% (43)	11% (27)	19% (49)	14% (36)	11% (27)	255
Somewhat Favorable of Trump	5% (12)	15% (34)	16% (36)	12% (26)	26% (57)	18% (40)	7% (16)	221
Somewhat Unfavorable of Trump	6% (7)	24% (28)	14% (16)	10% (12)	18% (21)	20% (23)	7% (8)	115
Very Unfavorable of Trump	7% (31)	17% (82)	16% (74)	13% (61)	23% (107)	18% (83)	7% (32)	470
Frequent Movie Watcher	18% (32)	22% (40)	16% (29)	14% (25)	15% (28)	11% (20)	4% (8)	182
Top TV watcher	8% (25)	17% (51)	16% (47)	12% (35)	21% (64)	18% (53)	8% (23)	298

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

Table BRD2_20: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Tj miller

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	5% (59)	13% (145)	16% (183)	13% (141)	19% (217)	24% (270)	10% (109)	1124
Gender: Male	8% (40)	12% (59)	20% (100)	15% (73)	19% (96)	17% (87)	9% (44)	499
Gender: Female	3% (19)	14% (86)	13% (83)	11% (68)	19% (121)	29% (183)	10% (65)	625
Age: 18-29	9% (20)	15% (35)	17% (39)	10% (24)	16% (38)	25% (57)	8% (19)	232
Age: 30-44	8% (27)	17% (58)	17% (56)	11% (38)	19% (63)	19% (62)	9% (29)	333
Age: 45-54	5% (9)	11% (18)	18% (31)	17% (29)	20% (34)	21% (36)	8% (13)	170
Age: 55-64	1% (3)	13% (26)	15% (30)	10% (20)	23% (47)	26% (53)	11% (22)	201
Age: 65+	— (0)	4% (8)	14% (27)	16% (30)	19% (35)	33% (62)	14% (26)	188
Generation Z: 18-21	3% (2)	13% (10)	13% (10)	7% (5)	17% (13)	35% (26)	12% (9)	75
Millennial: Age 22-37	11% (37)	18% (62)	17% (58)	12% (42)	18% (61)	17% (57)	6% (21)	338
Generation X: Age 38-53	5% (16)	13% (38)	18% (53)	14% (43)	19% (56)	22% (67)	9% (28)	301
Boomers: Age 54-72	1% (4)	9% (33)	16% (56)	13% (44)	22% (77)	27% (95)	12% (42)	351
PID: Dem (no lean)	5% (19)	16% (58)	14% (51)	13% (48)	20% (74)	25% (92)	7% (25)	367
PID: Ind (no lean)	6% (24)	14% (56)	18% (71)	12% (49)	17% (70)	22% (89)	11% (43)	402
PID: Rep (no lean)	5% (16)	9% (31)	17% (61)	12% (44)	21% (73)	25% (89)	12% (41)	355
PID/Gender: Dem Men	11% (16)	16% (23)	15% (21)	14% (20)	22% (31)	16% (23)	6% (8)	142
PID/Gender: Dem Women	1% (3)	16% (35)	13% (30)	12% (28)	19% (43)	31% (69)	8% (17)	225
PID/Gender: Ind Men	7% (13)	12% (21)	22% (39)	13% (24)	18% (32)	18% (33)	9% (17)	179
PID/Gender: Ind Women	5% (11)	16% (35)	14% (32)	11% (25)	17% (38)	25% (56)	12% (26)	223
PID/Gender: Rep Men	6% (11)	8% (15)	22% (40)	16% (29)	19% (33)	17% (31)	11% (19)	178
PID/Gender: Rep Women	3% (5)	9% (16)	12% (21)	8% (15)	23% (40)	33% (58)	12% (22)	177
Ideo: Liberal (1-3)	5% (17)	17% (55)	15% (49)	14% (46)	22% (73)	21% (70)	6% (20)	330
Ideo: Moderate (4)	7% (19)	17% (44)	16% (43)	9% (23)	19% (49)	25% (65)	8% (20)	263
Ideo: Conservative (5-7)	2% (9)	8% (31)	17% (64)	15% (56)	19% (72)	27% (102)	12% (44)	378
Educ: < College	6% (47)	13% (103)	15% (118)	12% (95)	18% (140)	25% (197)	10% (82)	782
Educ: Bachelors degree	4% (8)	12% (26)	20% (43)	14% (31)	22% (48)	19% (41)	8% (17)	214
Educ: Post-grad	3% (4)	12% (16)	17% (22)	12% (15)	23% (29)	25% (32)	8% (10)	128

Continued on next page

Table BRD2_20: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Tj miller

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	5% (59)	13% (145)	16% (183)	13% (141)	19% (217)	24% (270)	10% (109)	1124
Income: Under 50k	5% (33)	13% (78)	16% (100)	13% (82)	17% (104)	25% (156)	10% (63)	616
Income: 50k-100k	5% (19)	15% (51)	16% (56)	11% (38)	22% (76)	22% (76)	9% (30)	346
Income: 100k+	4% (7)	10% (16)	17% (27)	13% (21)	23% (37)	23% (38)	10% (16)	162
Ethnicity: White	5% (44)	12% (105)	16% (149)	12% (108)	21% (190)	24% (220)	10% (89)	905
Ethnicity: Hispanic	9% (10)	20% (21)	18% (19)	20% (21)	12% (13)	12% (13)	9% (10)	107
Ethnicity: Afr. Am.	5% (6)	18% (22)	12% (15)	14% (17)	13% (16)	31% (37)	6% (7)	120
Ethnicity: Other	9% (9)	18% (18)	19% (19)	16% (16)	11% (11)	13% (13)	13% (13)	99
Relig: Protestant	3% (9)	9% (24)	16% (46)	11% (32)	21% (58)	29% (80)	11% (30)	279
Relig: Roman Catholic	5% (9)	10% (18)	16% (29)	16% (29)	24% (44)	17% (30)	12% (21)	180
Relig: Ath./Agn./None	5% (17)	16% (52)	16% (52)	13% (40)	18% (56)	24% (78)	8% (24)	319
Relig: Something Else	10% (19)	16% (31)	15% (30)	14% (28)	16% (32)	20% (39)	9% (18)	197
Relig: Evangelical	4% (12)	12% (36)	14% (42)	9% (28)	21% (63)	30% (90)	11% (34)	305
Relig: Non-Evang. Catholics	4% (11)	9% (26)	20% (59)	15% (45)	22% (66)	21% (62)	11% (33)	302
Relig: All Christian	4% (23)	10% (62)	17% (101)	12% (73)	21% (129)	25% (152)	11% (67)	607
Relig: All Non-Christian	7% (36)	16% (83)	16% (82)	13% (68)	17% (88)	23% (117)	8% (42)	516
Community: Urban	7% (21)	14% (40)	17% (49)	16% (45)	16% (44)	21% (58)	9% (25)	282
Community: Suburban	4% (20)	13% (64)	16% (77)	13% (63)	21% (103)	25% (121)	9% (45)	493
Community: Rural	5% (18)	12% (41)	16% (57)	9% (33)	20% (70)	26% (91)	11% (39)	349
Employ: Private Sector	7% (24)	15% (53)	19% (66)	11% (40)	21% (74)	21% (74)	6% (22)	353
Employ: Government	7% (6)	14% (12)	15% (13)	9% (8)	19% (16)	28% (24)	8% (7)	86
Employ: Self-Employed	6% (6)	12% (12)	12% (13)	20% (21)	25% (26)	17% (18)	8% (8)	104
Employ: Homemaker	3% (3)	12% (11)	17% (16)	17% (16)	16% (15)	23% (22)	12% (11)	94
Employ: Student	5% (3)	11% (7)	11% (7)	14% (9)	18% (12)	32% (21)	9% (6)	65
Employ: Retired	1% (2)	5% (12)	18% (40)	14% (32)	19% (43)	29% (65)	13% (29)	223
Employ: Unemployed	6% (6)	17% (17)	13% (13)	9% (9)	16% (16)	29% (30)	12% (12)	103
Employ: Other	9% (9)	22% (21)	16% (15)	6% (6)	16% (15)	17% (16)	15% (14)	96
Military HH: Yes	3% (6)	12% (24)	18% (36)	12% (24)	18% (36)	26% (53)	13% (26)	205
Military HH: No	6% (53)	13% (121)	16% (147)	13% (117)	20% (181)	24% (217)	9% (83)	919

Continued on next page

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Image: Tj miller

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Adults	5% (59)	13% (145)	16% (183)	13% (141)	19% (217)	24% (270)	10% (109)	1124
RD/WT: Right Direction	6% (25)	10% (43)	16% (74)	13% (60)	17% (76)	26% (116)	12% (56)	450
RD/WT: Wrong Track	5% (34)	15% (102)	16% (109)	12% (81)	21% (141)	23% (154)	8% (53)	674
Trump Job Approve	5% (25)	10% (47)	18% (86)	12% (56)	18% (85)	25% (119)	10% (49)	467
Trump Job Disapprove	5% (30)	15% (90)	15% (89)	13% (79)	19% (114)	23% (136)	8% (49)	587
Trump Job Strongly Approve	7% (15)	9% (20)	18% (40)	14% (31)	17% (39)	22% (51)	14% (31)	227
Trump Job Somewhat Approve	4% (10)	11% (27)	19% (46)	10% (25)	19% (46)	28% (68)	8% (18)	240
Trump Job Somewhat Disapprove	5% (8)	18% (31)	17% (30)	16% (27)	16% (28)	20% (34)	9% (15)	173
Trump Job Strongly Disapprove	5% (22)	14% (59)	14% (59)	13% (52)	21% (86)	25% (102)	8% (34)	414
#1 Issue: Economy	7% (25)	15% (52)	15% (54)	14% (48)	16% (58)	23% (82)	10% (36)	355
#1 Issue: Security	7% (16)	10% (21)	15% (33)	12% (27)	22% (47)	21% (46)	12% (26)	216
#1 Issue: Health Care	5% (8)	12% (20)	16% (27)	13% (22)	17% (29)	29% (49)	9% (16)	171
#1 Issue: Medicare / Social Security	1% (2)	6% (10)	15% (23)	15% (23)	22% (35)	31% (49)	10% (15)	157
#1 Issue: Women's Issues	— (0)	30% (16)	17% (9)	8% (4)	26% (14)	19% (10)	— (0)	53
#1 Issue: Education	5% (4)	19% (14)	26% (19)	10% (7)	16% (12)	15% (11)	8% (6)	73
#1 Issue: Other	5% (3)	13% (7)	15% (8)	11% (6)	15% (8)	29% (16)	13% (7)	55
2016 Vote: Democrat Hillary Clinton	5% (19)	15% (56)	16% (58)	13% (49)	19% (70)	23% (85)	8% (30)	367
2016 Vote: Republican Donald Trump	4% (14)	9% (32)	16% (58)	12% (44)	21% (78)	27% (101)	11% (42)	369
2016 Vote: Someone else	6% (6)	15% (16)	16% (17)	14% (15)	22% (24)	19% (21)	9% (10)	109
Voted in 2014: Yes	5% (35)	12% (82)	15% (107)	13% (88)	21% (149)	24% (170)	9% (66)	697
Voted in 2014: No	6% (24)	15% (63)	18% (76)	12% (53)	16% (68)	23% (100)	10% (43)	427
2012 Vote: Barack Obama	6% (26)	13% (58)	16% (71)	14% (62)	22% (98)	23% (102)	7% (29)	446
2012 Vote: Mitt Romney	3% (8)	7% (19)	15% (39)	11% (30)	21% (56)	30% (80)	12% (32)	264
2012 Vote: Other	2% (1)	16% (9)	27% (15)	11% (6)	16% (9)	15% (8)	13% (7)	55
2012 Vote: Didn't Vote	7% (24)	16% (59)	16% (58)	12% (43)	15% (53)	22% (80)	11% (41)	358
4-Region: Northeast	3% (7)	14% (30)	14% (30)	12% (26)	21% (43)	23% (48)	12% (25)	209
4-Region: Midwest	5% (14)	10% (26)	16% (42)	16% (41)	21% (53)	24% (61)	8% (20)	257
4-Region: South	6% (28)	14% (63)	16% (73)	9% (43)	19% (86)	26% (117)	9% (43)	453
4-Region: West	5% (10)	13% (26)	19% (38)	15% (31)	17% (35)	21% (44)	10% (21)	205

Continued on next page

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Favorable of Trump	5% (23)	11% (54)	18% (84)	13% (60)	18% (85)	25% (119)	11% (51)	476
Unfavorable of Trump	5% (32)	14% (81)	16% (91)	13% (77)	20% (118)	24% (139)	8% (47)	585
Very Favorable of Trump	7% (17)	9% (22)	20% (50)	13% (32)	17% (43)	22% (57)	13% (34)	255
Somewhat Favorable of Trump	3% (6)	14% (32)	15% (34)	13% (28)	19% (42)	28% (62)	8% (17)	221
Somewhat Unfavorable of Trump	6% (7)	14% (16)	14% (16)	12% (14)	21% (24)	23% (26)	10% (12)	115
Very Unfavorable of Trump	5% (25)	14% (65)	16% (75)	13% (63)	20% (94)	24% (113)	7% (35)	470
Frequent Movie Watcher	11% (20)	21% (38)	21% (39)	12% (21)	18% (32)	11% (20)	7% (12)	182
Top TV watcher	6% (18)	13% (38)	15% (46)	11% (34)	19% (57)	27% (81)	8% (24)	298

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

Table BRD2_21: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Stan lee

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	22% (245)	20% (222)	15% (164)	8% (92)	17% (189)	12% (136)	7% (76)	1124
Gender: Male	29% (144)	22% (112)	14% (70)	8% (41)	14% (70)	8% (39)	5% (23)	499
Gender: Female	16% (101)	18% (110)	15% (94)	8% (51)	19% (119)	16% (97)	8% (53)	625
Age: 18-29	30% (70)	25% (58)	11% (26)	8% (19)	10% (24)	9% (20)	6% (15)	232
Age: 30-44	29% (98)	20% (68)	12% (41)	6% (20)	17% (55)	10% (32)	6% (19)	333
Age: 45-54	23% (39)	18% (31)	18% (31)	9% (15)	19% (33)	8% (13)	5% (8)	170
Age: 55-64	11% (22)	21% (42)	19% (39)	6% (12)	19% (39)	15% (30)	8% (17)	201
Age: 65+	9% (16)	12% (23)	14% (27)	14% (26)	20% (38)	22% (41)	9% (17)	188
Generation Z: 18-21	29% (22)	21% (16)	11% (8)	7% (5)	11% (8)	12% (9)	9% (7)	75
Millennial: Age 22-37	30% (102)	25% (85)	12% (40)	7% (24)	14% (46)	6% (21)	6% (20)	338
Generation X: Age 38-53	26% (79)	18% (53)	15% (46)	8% (24)	18% (54)	10% (31)	5% (14)	301
Boomers: Age 54-72	11% (39)	19% (65)	18% (64)	9% (33)	20% (70)	15% (54)	7% (26)	351
PID: Dem (no lean)	22% (82)	24% (87)	13% (46)	9% (33)	14% (51)	12% (45)	6% (23)	367
PID: Ind (no lean)	25% (99)	20% (81)	14% (56)	9% (35)	16% (63)	11% (43)	6% (25)	402
PID: Rep (no lean)	18% (64)	15% (54)	17% (62)	7% (24)	21% (75)	14% (48)	8% (28)	355
PID/Gender: Dem Men	34% (48)	27% (38)	8% (11)	8% (11)	13% (18)	6% (8)	6% (8)	142
PID/Gender: Dem Women	15% (34)	22% (49)	16% (35)	10% (22)	15% (33)	16% (37)	7% (15)	225
PID/Gender: Ind Men	30% (53)	25% (44)	12% (22)	7% (13)	15% (26)	8% (14)	4% (7)	179
PID/Gender: Ind Women	21% (46)	17% (37)	15% (34)	10% (22)	17% (37)	13% (29)	8% (18)	223
PID/Gender: Rep Men	24% (43)	17% (30)	21% (37)	10% (17)	15% (26)	10% (17)	4% (8)	178
PID/Gender: Rep Women	12% (21)	14% (24)	14% (25)	4% (7)	28% (49)	18% (31)	11% (20)	177
Ideo: Liberal (1-3)	23% (75)	23% (76)	14% (46)	12% (39)	15% (48)	10% (34)	4% (12)	330
Ideo: Moderate (4)	23% (61)	22% (59)	14% (37)	5% (13)	17% (46)	13% (35)	5% (12)	263
Ideo: Conservative (5-7)	19% (72)	16% (60)	15% (56)	8% (31)	20% (76)	14% (52)	8% (31)	378
Educ: < College	23% (182)	20% (154)	14% (107)	7% (58)	15% (115)	13% (105)	8% (61)	782
Educ: Bachelors degree	20% (43)	20% (43)	13% (28)	11% (24)	23% (50)	7% (16)	5% (10)	214
Educ: Post-grad	16% (20)	20% (25)	23% (29)	8% (10)	19% (24)	12% (15)	4% (5)	128

Continued on next page

Table BRD2_21: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Stan lee

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	22% (245)	20% (222)	15% (164)	8% (92)	17% (189)	12% (136)	7% (76)	1124
Income: Under 50k	24% (148)	20% (121)	12% (77)	9% (55)	14% (85)	13% (79)	8% (51)	616
Income: 50k-100k	20% (70)	22% (75)	15% (51)	7% (25)	19% (67)	11% (38)	6% (20)	346
Income: 100k+	17% (27)	16% (26)	22% (36)	7% (12)	23% (37)	12% (19)	3% (5)	162
Ethnicity: White	20% (182)	19% (173)	16% (145)	8% (71)	18% (162)	13% (114)	6% (58)	905
Ethnicity: Hispanic	35% (37)	18% (19)	17% (18)	11% (12)	10% (11)	8% (9)	1% (1)	107
Ethnicity: Afr. Am.	25% (30)	26% (31)	8% (9)	11% (13)	12% (14)	12% (14)	8% (9)	120
Ethnicity: Other	33% (33)	18% (18)	10% (10)	8% (8)	13% (13)	8% (8)	9% (9)	99
Relig: Protestant	17% (47)	18% (49)	16% (45)	10% (27)	18% (50)	15% (43)	6% (18)	279
Relig: Roman Catholic	18% (33)	18% (32)	18% (32)	8% (14)	21% (38)	13% (23)	4% (8)	180
Relig: Ath./Agn./None	26% (83)	24% (76)	12% (38)	7% (23)	16% (51)	10% (32)	5% (16)	319
Relig: Something Else	25% (50)	18% (36)	15% (30)	9% (17)	14% (28)	9% (17)	10% (19)	197
Relig: Evangelical	20% (62)	18% (54)	12% (38)	9% (27)	16% (48)	16% (49)	9% (27)	305
Relig: Non-Evang. Catholics	17% (50)	19% (56)	19% (58)	8% (25)	20% (61)	13% (38)	5% (14)	302
Relig: All Christian	18% (112)	18% (110)	16% (96)	9% (52)	18% (109)	14% (87)	7% (41)	607
Relig: All Non-Christian	26% (133)	22% (112)	13% (68)	8% (40)	15% (79)	9% (49)	7% (35)	516
Community: Urban	26% (72)	17% (49)	14% (39)	9% (26)	16% (46)	11% (30)	7% (20)	282
Community: Suburban	22% (106)	20% (101)	15% (73)	8% (39)	17% (86)	11% (56)	6% (32)	493
Community: Rural	19% (67)	21% (72)	15% (52)	8% (27)	16% (57)	14% (50)	7% (24)	349
Employ: Private Sector	27% (94)	23% (82)	14% (49)	5% (19)	17% (60)	8% (29)	6% (20)	353
Employ: Government	24% (21)	27% (23)	13% (11)	8% (7)	16% (14)	8% (7)	3% (3)	86
Employ: Self-Employed	21% (22)	17% (18)	13% (14)	12% (13)	20% (21)	10% (10)	6% (6)	104
Employ: Homemaker	19% (18)	21% (20)	19% (18)	13% (12)	12% (11)	9% (8)	7% (7)	94
Employ: Student	26% (17)	17% (11)	12% (8)	8% (5)	15% (10)	15% (10)	6% (4)	65
Employ: Retired	9% (21)	14% (32)	17% (37)	11% (25)	20% (44)	21% (46)	8% (18)	223
Employ: Unemployed	27% (28)	16% (16)	13% (13)	8% (8)	14% (14)	18% (19)	5% (5)	103
Employ: Other	25% (24)	21% (20)	15% (14)	3% (3)	16% (15)	7% (7)	14% (13)	96
Military HH: Yes	22% (45)	19% (39)	13% (26)	8% (17)	17% (34)	18% (36)	4% (8)	205
Military HH: No	22% (200)	20% (183)	15% (138)	8% (75)	17% (155)	11% (100)	7% (68)	919

Continued on next page

Table BRD2_21: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Stan lee

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion		Total N
Adults	22% (245)	20% (222)	15% (164)	8% (92)	17% (189)	12% (136)	7%	(76)	1124
RD/WT: Right Direction	21% (96)	17% (75)	15% (69)	8% (35)	18% (83)	13% (57)	8%	(35)	450
RD/WT: Wrong Track	22% (149)	22% (147)	14% (95)	8% (57)	16% (106)	12% (79)	6%	(41)	674
Trump Job Approve	21% (98)	18% (85)	16% (74)	7% (33)	19% (87)	12% (57)	7%	(33)	467
Trump Job Disapprove	22% (127)	22% (127)	14% (82)	9% (54)	15% (90)	12% (71)	6%	(36)	587
Trump Job Strongly Approve	22% (49)	18% (41)	16% (36)	7% (16)	17% (39)	10% (23)	10%	(23)	227
Trump Job Somewhat Approve	20% (49)	18% (44)	16% (38)	7% (17)	20% (48)	14% (34)	4%	(10)	240
Trump Job Somewhat Disapprove	20% (34)	26% (45)	16% (27)	9% (16)	15% (26)	11% (19)	3%	(6)	173
Trump Job Strongly Disapprove	22% (93)	20% (82)	13% (55)	9% (38)	15% (64)	13% (52)	7%	(30)	414
#1 Issue: Economy	25% (90)	21% (74)	14% (50)	8% (29)	14% (51)	9% (33)	8%	(28)	355
#1 Issue: Security	17% (37)	19% (41)	16% (35)	6% (14)	22% (48)	13% (29)	6%	(12)	216
#1 Issue: Health Care	23% (40)	16% (28)	19% (32)	8% (14)	12% (21)	12% (20)	9%	(16)	171
#1 Issue: Medicare / Social Security	12% (19)	17% (27)	12% (19)	11% (18)	19% (30)	19% (30)	9%	(14)	157
#1 Issue: Women's Issues	13% (7)	36% (19)	9% (5)	8% (4)	23% (12)	11% (6)	—	(0)	53
#1 Issue: Education	23% (17)	21% (15)	16% (12)	8% (6)	18% (13)	7% (5)	7%	(5)	73
#1 Issue: Other	25% (14)	15% (8)	15% (8)	11% (6)	18% (10)	15% (8)	2%	(1)	55
2016 Vote: Democrat Hillary Clinton	19% (71)	24% (87)	14% (50)	9% (32)	16% (60)	12% (43)	7%	(24)	367
2016 Vote: Republican Donald Trump	19% (69)	19% (69)	14% (52)	6% (22)	20% (75)	14% (53)	8%	(29)	369
2016 Vote: Someone else	28% (30)	17% (18)	15% (16)	12% (13)	17% (19)	8% (9)	4%	(4)	109
Voted in 2014: Yes	21% (145)	20% (141)	13% (94)	8% (55)	18% (126)	13% (89)	7%	(47)	697
Voted in 2014: No	23% (100)	19% (81)	16% (70)	9% (37)	15% (63)	11% (47)	7%	(29)	427
2012 Vote: Barack Obama	22% (96)	22% (96)	14% (64)	9% (39)	17% (74)	12% (55)	5%	(22)	446
2012 Vote: Mitt Romney	16% (42)	17% (44)	15% (40)	7% (19)	23% (61)	14% (38)	8%	(20)	264
2012 Vote: Other	29% (16)	18% (10)	18% (10)	4% (2)	16% (9)	5% (3)	9%	(5)	55
2012 Vote: Didn't Vote	25% (91)	20% (72)	14% (50)	9% (32)	12% (44)	11% (40)	8%	(29)	358
4-Region: Northeast	20% (42)	20% (41)	15% (32)	7% (15)	18% (38)	12% (26)	7%	(15)	209
4-Region: Midwest	18% (47)	21% (53)	17% (44)	8% (21)	18% (47)	13% (33)	5%	(12)	257
4-Region: South	22% (100)	22% (98)	13% (61)	8% (35)	16% (73)	11% (52)	8%	(34)	453
4-Region: West	27% (56)	15% (30)	13% (27)	10% (21)	15% (31)	12% (25)	7%	(15)	205

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Table BRD2_21: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Stan lee

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	22% (245)	20% (222)	15% (164)	8% (92)	17% (189)	12% (136)	7% (76)	1124
Favorable of Trump	20% (97)	18% (84)	16% (77)	7% (33)	19% (89)	13% (62)	7% (34)	476
Unfavorable of Trump	23% (133)	22% (129)	13% (78)	9% (52)	15% (90)	12% (68)	6% (35)	585
Very Favorable of Trump	20% (50)	17% (44)	18% (46)	7% (18)	17% (43)	11% (29)	10% (25)	255
Somewhat Favorable of Trump	21% (47)	18% (40)	14% (31)	7% (15)	21% (46)	15% (33)	4% (9)	221
Somewhat Unfavorable of Trump	22% (25)	23% (27)	16% (18)	6% (7)	17% (20)	12% (14)	3% (4)	115
Very Unfavorable of Trump	23% (108)	22% (102)	13% (60)	10% (45)	15% (70)	11% (54)	7% (31)	470
Frequent Movie Watcher	37% (68)	24% (44)	14% (25)	6% (11)	12% (21)	4% (8)	3% (5)	182
Top TV watcher	22% (66)	17% (52)	13% (38)	8% (24)	20% (59)	13% (39)	7% (20)	298

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

Table BRD2_22: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Casey affleck

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (98)	23% (257)	16% (180)	11% (126)	23% (263)	10% (112)	8% (88)	1124
Gender: Male	8% (39)	26% (129)	16% (81)	11% (57)	23% (116)	9% (47)	6% (30)	499
Gender: Female	9% (59)	20% (128)	16% (99)	11% (69)	24% (147)	10% (65)	9% (58)	625
Age: 18-29	10% (24)	15% (35)	17% (39)	12% (27)	19% (45)	16% (37)	11% (25)	232
Age: 30-44	10% (33)	23% (78)	17% (55)	11% (36)	26% (85)	7% (24)	7% (22)	333
Age: 45-54	11% (18)	25% (43)	15% (25)	14% (23)	24% (40)	6% (11)	6% (10)	170
Age: 55-64	4% (9)	28% (57)	18% (36)	10% (20)	25% (50)	7% (15)	7% (14)	201
Age: 65+	7% (14)	23% (44)	13% (25)	11% (20)	23% (43)	13% (25)	9% (17)	188
Generation Z: 18-21	9% (7)	19% (14)	13% (10)	11% (8)	15% (11)	17% (13)	16% (12)	75
Millennial: Age 22-37	10% (35)	20% (67)	17% (57)	13% (45)	23% (77)	9% (31)	8% (26)	338
Generation X: Age 38-53	11% (32)	23% (70)	16% (49)	10% (31)	25% (76)	8% (25)	6% (18)	301
Boomers: Age 54-72	6% (21)	27% (95)	17% (59)	10% (36)	25% (86)	9% (31)	7% (23)	351
PID: Dem (no lean)	10% (38)	26% (96)	13% (49)	13% (48)	21% (78)	9% (33)	7% (25)	367
PID: Ind (no lean)	10% (39)	21% (85)	17% (68)	11% (45)	23% (92)	10% (41)	8% (32)	402
PID: Rep (no lean)	6% (21)	21% (76)	18% (63)	9% (33)	26% (93)	11% (38)	9% (31)	355
PID/Gender: Dem Men	8% (12)	29% (41)	12% (17)	13% (19)	25% (35)	7% (10)	6% (8)	142
PID/Gender: Dem Women	12% (26)	24% (55)	14% (32)	13% (29)	19% (43)	10% (23)	8% (17)	225
PID/Gender: Ind Men	9% (17)	23% (42)	17% (30)	9% (17)	25% (44)	11% (19)	6% (10)	179
PID/Gender: Ind Women	10% (22)	19% (43)	17% (38)	13% (28)	22% (48)	10% (22)	10% (22)	223
PID/Gender: Rep Men	6% (10)	26% (46)	19% (34)	12% (21)	21% (37)	10% (18)	7% (12)	178
PID/Gender: Rep Women	6% (11)	17% (30)	16% (29)	7% (12)	32% (56)	11% (20)	11% (19)	177
Ideo: Liberal (1-3)	12% (38)	24% (78)	15% (51)	15% (51)	23% (75)	7% (24)	4% (13)	330
Ideo: Moderate (4)	10% (26)	25% (66)	18% (48)	7% (19)	23% (61)	10% (25)	7% (18)	263
Ideo: Conservative (5-7)	4% (17)	21% (81)	17% (66)	12% (45)	27% (103)	10% (37)	8% (29)	378
Educ: < College	10% (79)	22% (174)	14% (109)	10% (75)	23% (181)	12% (92)	9% (72)	782
Educ: Bachelors degree	6% (13)	21% (44)	19% (41)	19% (40)	25% (53)	7% (14)	4% (9)	214
Educ: Post-grad	5% (6)	30% (39)	23% (30)	9% (11)	23% (29)	5% (6)	5% (7)	128

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Table BRD2_22: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?

Image: Casey affleck

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (98)	23% (257)	16% (180)	11% (126)	23% (263)	10% (112)	8% (88)	1124
Income: Under 50k	10% (62)	21% (128)	14% (89)	12% (71)	22% (135)	11% (70)	10% (61)	616
Income: 50k-100k	8% (28)	24% (84)	18% (61)	10% (36)	25% (87)	8% (29)	6% (21)	346
Income: 100k+	5% (8)	28% (45)	19% (30)	12% (19)	25% (41)	8% (13)	4% (6)	162
Ethnicity: White	8% (73)	23% (209)	16% (147)	11% (98)	25% (226)	9% (85)	7% (67)	905
Ethnicity: Hispanic	15% (16)	29% (31)	14% (15)	13% (14)	15% (16)	8% (9)	6% (6)	107
Ethnicity: Afr. Am.	13% (16)	21% (25)	13% (16)	13% (16)	18% (21)	14% (17)	8% (9)	120
Ethnicity: Other	9% (9)	23% (23)	17% (17)	12% (12)	16% (16)	10% (10)	12% (12)	99
Relig: Protestant	5% (15)	21% (58)	18% (50)	10% (28)	27% (76)	11% (30)	8% (22)	279
Relig: Roman Catholic	11% (20)	21% (37)	19% (34)	11% (19)	24% (44)	7% (12)	8% (14)	180
Relig: Ath./Agn./None	8% (27)	23% (73)	14% (44)	14% (45)	23% (74)	10% (33)	7% (23)	319
Relig: Something Else	11% (22)	26% (52)	15% (29)	13% (26)	19% (38)	8% (15)	8% (15)	197
Relig: Evangelical	8% (25)	19% (58)	17% (52)	8% (24)	24% (74)	15% (47)	8% (25)	305
Relig: Non-Evang. Catholics	8% (24)	25% (74)	18% (55)	10% (31)	25% (76)	6% (17)	8% (25)	302
Relig: All Christian	8% (49)	22% (132)	18% (107)	9% (55)	25% (150)	11% (64)	8% (50)	607
Relig: All Non-Christian	9% (49)	24% (125)	14% (73)	14% (71)	22% (112)	9% (48)	7% (38)	516
Community: Urban	11% (32)	24% (68)	16% (46)	13% (36)	18% (52)	10% (27)	7% (21)	282
Community: Suburban	7% (36)	25% (121)	16% (81)	11% (55)	23% (113)	9% (44)	9% (43)	493
Community: Rural	9% (30)	19% (68)	15% (53)	10% (35)	28% (98)	12% (41)	7% (24)	349
Employ: Private Sector	10% (35)	24% (85)	15% (54)	13% (47)	24% (85)	8% (27)	6% (20)	353
Employ: Government	8% (7)	27% (23)	12% (10)	14% (12)	24% (21)	6% (5)	9% (8)	86
Employ: Self-Employed	9% (9)	25% (26)	14% (15)	12% (12)	23% (24)	11% (11)	7% (7)	104
Employ: Homemaker	7% (7)	17% (16)	20% (19)	10% (9)	26% (24)	12% (11)	9% (8)	94
Employ: Student	6% (4)	17% (11)	18% (12)	12% (8)	20% (13)	17% (11)	9% (6)	65
Employ: Retired	7% (16)	26% (57)	17% (39)	11% (24)	22% (49)	11% (24)	6% (14)	223
Employ: Unemployed	8% (8)	17% (17)	16% (16)	7% (7)	31% (32)	15% (15)	8% (8)	103
Employ: Other	12% (12)	23% (22)	16% (15)	7% (7)	16% (15)	8% (8)	18% (17)	96
Military HH: Yes	8% (16)	23% (48)	14% (28)	11% (22)	21% (43)	15% (30)	9% (18)	205
Military HH: No	9% (82)	23% (209)	17% (152)	11% (104)	24% (220)	9% (82)	8% (70)	919

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Table BRD2_22: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Casey affleck

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (98)	23% (257)	16% (180)	11% (126)	23% (263)	10% (112)	8% (88)	1124
RD/WT: Right Direction	7% (33)	22% (99)	15% (69)	10% (47)	24% (106)	12% (55)	9% (41)	450
RD/WT: Wrong Track	10% (65)	23% (158)	16% (111)	12% (79)	23% (157)	8% (57)	7% (47)	674
Trump Job Approve	8% (36)	24% (110)	15% (71)	10% (45)	25% (118)	11% (51)	8% (36)	467
Trump Job Disapprove	10% (57)	23% (134)	17% (100)	13% (78)	22% (129)	8% (47)	7% (42)	587
Trump Job Strongly Approve	7% (17)	26% (59)	13% (30)	8% (19)	23% (53)	11% (25)	11% (24)	227
Trump Job Somewhat Approve	8% (19)	21% (51)	17% (41)	11% (26)	27% (65)	11% (26)	5% (12)	240
Trump Job Somewhat Disapprove	14% (24)	17% (30)	18% (32)	12% (20)	23% (40)	9% (16)	6% (11)	173
Trump Job Strongly Disapprove	8% (33)	25% (104)	16% (68)	14% (58)	21% (89)	7% (31)	7% (31)	414
#1 Issue: Economy	8% (29)	21% (73)	18% (63)	12% (43)	23% (81)	8% (30)	10% (36)	355
#1 Issue: Security	10% (22)	23% (49)	17% (36)	10% (22)	23% (50)	10% (22)	7% (15)	216
#1 Issue: Health Care	5% (8)	25% (43)	13% (22)	11% (19)	29% (50)	8% (14)	9% (15)	171
#1 Issue: Medicare / Social Security	8% (12)	28% (44)	11% (17)	11% (18)	23% (36)	11% (18)	8% (12)	157
#1 Issue: Women's Issues	15% (8)	23% (12)	15% (8)	17% (9)	23% (12)	6% (3)	2% (1)	53
#1 Issue: Education	10% (7)	23% (17)	27% (20)	8% (6)	19% (14)	7% (5)	5% (4)	73
#1 Issue: Other	7% (4)	20% (11)	15% (8)	9% (5)	16% (9)	25% (14)	7% (4)	55
2016 Vote: Democrat Hillary Clinton	10% (36)	25% (93)	15% (55)	13% (46)	22% (82)	8% (29)	7% (26)	367
2016 Vote: Republican Donald Trump	6% (22)	20% (74)	16% (60)	10% (38)	27% (101)	12% (44)	8% (30)	369
2016 Vote: Someone else	9% (10)	25% (27)	19% (21)	12% (13)	20% (22)	10% (11)	5% (5)	109
Voted in 2014: Yes	8% (59)	24% (165)	16% (110)	12% (81)	25% (175)	8% (58)	7% (49)	697
Voted in 2014: No	9% (39)	22% (92)	16% (70)	11% (45)	21% (88)	13% (54)	9% (39)	427
2012 Vote: Barack Obama	10% (45)	25% (112)	15% (68)	13% (57)	24% (108)	7% (32)	5% (24)	446
2012 Vote: Mitt Romney	5% (14)	21% (55)	14% (36)	10% (26)	30% (80)	12% (32)	8% (21)	264
2012 Vote: Other	9% (5)	24% (13)	25% (14)	11% (6)	18% (10)	5% (3)	7% (4)	55
2012 Vote: Didn't Vote	9% (34)	22% (77)	17% (62)	10% (37)	18% (64)	13% (45)	11% (39)	358
4-Region: Northeast	7% (14)	25% (53)	16% (33)	13% (28)	21% (44)	9% (19)	9% (18)	209
4-Region: Midwest	6% (16)	24% (61)	18% (46)	11% (28)	25% (65)	11% (28)	5% (13)	257
4-Region: South	11% (49)	21% (95)	15% (70)	10% (44)	24% (108)	11% (48)	9% (39)	453
4-Region: West	9% (19)	23% (48)	15% (31)	13% (26)	22% (46)	8% (17)	9% (18)	205

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Table BRD2_22: How likely would you be to watch a new television show or movie if the trailer featured each of the following entertainers?
Image: Casey affleck

Demographic	Very Likely	Somewhat Likely	Not too Likely	Not at all likely	No impact either way	Never Heard Of	Don't Know / No Opinion	Total N
Adults	9% (98)	23% (257)	16% (180)	11% (126)	23% (263)	10% (112)	8% (88)	1124
Favorable of Trump	8% (39)	23% (109)	14% (69)	9% (45)	26% (124)	11% (52)	8% (38)	476
Unfavorable of Trump	9% (55)	23% (137)	17% (101)	13% (75)	22% (128)	8% (49)	7% (40)	585
Very Favorable of Trump	8% (20)	24% (60)	16% (41)	9% (23)	23% (59)	11% (28)	9% (24)	255
Somewhat Favorable of Trump	9% (19)	22% (49)	13% (28)	10% (22)	29% (65)	11% (24)	6% (14)	221
Somewhat Unfavorable of Trump	12% (14)	21% (24)	18% (21)	11% (13)	21% (24)	10% (12)	6% (7)	115
Very Unfavorable of Trump	9% (41)	24% (113)	17% (80)	13% (62)	22% (104)	8% (37)	7% (33)	470
Frequent Movie Watcher	16% (29)	37% (67)	14% (25)	11% (20)	15% (27)	4% (8)	3% (6)	182
Top TV watcher	9% (28)	23% (68)	17% (50)	10% (31)	24% (71)	10% (31)	6% (19)	298

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

Table BRD3: *Generally, when you learn of allegations of sexual misconduct against actors, does that have a major, minor or no impact on your decision to watch a television show or film starring that actor?*

Demographic	A major impact		A minor impact		No impact		Don't Know / No Opinion		Total N
Adults	29%	(640)	34%	(751)	29%	(636)	8%	(175)	2202
Gender: Male	27%	(268)	34%	(328)	32%	(308)	7%	(72)	976
Gender: Female	30%	(372)	35%	(423)	27%	(328)	8%	(103)	1226
Age: 18-29	31%	(138)	30%	(137)	28%	(126)	11%	(50)	451
Age: 30-44	26%	(163)	33%	(205)	33%	(201)	8%	(48)	617
Age: 45-54	26%	(92)	38%	(133)	29%	(103)	7%	(24)	352
Age: 55-64	30%	(115)	37%	(145)	26%	(103)	7%	(26)	389
Age: 65+	34%	(132)	33%	(131)	26%	(103)	7%	(27)	393
Generation Z: 18-21	38%	(52)	27%	(37)	24%	(33)	10%	(14)	136
Millennial: Age 22-37	26%	(171)	33%	(217)	31%	(201)	9%	(61)	650
Generation X: Age 38-53	26%	(156)	35%	(208)	31%	(184)	8%	(46)	594
Boomers: Age 54-72	31%	(224)	35%	(252)	27%	(190)	6%	(46)	712
PID: Dem (no lean)	33%	(234)	36%	(257)	25%	(176)	7%	(48)	715
PID: Ind (no lean)	26%	(208)	32%	(256)	32%	(257)	10%	(78)	799
PID: Rep (no lean)	29%	(198)	35%	(238)	30%	(203)	7%	(49)	688
PID/Gender: Dem Men	27%	(73)	35%	(93)	31%	(83)	7%	(19)	268
PID/Gender: Dem Women	36%	(161)	37%	(164)	21%	(93)	6%	(29)	447
PID/Gender: Ind Men	24%	(86)	34%	(122)	33%	(120)	10%	(36)	364
PID/Gender: Ind Women	28%	(122)	31%	(134)	31%	(137)	10%	(42)	435
PID/Gender: Rep Men	32%	(109)	33%	(113)	31%	(105)	5%	(17)	344
PID/Gender: Rep Women	26%	(89)	36%	(125)	28%	(98)	9%	(32)	344
Ideo: Liberal (1-3)	34%	(235)	38%	(263)	22%	(152)	6%	(39)	689
Ideo: Moderate (4)	28%	(136)	35%	(170)	29%	(139)	7%	(34)	479
Ideo: Conservative (5-7)	28%	(208)	36%	(260)	29%	(214)	7%	(49)	731
Educ: < College	28%	(408)	31%	(464)	32%	(476)	9%	(135)	1483
Educ: Bachelors degree	28%	(121)	42%	(183)	26%	(113)	3%	(15)	432
Educ: Post-grad	39%	(111)	36%	(104)	16%	(47)	9%	(25)	287

Continued on next page

Table BRD3: *Generally, when you learn of allegations of sexual misconduct against actors, does that have a major, minor or no impact on your decision to watch a television show or film starring that actor?*

Demographic	A major impact		A minor impact		No impact		Don't Know / No Opinion		Total N
Adults	29%	(640)	34%	(751)	29%	(636)	8%	(175)	2202
Income: Under 50k	29%	(343)	28%	(337)	32%	(384)	10%	(121)	1185
Income: 50k-100k	28%	(199)	41%	(287)	25%	(173)	6%	(43)	702
Income: 100k+	31%	(98)	40%	(127)	25%	(79)	3%	(11)	315
Ethnicity: White	28%	(507)	35%	(625)	29%	(514)	7%	(133)	1779
Ethnicity: Hispanic	29%	(64)	35%	(77)	28%	(60)	7%	(16)	217
Ethnicity: Afr. Am.	28%	(61)	30%	(66)	30%	(66)	11%	(24)	217
Ethnicity: Other	35%	(72)	29%	(60)	27%	(56)	9%	(18)	206
Relig: Protestant	31%	(165)	39%	(205)	24%	(130)	6%	(32)	532
Relig: Roman Catholic	30%	(115)	35%	(131)	29%	(111)	6%	(22)	379
Relig: Ath./Agn./None	27%	(166)	33%	(201)	30%	(181)	9%	(57)	605
Relig: Something Else	31%	(123)	32%	(124)	30%	(119)	7%	(26)	392
Relig: Jewish	40%	(29)	29%	(21)	27%	(20)	4%	(3)	73
Relig: Evangelical	28%	(166)	34%	(201)	28%	(162)	10%	(60)	589
Relig: Non-Evang. Catholics	30%	(184)	37%	(225)	28%	(173)	5%	(31)	613
Relig: All Christian	29%	(350)	35%	(426)	28%	(335)	8%	(91)	1202
Relig: All Non-Christian	29%	(289)	33%	(325)	30%	(300)	8%	(83)	997
Community: Urban	32%	(175)	33%	(183)	26%	(141)	9%	(49)	548
Community: Suburban	30%	(298)	37%	(363)	26%	(263)	7%	(70)	994
Community: Rural	25%	(167)	31%	(205)	35%	(232)	8%	(56)	660
Employ: Private Sector	28%	(198)	38%	(267)	28%	(196)	5%	(37)	698
Employ: Government	33%	(55)	36%	(60)	24%	(40)	8%	(14)	169
Employ: Self-Employed	28%	(55)	37%	(73)	28%	(54)	7%	(14)	196
Employ: Homemaker	25%	(46)	32%	(60)	31%	(57)	12%	(22)	185
Employ: Student	37%	(42)	34%	(39)	23%	(26)	6%	(7)	114
Employ: Retired	32%	(146)	32%	(145)	29%	(131)	8%	(35)	457
Employ: Unemployed	25%	(50)	27%	(53)	36%	(71)	12%	(23)	197
Employ: Other	26%	(48)	29%	(54)	33%	(61)	12%	(23)	186
Military HH: Yes	31%	(122)	35%	(138)	29%	(117)	5%	(21)	398
Military HH: No	29%	(518)	34%	(613)	29%	(519)	9%	(154)	1804

Continued on next page

Table BRD3: *Generally, when you learn of allegations of sexual misconduct against actors, does that have a major, minor or no impact on your decision to watch a television show or film starring that actor?*

Demographic	A major impact		A minor impact		No impact		Don't Know / No Opinion		Total N
Adults	29%	(640)	34%	(751)	29%	(636)	8%	(175)	2202
RD/WT: Right Direction	28%	(252)	32%	(289)	31%	(285)	9%	(81)	907
RD/WT: Wrong Track	30%	(388)	36%	(462)	27%	(351)	7%	(94)	1295
Trump Job Approve	27%	(248)	34%	(318)	32%	(293)	8%	(70)	929
Trump Job Disapprove	33%	(366)	36%	(408)	25%	(280)	6%	(70)	1124
Trump Job Strongly Approve	33%	(152)	28%	(128)	32%	(149)	7%	(30)	459
Trump Job Somewhat Approve	20%	(96)	40%	(190)	31%	(144)	9%	(40)	470
Trump Job Somewhat Disapprove	27%	(87)	35%	(115)	30%	(99)	8%	(25)	326
Trump Job Strongly Disapprove	35%	(279)	37%	(293)	23%	(181)	6%	(45)	798
#1 Issue: Economy	25%	(161)	35%	(231)	31%	(203)	9%	(58)	653
#1 Issue: Security	28%	(113)	36%	(146)	27%	(109)	8%	(34)	402
#1 Issue: Health Care	31%	(109)	34%	(119)	30%	(107)	6%	(20)	355
#1 Issue: Medicare / Social Security	31%	(99)	32%	(102)	30%	(98)	7%	(23)	322
#1 Issue: Women's Issues	44%	(52)	34%	(40)	16%	(19)	5%	(6)	117
#1 Issue: Education	30%	(46)	36%	(56)	26%	(40)	8%	(12)	154
#1 Issue: Energy	36%	(33)	34%	(31)	26%	(24)	4%	(4)	92
#1 Issue: Other	25%	(27)	24%	(26)	34%	(36)	17%	(18)	107
2016 Vote: Democrat Hillary Clinton	33%	(237)	38%	(268)	23%	(167)	6%	(42)	714
2016 Vote: Republican Donald Trump	29%	(217)	33%	(245)	31%	(226)	7%	(51)	739
2016 Vote: Someone else	26%	(54)	38%	(80)	25%	(51)	11%	(23)	208
Voted in 2014: Yes	30%	(419)	36%	(496)	27%	(382)	7%	(95)	1392
Voted in 2014: No	27%	(221)	31%	(255)	31%	(254)	10%	(80)	810
2012 Vote: Barack Obama	32%	(279)	36%	(315)	26%	(223)	6%	(54)	871
2012 Vote: Mitt Romney	27%	(147)	37%	(201)	30%	(162)	7%	(37)	547
2012 Vote: Other	25%	(27)	33%	(35)	33%	(35)	8%	(9)	106
2012 Vote: Didn't Vote	28%	(187)	29%	(198)	32%	(216)	11%	(75)	676
4-Region: Northeast	31%	(129)	36%	(148)	25%	(106)	8%	(33)	416
4-Region: Midwest	29%	(149)	35%	(176)	28%	(140)	8%	(41)	506
4-Region: South	27%	(240)	35%	(308)	31%	(274)	7%	(66)	888
4-Region: West	31%	(122)	30%	(119)	30%	(116)	9%	(35)	392

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Table BRD3: Generally, when you learn of allegations of sexual misconduct against actors, does that have a major, minor or no impact on your decision to watch a television show or film starring that actor?

Demographic	A major impact		A minor impact		No impact		Don't Know / No Opinion		Total N
Adults	29%	(640)	34%	(751)	29%	(636)	8%	(175)	2202
Favorable of Trump	27%	(255)	34%	(316)	32%	(303)	7%	(65)	939
Unfavorable of Trump	32%	(361)	36%	(406)	25%	(280)	7%	(73)	1120
Very Favorable of Trump	32%	(164)	28%	(144)	33%	(166)	7%	(34)	508
Somewhat Favorable of Trump	21%	(91)	40%	(172)	32%	(137)	7%	(31)	431
Somewhat Unfavorable of Trump	26%	(61)	33%	(77)	31%	(71)	10%	(22)	231
Very Unfavorable of Trump	34%	(300)	37%	(329)	24%	(209)	6%	(51)	889
Frequent Movie Watcher	34%	(124)	39%	(140)	24%	(86)	3%	(11)	361
Top TV watcher	29%	(165)	38%	(214)	26%	(148)	7%	(37)	564

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

Table BRD4: *If a new show featured an actor in its cast that was facing allegations of sexual misconduct, would that have a major, minor or no impact on your decision to watch the show?*

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	31%	(691)	32%	(699)	27%	(593)	10%	(219)	2202
Gender: Male	28%	(269)	34%	(336)	30%	(293)	8%	(78)	976
Gender: Female	34%	(422)	30%	(363)	24%	(300)	12%	(141)	1226
Age: 18-29	36%	(161)	29%	(130)	21%	(96)	14%	(64)	451
Age: 30-44	27%	(169)	32%	(199)	31%	(190)	10%	(59)	617
Age: 45-54	28%	(100)	32%	(111)	32%	(114)	8%	(27)	352
Age: 55-64	32%	(124)	33%	(130)	26%	(102)	8%	(33)	389
Age: 65+	35%	(137)	33%	(129)	23%	(91)	9%	(36)	393
Generation Z: 18-21	42%	(57)	32%	(44)	15%	(21)	10%	(14)	136
Millennial: Age 22-37	30%	(198)	29%	(189)	28%	(180)	13%	(83)	650
Generation X: Age 38-53	27%	(161)	33%	(197)	31%	(183)	9%	(53)	594
Boomers: Age 54-72	33%	(238)	33%	(233)	26%	(184)	8%	(57)	712
PID: Dem (no lean)	36%	(260)	34%	(240)	21%	(148)	9%	(67)	715
PID: Ind (no lean)	28%	(227)	30%	(239)	30%	(240)	12%	(93)	799
PID: Rep (no lean)	30%	(204)	32%	(220)	30%	(205)	9%	(59)	688
PID/Gender: Dem Men	30%	(80)	38%	(101)	25%	(66)	8%	(21)	268
PID/Gender: Dem Women	40%	(180)	31%	(139)	18%	(82)	10%	(46)	447
PID/Gender: Ind Men	25%	(91)	33%	(119)	32%	(115)	11%	(39)	364
PID/Gender: Ind Women	31%	(136)	28%	(120)	29%	(125)	12%	(54)	435
PID/Gender: Rep Men	28%	(98)	34%	(116)	33%	(112)	5%	(18)	344
PID/Gender: Rep Women	31%	(106)	30%	(104)	27%	(93)	12%	(41)	344
Ideo: Liberal (1-3)	40%	(275)	34%	(235)	18%	(121)	8%	(58)	689
Ideo: Moderate (4)	30%	(143)	31%	(149)	31%	(149)	8%	(38)	479
Ideo: Conservative (5-7)	29%	(213)	35%	(253)	27%	(199)	9%	(66)	731
Educ: < College	30%	(440)	29%	(429)	30%	(445)	11%	(169)	1483
Educ: Bachelors degree	32%	(140)	37%	(160)	24%	(104)	6%	(28)	432
Educ: Post-grad	39%	(111)	38%	(110)	15%	(44)	8%	(22)	287

Continued on next page

Table BRD4: *If a new show featured an actor in its cast that was facing allegations of sexual misconduct, would that have a major, minor or no impact on your decision to watch the show?*

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	31%	(691)	32%	(699)	27%	(593)	10%	(219)	2202
Income: Under 50k	31%	(364)	28%	(326)	30%	(352)	12%	(143)	1185
Income: 50k-100k	32%	(224)	36%	(252)	24%	(168)	8%	(58)	702
Income: 100k+	33%	(103)	38%	(121)	23%	(73)	6%	(18)	315
Ethnicity: White	31%	(550)	32%	(568)	28%	(494)	9%	(167)	1779
Ethnicity: Hispanic	34%	(73)	33%	(72)	27%	(58)	6%	(14)	217
Ethnicity: Afr. Am.	30%	(65)	34%	(73)	22%	(48)	14%	(31)	217
Ethnicity: Other	37%	(76)	28%	(58)	25%	(51)	10%	(21)	206
Relig: Protestant	35%	(184)	35%	(188)	23%	(122)	7%	(38)	532
Relig: Roman Catholic	31%	(118)	34%	(127)	30%	(113)	6%	(21)	379
Relig: Ath./Agn./None	30%	(181)	31%	(185)	26%	(159)	13%	(80)	605
Relig: Something Else	33%	(131)	30%	(119)	27%	(106)	9%	(36)	392
Relig: Jewish	41%	(30)	34%	(25)	18%	(13)	7%	(5)	73
Relig: Evangelical	32%	(187)	31%	(181)	25%	(149)	12%	(72)	589
Relig: Non-Evang. Catholics	31%	(191)	35%	(214)	29%	(178)	5%	(30)	613
Relig: All Christian	31%	(378)	33%	(395)	27%	(327)	8%	(102)	1202
Relig: All Non-Christian	31%	(312)	30%	(304)	27%	(265)	12%	(116)	997
Community: Urban	36%	(195)	32%	(177)	22%	(120)	10%	(56)	548
Community: Suburban	32%	(321)	32%	(322)	26%	(260)	9%	(91)	994
Community: Rural	27%	(175)	30%	(200)	32%	(213)	11%	(72)	660
Employ: Private Sector	32%	(223)	34%	(237)	28%	(192)	7%	(46)	698
Employ: Government	34%	(58)	37%	(62)	22%	(37)	7%	(12)	169
Employ: Self-Employed	31%	(61)	35%	(69)	23%	(46)	10%	(20)	196
Employ: Homemaker	23%	(43)	34%	(63)	29%	(53)	14%	(26)	185
Employ: Student	51%	(58)	28%	(32)	14%	(16)	7%	(8)	114
Employ: Retired	34%	(154)	30%	(135)	27%	(124)	10%	(44)	457
Employ: Unemployed	27%	(54)	25%	(49)	34%	(66)	14%	(28)	197
Employ: Other	22%	(40)	28%	(52)	32%	(59)	19%	(35)	186
Military HH: Yes	31%	(125)	34%	(135)	27%	(109)	7%	(29)	398
Military HH: No	31%	(566)	31%	(564)	27%	(484)	11%	(190)	1804

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Table BRD4: *If a new show featured an actor in its cast that was facing allegations of sexual misconduct, would that have a major, minor or no impact on your decision to watch the show?*

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	31%	(691)	32%	(699)	27%	(593)	10%	(219)	2202
RD/WT: Right Direction	28%	(253)	31%	(281)	30%	(273)	11%	(100)	907
RD/WT: Wrong Track	34%	(438)	32%	(418)	25%	(320)	9%	(119)	1295
Trump Job Approve	28%	(257)	32%	(300)	31%	(290)	9%	(82)	929
Trump Job Disapprove	36%	(407)	32%	(362)	23%	(260)	8%	(95)	1124
Trump Job Strongly Approve	32%	(149)	28%	(127)	32%	(147)	8%	(36)	459
Trump Job Somewhat Approve	23%	(108)	37%	(173)	30%	(143)	10%	(46)	470
Trump Job Somewhat Disapprove	29%	(94)	33%	(108)	30%	(99)	8%	(25)	326
Trump Job Strongly Disapprove	39%	(313)	32%	(254)	20%	(161)	9%	(70)	798
#1 Issue: Economy	29%	(187)	33%	(214)	28%	(185)	10%	(67)	653
#1 Issue: Security	31%	(125)	35%	(140)	25%	(101)	9%	(36)	402
#1 Issue: Health Care	32%	(115)	29%	(103)	28%	(99)	11%	(38)	355
#1 Issue: Medicare / Social Security	29%	(94)	30%	(98)	30%	(97)	10%	(33)	322
#1 Issue: Women's Issues	50%	(58)	30%	(35)	12%	(14)	9%	(10)	117
#1 Issue: Education	32%	(50)	33%	(51)	26%	(40)	8%	(13)	154
#1 Issue: Energy	34%	(31)	36%	(33)	25%	(23)	5%	(5)	92
#1 Issue: Other	29%	(31)	23%	(25)	32%	(34)	16%	(17)	107
2016 Vote: Democrat Hillary Clinton	38%	(274)	33%	(236)	20%	(141)	9%	(63)	714
2016 Vote: Republican Donald Trump	29%	(217)	33%	(245)	29%	(214)	9%	(63)	739
2016 Vote: Someone else	32%	(67)	32%	(67)	24%	(50)	12%	(24)	208
Voted in 2014: Yes	33%	(463)	33%	(453)	26%	(358)	8%	(118)	1392
Voted in 2014: No	28%	(228)	30%	(246)	29%	(235)	12%	(101)	810
2012 Vote: Barack Obama	35%	(303)	34%	(295)	23%	(199)	8%	(74)	871
2012 Vote: Mitt Romney	29%	(156)	36%	(198)	28%	(152)	7%	(41)	547
2012 Vote: Other	31%	(33)	21%	(22)	39%	(41)	9%	(10)	106
2012 Vote: Didn't Vote	29%	(199)	27%	(183)	30%	(201)	14%	(93)	676
4-Region: Northeast	35%	(147)	31%	(130)	23%	(96)	10%	(43)	416
4-Region: Midwest	31%	(158)	32%	(164)	26%	(133)	10%	(51)	506
4-Region: South	30%	(267)	33%	(290)	28%	(246)	10%	(85)	888
4-Region: West	30%	(119)	29%	(115)	30%	(118)	10%	(40)	392

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Table BRD4: *If a new show featured an actor in its cast that was facing allegations of sexual misconduct, would that have a major, minor or no impact on your decision to watch the show?*

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	31%	(691)	32%	(699)	27%	(593)	10%	(219)	2202
Favorable of Trump	28%	(263)	31%	(295)	32%	(298)	9%	(83)	939
Unfavorable of Trump	36%	(405)	33%	(370)	22%	(250)	8%	(95)	1120
Very Favorable of Trump	30%	(153)	28%	(143)	33%	(170)	8%	(42)	508
Somewhat Favorable of Trump	26%	(110)	35%	(152)	30%	(128)	10%	(41)	431
Somewhat Unfavorable of Trump	29%	(66)	32%	(73)	31%	(71)	9%	(21)	231
Very Unfavorable of Trump	38%	(339)	33%	(297)	20%	(179)	8%	(74)	889
Frequent Movie Watcher	37%	(135)	35%	(125)	23%	(83)	5%	(18)	361
Top TV watcher	32%	(182)	35%	(195)	24%	(137)	9%	(50)	564

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

Table BRD5: *If a television show you currently watch featured an actor in its cast that was facing allegations of sexual misconduct, would that have a major, minor or no impact on your decision to watch the show?*

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	25%	(558)	34%	(755)	30%	(667)	10%	(222)	2202
Gender: Male	25%	(242)	35%	(339)	32%	(317)	8%	(78)	976
Gender: Female	26%	(316)	34%	(416)	29%	(350)	12%	(144)	1226
Age: 18-29	26%	(117)	34%	(152)	27%	(122)	13%	(60)	451
Age: 30-44	23%	(139)	35%	(213)	33%	(202)	10%	(63)	617
Age: 45-54	22%	(79)	34%	(120)	34%	(121)	9%	(32)	352
Age: 55-64	27%	(104)	34%	(134)	30%	(117)	9%	(34)	389
Age: 65+	30%	(119)	35%	(136)	27%	(105)	8%	(33)	393
Generation Z: 18-21	30%	(41)	39%	(53)	20%	(27)	11%	(15)	136
Millennial: Age 22-37	23%	(151)	33%	(213)	32%	(207)	12%	(79)	650
Generation X: Age 38-53	22%	(131)	35%	(209)	33%	(195)	10%	(59)	594
Boomers: Age 54-72	28%	(202)	34%	(243)	29%	(209)	8%	(58)	712
PID: Dem (no lean)	28%	(197)	39%	(276)	25%	(179)	9%	(63)	715
PID: Ind (no lean)	21%	(170)	34%	(272)	32%	(259)	12%	(98)	799
PID: Rep (no lean)	28%	(191)	30%	(207)	33%	(229)	9%	(61)	688
PID/Gender: Dem Men	25%	(68)	39%	(104)	28%	(74)	8%	(22)	268
PID/Gender: Dem Women	29%	(129)	38%	(172)	23%	(105)	9%	(41)	447
PID/Gender: Ind Men	20%	(71)	37%	(134)	33%	(119)	11%	(40)	364
PID/Gender: Ind Women	23%	(99)	32%	(138)	32%	(140)	13%	(58)	435
PID/Gender: Rep Men	30%	(103)	29%	(101)	36%	(124)	5%	(16)	344
PID/Gender: Rep Women	26%	(88)	31%	(106)	31%	(105)	13%	(45)	344
Ideo: Liberal (1-3)	30%	(209)	39%	(270)	22%	(155)	8%	(55)	689
Ideo: Moderate (4)	22%	(107)	37%	(176)	33%	(159)	8%	(37)	479
Ideo: Conservative (5-7)	26%	(188)	34%	(251)	30%	(222)	10%	(70)	731
Educ: < College	24%	(362)	31%	(466)	33%	(486)	11%	(169)	1483
Educ: Bachelors degree	24%	(105)	40%	(174)	29%	(125)	6%	(28)	432
Educ: Post-grad	32%	(91)	40%	(115)	20%	(56)	9%	(25)	287

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Table BRD5: *If a television show you currently watch featured an actor in its cast that was facing allegations of sexual misconduct, would that have a major, minor or no impact on your decision to watch the show?*

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	25%	(558)	34%	(755)	30%	(667)	10%	(222)	2202
Income: Under 50k	25%	(300)	29%	(347)	33%	(391)	12%	(147)	1185
Income: 50k-100k	25%	(176)	39%	(274)	27%	(193)	8%	(59)	702
Income: 100k+	26%	(82)	43%	(134)	26%	(83)	5%	(16)	315
Ethnicity: White	25%	(438)	35%	(621)	31%	(548)	10%	(172)	1779
Ethnicity: Hispanic	30%	(65)	33%	(72)	29%	(62)	8%	(18)	217
Ethnicity: Afr. Am.	27%	(58)	34%	(73)	29%	(62)	11%	(24)	217
Ethnicity: Other	30%	(62)	30%	(61)	28%	(57)	13%	(26)	206
Relig: Protestant	27%	(146)	39%	(209)	25%	(132)	8%	(45)	532
Relig: Roman Catholic	25%	(95)	37%	(139)	31%	(119)	7%	(26)	379
Relig: Ath./Agn./None	24%	(143)	32%	(196)	32%	(192)	12%	(74)	605
Relig: Something Else	26%	(102)	33%	(131)	32%	(125)	9%	(34)	392
Relig: Jewish	33%	(24)	34%	(25)	26%	(19)	7%	(5)	73
Relig: Evangelical	28%	(164)	33%	(192)	27%	(160)	12%	(73)	589
Relig: Non-Evang. Catholics	24%	(148)	38%	(236)	31%	(189)	7%	(40)	613
Relig: All Christian	26%	(312)	36%	(428)	29%	(349)	9%	(113)	1202
Relig: All Non-Christian	25%	(245)	33%	(327)	32%	(317)	11%	(108)	997
Community: Urban	31%	(170)	34%	(189)	25%	(135)	10%	(54)	548
Community: Suburban	24%	(238)	37%	(367)	30%	(303)	9%	(86)	994
Community: Rural	23%	(150)	30%	(199)	35%	(229)	12%	(82)	660
Employ: Private Sector	23%	(162)	40%	(276)	30%	(206)	8%	(54)	698
Employ: Government	28%	(48)	35%	(59)	28%	(48)	8%	(14)	169
Employ: Self-Employed	29%	(56)	34%	(67)	28%	(54)	10%	(19)	196
Employ: Homemaker	24%	(44)	30%	(56)	33%	(61)	13%	(24)	185
Employ: Student	34%	(39)	42%	(48)	18%	(20)	6%	(7)	114
Employ: Retired	27%	(123)	33%	(151)	31%	(143)	9%	(40)	457
Employ: Unemployed	24%	(48)	23%	(45)	37%	(72)	16%	(32)	197
Employ: Other	20%	(38)	28%	(53)	34%	(63)	17%	(32)	186
Military HH: Yes	28%	(110)	34%	(137)	30%	(121)	8%	(30)	398
Military HH: No	25%	(448)	34%	(618)	30%	(546)	11%	(192)	1804

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Table BRD5: *If a television show you currently watch featured an actor in its cast that was facing allegations of sexual misconduct, would that have a major, minor or no impact on your decision to watch the show?*

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	25%	(558)	34%	(755)	30%	(667)	10%	(222)	2202
RD/WT: Right Direction	26%	(235)	30%	(269)	34%	(306)	11%	(97)	907
RD/WT: Wrong Track	25%	(323)	38%	(486)	28%	(361)	10%	(125)	1295
Trump Job Approve	25%	(235)	32%	(293)	34%	(318)	9%	(83)	929
Trump Job Disapprove	27%	(299)	38%	(430)	27%	(300)	8%	(95)	1124
Trump Job Strongly Approve	32%	(146)	27%	(124)	34%	(158)	7%	(31)	459
Trump Job Somewhat Approve	19%	(89)	36%	(169)	34%	(160)	11%	(52)	470
Trump Job Somewhat Disapprove	24%	(77)	34%	(111)	35%	(114)	7%	(24)	326
Trump Job Strongly Disapprove	28%	(222)	40%	(319)	23%	(186)	9%	(71)	798
#1 Issue: Economy	22%	(143)	34%	(220)	33%	(215)	11%	(75)	653
#1 Issue: Security	27%	(107)	38%	(151)	28%	(113)	8%	(31)	402
#1 Issue: Health Care	26%	(93)	32%	(112)	32%	(115)	10%	(35)	355
#1 Issue: Medicare / Social Security	25%	(82)	32%	(102)	31%	(101)	11%	(37)	322
#1 Issue: Women's Issues	42%	(49)	37%	(43)	14%	(16)	8%	(9)	117
#1 Issue: Education	24%	(37)	40%	(61)	27%	(42)	9%	(14)	154
#1 Issue: Energy	29%	(27)	38%	(35)	28%	(26)	4%	(4)	92
#1 Issue: Other	19%	(20)	29%	(31)	36%	(39)	16%	(17)	107
2016 Vote: Democrat Hillary Clinton	29%	(207)	38%	(272)	24%	(174)	9%	(61)	714
2016 Vote: Republican Donald Trump	26%	(195)	32%	(239)	32%	(239)	9%	(66)	739
2016 Vote: Someone else	22%	(46)	39%	(81)	28%	(59)	11%	(22)	208
Voted in 2014: Yes	26%	(365)	36%	(496)	29%	(408)	9%	(123)	1392
Voted in 2014: No	24%	(193)	32%	(259)	32%	(259)	12%	(99)	810
2012 Vote: Barack Obama	27%	(234)	38%	(329)	27%	(236)	8%	(72)	871
2012 Vote: Mitt Romney	23%	(128)	37%	(200)	31%	(170)	9%	(49)	547
2012 Vote: Other	23%	(24)	29%	(31)	41%	(43)	8%	(8)	106
2012 Vote: Didn't Vote	25%	(172)	29%	(194)	32%	(218)	14%	(92)	676
4-Region: Northeast	27%	(112)	35%	(144)	27%	(112)	12%	(48)	416
4-Region: Midwest	26%	(131)	35%	(179)	28%	(144)	10%	(52)	506
4-Region: South	24%	(213)	35%	(307)	32%	(286)	9%	(82)	888
4-Region: West	26%	(102)	32%	(125)	32%	(125)	10%	(40)	392

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Table BRD5: *If a television show you currently watch featured an actor in its cast that was facing allegations of sexual misconduct, would that have a major, minor or no impact on your decision to watch the show?*

Demographic	A major impact		A minor impact		No impact at all		Don't Know / No Opinion		Total N
Adults	25%	(558)	34%	(755)	30%	(667)	10%	(222)	2202
Favorable of Trump	25%	(235)	31%	(293)	35%	(328)	9%	(83)	939
Unfavorable of Trump	27%	(301)	39%	(436)	26%	(289)	8%	(94)	1120
Very Favorable of Trump	29%	(146)	28%	(143)	36%	(181)	7%	(38)	508
Somewhat Favorable of Trump	21%	(89)	35%	(150)	34%	(147)	10%	(45)	431
Somewhat Unfavorable of Trump	23%	(54)	35%	(82)	34%	(79)	7%	(16)	231
Very Unfavorable of Trump	28%	(247)	40%	(354)	24%	(210)	9%	(78)	889
Frequent Movie Watcher	32%	(115)	37%	(134)	26%	(94)	5%	(18)	361
Top TV watcher	27%	(150)	37%	(211)	27%	(154)	9%	(49)	564

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

Table BRD6: *And are you more or less likely to watch a show or movie if an actor in its cast is facing allegations of sexual misconduct, or would it have no impact either way?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(96)	5%	(106)	25%	(558)	22%	(491)	34%	(751)	9%	(200)	2202
Gender: Male	6%	(61)	6%	(58)	24%	(235)	17%	(169)	38%	(371)	8%	(82)	976
Gender: Female	3%	(35)	4%	(48)	26%	(323)	26%	(322)	31%	(380)	10%	(118)	1226
Age: 18-29	5%	(23)	5%	(21)	25%	(115)	24%	(108)	28%	(128)	12%	(56)	451
Age: 30-44	4%	(23)	5%	(30)	27%	(165)	20%	(122)	36%	(221)	9%	(56)	617
Age: 45-54	4%	(14)	5%	(18)	28%	(98)	20%	(72)	36%	(127)	7%	(23)	352
Age: 55-64	5%	(20)	5%	(21)	22%	(87)	23%	(88)	37%	(143)	8%	(30)	389
Age: 65+	4%	(16)	4%	(16)	24%	(93)	26%	(101)	34%	(132)	9%	(35)	393
Generation Z: 18-21	8%	(11)	4%	(5)	25%	(34)	29%	(40)	22%	(30)	12%	(16)	136
Millennial: Age 22-37	4%	(28)	6%	(37)	26%	(171)	21%	(135)	33%	(212)	10%	(67)	650
Generation X: Age 38-53	3%	(19)	4%	(26)	28%	(166)	20%	(117)	36%	(216)	8%	(50)	594
Boomers: Age 54-72	5%	(33)	5%	(34)	24%	(168)	24%	(174)	35%	(252)	7%	(51)	712
PID: Dem (no lean)	3%	(22)	7%	(47)	28%	(203)	26%	(185)	29%	(205)	7%	(53)	715
PID: Ind (no lean)	4%	(30)	3%	(26)	24%	(193)	20%	(162)	37%	(292)	12%	(96)	799
PID: Rep (no lean)	6%	(44)	5%	(33)	24%	(162)	21%	(144)	37%	(254)	7%	(51)	688
PID/Gender: Dem Men	4%	(12)	9%	(24)	28%	(75)	17%	(46)	34%	(90)	8%	(21)	268
PID/Gender: Dem Women	2%	(10)	5%	(23)	29%	(128)	31%	(139)	26%	(115)	7%	(32)	447
PID/Gender: Ind Men	4%	(15)	4%	(13)	24%	(89)	17%	(62)	39%	(143)	12%	(42)	364
PID/Gender: Ind Women	3%	(15)	3%	(13)	24%	(104)	23%	(100)	34%	(149)	12%	(54)	435
PID/Gender: Rep Men	10%	(34)	6%	(21)	21%	(71)	18%	(61)	40%	(138)	6%	(19)	344
PID/Gender: Rep Women	3%	(10)	3%	(12)	26%	(91)	24%	(83)	34%	(116)	9%	(32)	344
Ideo: Liberal (1-3)	5%	(33)	7%	(48)	29%	(200)	28%	(191)	24%	(166)	7%	(51)	689
Ideo: Moderate (4)	5%	(25)	5%	(23)	25%	(118)	22%	(104)	37%	(176)	7%	(33)	479
Ideo: Conservative (5-7)	4%	(30)	4%	(28)	28%	(204)	20%	(148)	36%	(265)	8%	(56)	731
Educ: < College	5%	(68)	5%	(69)	21%	(314)	22%	(319)	37%	(551)	11%	(162)	1483
Educ: Bachelors degree	3%	(13)	5%	(20)	33%	(142)	23%	(99)	32%	(138)	5%	(20)	432
Educ: Post-grad	5%	(15)	6%	(17)	36%	(102)	25%	(73)	22%	(62)	6%	(18)	287

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Table BRD6: *And are you more or less likely to watch a show or movie if an actor in its cast is facing allegations of sexual misconduct, or would it have no impact either way?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion	Total N
Adults	4%	(96)	5%	(106)	25%	(558)	22%	(491)	34%	(751)	9% (200)	2202
Income: Under 50k	5%	(61)	5%	(65)	21%	(254)	22%	(259)	35%	(416)	11% (130)	1185
Income: 50k-100k	3%	(23)	4%	(28)	30%	(210)	22%	(153)	33%	(233)	8% (55)	702
Income: 100k+	4%	(12)	4%	(13)	30%	(94)	25%	(79)	32%	(102)	5% (15)	315
Ethnicity: White	4%	(69)	5%	(81)	26%	(466)	22%	(395)	35%	(619)	8% (149)	1779
Ethnicity: Hispanic	13%	(28)	14%	(31)	17%	(37)	19%	(41)	29%	(63)	8% (17)	217
Ethnicity: Afr. Am.	6%	(12)	5%	(11)	25%	(54)	20%	(44)	33%	(71)	12% (25)	217
Ethnicity: Other	7%	(15)	7%	(14)	18%	(38)	25%	(52)	30%	(61)	13% (26)	206
Relig: Protestant	6%	(30)	5%	(24)	30%	(157)	22%	(118)	32%	(172)	6% (31)	532
Relig: Roman Catholic	4%	(16)	4%	(14)	25%	(94)	23%	(87)	38%	(144)	6% (24)	379
Relig: Ath./Agn./None	2%	(14)	4%	(24)	26%	(156)	23%	(139)	33%	(197)	12% (75)	605
Relig: Something Else	7%	(26)	8%	(33)	22%	(86)	23%	(90)	31%	(122)	9% (35)	392
Relig: Jewish	14%	(10)	14%	(10)	19%	(14)	21%	(15)	27%	(20)	5% (4)	73
Relig: Evangelical	4%	(26)	4%	(24)	25%	(150)	22%	(129)	35%	(206)	9% (54)	589
Relig: Non-Evang. Catholics	5%	(30)	4%	(25)	27%	(165)	22%	(133)	37%	(225)	6% (35)	613
Relig: All Christian	5%	(56)	4%	(49)	26%	(315)	22%	(262)	36%	(431)	7% (89)	1202
Relig: All Non-Christian	4%	(40)	6%	(57)	24%	(242)	23%	(229)	32%	(319)	11% (110)	997
Community: Urban	6%	(34)	7%	(40)	23%	(124)	24%	(130)	29%	(161)	11% (59)	548
Community: Suburban	3%	(31)	3%	(34)	29%	(284)	23%	(233)	34%	(339)	7% (73)	994
Community: Rural	5%	(31)	5%	(32)	23%	(150)	19%	(128)	38%	(251)	10% (68)	660
Employ: Private Sector	5%	(33)	5%	(37)	29%	(205)	22%	(151)	32%	(226)	7% (46)	698
Employ: Government	6%	(10)	9%	(15)	27%	(46)	25%	(43)	26%	(44)	7% (11)	169
Employ: Self-Employed	5%	(9)	6%	(11)	33%	(65)	19%	(37)	30%	(58)	8% (16)	196
Employ: Homemaker	3%	(6)	2%	(4)	18%	(34)	22%	(40)	40%	(74)	15% (27)	185
Employ: Student	5%	(6)	4%	(4)	23%	(26)	39%	(44)	24%	(27)	6% (7)	114
Employ: Retired	3%	(15)	5%	(21)	23%	(104)	24%	(108)	38%	(172)	8% (37)	457
Employ: Unemployed	5%	(10)	3%	(6)	20%	(40)	19%	(38)	40%	(79)	12% (24)	197
Employ: Other	4%	(7)	4%	(8)	20%	(38)	16%	(30)	38%	(71)	17% (32)	186
Military HH: Yes	5%	(21)	7%	(26)	22%	(86)	22%	(89)	38%	(152)	6% (24)	398
Military HH: No	4%	(75)	4%	(80)	26%	(472)	22%	(402)	33%	(599)	10% (176)	1804

Continued on next page

Table BRD6: *And are you more or less likely to watch a show or movie if an actor in its cast is facing allegations of sexual misconduct, or would it have no impact either way?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(96)	5%	(106)	25%	(558)	22%	(491)	34%	(751)	9%	(200)	2202
RD/WT: Right Direction	6%	(54)	5%	(48)	22%	(197)	18%	(166)	39%	(357)	9%	(85)	907
RD/WT: Wrong Track	3%	(42)	4%	(58)	28%	(361)	25%	(325)	30%	(394)	9%	(115)	1295
Trump Job Approve	5%	(50)	5%	(45)	22%	(207)	19%	(174)	41%	(381)	8%	(72)	929
Trump Job Disapprove	3%	(39)	5%	(57)	30%	(335)	26%	(294)	28%	(315)	7%	(84)	1124
Trump Job Strongly Approve	7%	(34)	6%	(26)	20%	(93)	20%	(94)	40%	(183)	6%	(29)	459
Trump Job Somewhat Approve	3%	(16)	4%	(19)	24%	(114)	17%	(80)	42%	(198)	9%	(43)	470
Trump Job Somewhat Disapprove	3%	(11)	5%	(15)	29%	(94)	20%	(66)	36%	(117)	7%	(23)	326
Trump Job Strongly Disapprove	4%	(28)	5%	(42)	30%	(241)	29%	(228)	25%	(198)	8%	(61)	798
#1 Issue: Economy	4%	(26)	4%	(25)	24%	(155)	21%	(138)	37%	(241)	10%	(68)	653
#1 Issue: Security	6%	(24)	6%	(23)	26%	(104)	20%	(80)	36%	(143)	7%	(28)	402
#1 Issue: Health Care	2%	(6)	6%	(21)	29%	(104)	23%	(80)	34%	(119)	7%	(25)	355
#1 Issue: Medicare / Social Security	4%	(14)	5%	(15)	20%	(65)	21%	(67)	38%	(123)	12%	(38)	322
#1 Issue: Women's Issues	9%	(11)	4%	(5)	29%	(34)	39%	(46)	10%	(12)	8%	(9)	117
#1 Issue: Education	6%	(10)	6%	(9)	29%	(45)	25%	(39)	25%	(39)	8%	(12)	154
#1 Issue: Energy	2%	(2)	5%	(5)	27%	(25)	24%	(22)	37%	(34)	4%	(4)	92
#1 Issue: Other	3%	(3)	3%	(3)	24%	(26)	18%	(19)	37%	(40)	15%	(16)	107
2016 Vote: Democrat Hillary Clinton	3%	(19)	6%	(41)	31%	(222)	27%	(191)	26%	(187)	8%	(54)	714
2016 Vote: Republican Donald Trump	4%	(33)	5%	(35)	24%	(174)	21%	(157)	39%	(291)	7%	(49)	739
2016 Vote: Someone else	5%	(10)	1%	(3)	26%	(55)	27%	(56)	33%	(69)	7%	(15)	208
Voted in 2014: Yes	4%	(51)	4%	(60)	27%	(382)	24%	(333)	34%	(472)	7%	(94)	1392
Voted in 2014: No	6%	(45)	6%	(46)	22%	(176)	20%	(158)	34%	(279)	13%	(106)	810
2012 Vote: Barack Obama	3%	(28)	5%	(46)	29%	(249)	25%	(219)	31%	(270)	7%	(59)	871
2012 Vote: Mitt Romney	3%	(17)	3%	(18)	27%	(146)	21%	(113)	39%	(215)	7%	(38)	547
2012 Vote: Other	6%	(6)	2%	(2)	22%	(23)	24%	(25)	39%	(41)	8%	(9)	106
2012 Vote: Didn't Vote	7%	(45)	6%	(40)	21%	(140)	20%	(134)	33%	(224)	14%	(93)	676
4-Region: Northeast	5%	(20)	5%	(22)	26%	(107)	25%	(104)	29%	(120)	10%	(43)	416
4-Region: Midwest	3%	(17)	6%	(30)	24%	(123)	23%	(114)	36%	(182)	8%	(40)	506
4-Region: South	4%	(36)	4%	(37)	26%	(235)	21%	(187)	36%	(318)	8%	(75)	888
4-Region: West	6%	(23)	4%	(17)	24%	(93)	22%	(86)	33%	(131)	11%	(42)	392

Continued on next page

Table BRD6: *And are you more or less likely to watch a show or movie if an actor in its cast is facing allegations of sexual misconduct, or would it have no impact either way?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion	Total N
Adults	4%	(96)	5%	(106)	25%	(558)	22%	(491)	34%	(751)	9% (200)	2202
Favorable of Trump	6%	(57)	5%	(47)	22%	(207)	19%	(178)	41%	(385)	7% (65)	939
Unfavorable of Trump	3%	(30)	5%	(57)	30%	(334)	26%	(294)	28%	(316)	8% (89)	1120
Very Favorable of Trump	6%	(33)	6%	(32)	19%	(99)	20%	(104)	41%	(209)	6% (31)	508
Somewhat Favorable of Trump	6%	(24)	3%	(15)	25%	(108)	17%	(74)	41%	(176)	8% (34)	431
Somewhat Unfavorable of Trump	3%	(7)	8%	(18)	23%	(52)	21%	(49)	36%	(84)	9% (21)	231
Very Unfavorable of Trump	3%	(23)	4%	(39)	32%	(282)	28%	(245)	26%	(232)	8% (68)	889
Frequent Movie Watcher	11%	(39)	11%	(40)	24%	(86)	22%	(81)	28%	(102)	4% (13)	361
Top TV watcher	3%	(17)	6%	(32)	28%	(158)	22%	(126)	34%	(189)	7% (42)	564

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

Table BRD7: *And are you more or less likely to watch a show or movie if its director or producer is facing allegations of sexual misconduct, or would it have no impact either way?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(82)	5%	(104)	23%	(504)	23%	(499)	36%	(795)	10%	(218)	2202
Gender: Male	6%	(54)	6%	(63)	22%	(214)	18%	(180)	39%	(379)	9%	(86)	976
Gender: Female	2%	(28)	3%	(41)	24%	(290)	26%	(319)	34%	(416)	11%	(132)	1226
Age: 18-29	4%	(17)	5%	(24)	23%	(103)	25%	(115)	29%	(130)	14%	(62)	451
Age: 30-44	3%	(18)	5%	(31)	25%	(154)	22%	(134)	37%	(226)	9%	(54)	617
Age: 45-54	3%	(12)	5%	(17)	22%	(77)	23%	(80)	39%	(136)	9%	(30)	352
Age: 55-64	4%	(16)	6%	(22)	24%	(92)	20%	(76)	39%	(150)	8%	(33)	389
Age: 65+	5%	(19)	3%	(10)	20%	(78)	24%	(94)	39%	(153)	10%	(39)	393
Generation Z: 18-21	7%	(9)	6%	(8)	18%	(25)	35%	(47)	22%	(30)	12%	(17)	136
Millennial: Age 22-37	3%	(19)	6%	(37)	25%	(165)	22%	(143)	33%	(214)	11%	(72)	650
Generation X: Age 38-53	3%	(17)	5%	(27)	23%	(137)	22%	(130)	39%	(229)	9%	(54)	594
Boomers: Age 54-72	4%	(31)	4%	(29)	23%	(163)	21%	(153)	39%	(276)	8%	(60)	712
PID: Dem (no lean)	3%	(20)	5%	(39)	26%	(189)	27%	(191)	30%	(214)	9%	(62)	715
PID: Ind (no lean)	3%	(23)	3%	(27)	22%	(176)	20%	(163)	39%	(308)	13%	(102)	799
PID: Rep (no lean)	6%	(39)	6%	(38)	20%	(139)	21%	(145)	40%	(273)	8%	(54)	688
PID/Gender: Dem Men	4%	(11)	7%	(19)	27%	(73)	19%	(52)	34%	(92)	8%	(21)	268
PID/Gender: Dem Women	2%	(9)	4%	(20)	26%	(116)	31%	(139)	27%	(122)	9%	(41)	447
PID/Gender: Ind Men	4%	(13)	4%	(14)	23%	(84)	17%	(61)	40%	(147)	12%	(45)	364
PID/Gender: Ind Women	2%	(10)	3%	(13)	21%	(92)	23%	(102)	37%	(161)	13%	(57)	435
PID/Gender: Rep Men	9%	(30)	9%	(30)	17%	(57)	19%	(67)	41%	(140)	6%	(20)	344
PID/Gender: Rep Women	3%	(9)	2%	(8)	24%	(82)	23%	(78)	39%	(133)	10%	(34)	344
Ideo: Liberal (1-3)	5%	(33)	5%	(37)	27%	(187)	29%	(201)	25%	(173)	8%	(58)	689
Ideo: Moderate (4)	4%	(17)	6%	(27)	21%	(102)	21%	(102)	40%	(192)	8%	(39)	479
Ideo: Conservative (5-7)	3%	(24)	4%	(30)	25%	(182)	21%	(152)	39%	(283)	8%	(60)	731
Educ: < College	4%	(60)	5%	(69)	19%	(276)	22%	(325)	39%	(575)	12%	(178)	1483
Educ: Bachelors degree	2%	(10)	5%	(20)	29%	(125)	25%	(106)	34%	(149)	5%	(22)	432
Educ: Post-grad	4%	(12)	5%	(15)	36%	(103)	24%	(68)	25%	(71)	6%	(18)	287

Continued on next page

Table BRD7: *And are you more or less likely to watch a show or movie if its director or producer is facing allegations of sexual misconduct, or would it have no impact either way?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(82)	5%	(104)	23%	(504)	23%	(499)	36%	(795)	10%	(218)	2202
Income: Under 50k	4%	(44)	5%	(65)	19%	(222)	23%	(272)	37%	(435)	12%	(147)	1185
Income: 50k-100k	4%	(28)	4%	(25)	27%	(191)	21%	(146)	36%	(256)	8%	(56)	702
Income: 100k+	3%	(10)	4%	(14)	29%	(91)	26%	(81)	33%	(104)	5%	(15)	315
Ethnicity: White	4%	(64)	4%	(70)	24%	(421)	22%	(400)	37%	(657)	9%	(167)	1779
Ethnicity: Hispanic	13%	(28)	13%	(28)	18%	(39)	18%	(39)	32%	(69)	6%	(14)	217
Ethnicity: Afr. Am.	3%	(6)	9%	(19)	20%	(43)	20%	(44)	35%	(77)	13%	(28)	217
Ethnicity: Other	6%	(12)	7%	(15)	19%	(40)	27%	(55)	30%	(61)	11%	(23)	206
Relig: Protestant	5%	(28)	4%	(21)	26%	(139)	23%	(125)	34%	(182)	7%	(37)	532
Relig: Roman Catholic	2%	(8)	4%	(16)	23%	(86)	23%	(86)	41%	(156)	7%	(27)	379
Relig: Ath./Agn./None	2%	(12)	3%	(20)	25%	(153)	23%	(139)	34%	(208)	12%	(73)	605
Relig: Something Else	6%	(25)	8%	(32)	17%	(68)	24%	(96)	33%	(129)	11%	(42)	392
Relig: Jewish	15%	(11)	11%	(8)	16%	(12)	22%	(16)	29%	(21)	7%	(5)	73
Relig: Evangelical	5%	(27)	4%	(25)	22%	(130)	21%	(126)	37%	(216)	11%	(65)	589
Relig: Non-Evang. Catholics	3%	(18)	4%	(26)	25%	(153)	23%	(138)	39%	(241)	6%	(37)	613
Relig: All Christian	4%	(45)	4%	(51)	24%	(283)	22%	(264)	38%	(457)	8%	(102)	1202
Relig: All Non-Christian	4%	(37)	5%	(52)	22%	(221)	24%	(235)	34%	(337)	12%	(115)	997
Community: Urban	5%	(26)	7%	(40)	21%	(117)	25%	(137)	30%	(162)	12%	(66)	548
Community: Suburban	3%	(26)	3%	(29)	25%	(250)	25%	(244)	37%	(370)	8%	(75)	994
Community: Rural	5%	(30)	5%	(35)	21%	(137)	18%	(118)	40%	(263)	12%	(77)	660
Employ: Private Sector	4%	(28)	5%	(34)	27%	(186)	24%	(165)	34%	(237)	7%	(48)	698
Employ: Government	8%	(14)	5%	(8)	29%	(49)	21%	(36)	28%	(47)	9%	(15)	169
Employ: Self-Employed	4%	(8)	11%	(21)	24%	(48)	19%	(37)	33%	(65)	9%	(17)	196
Employ: Homemaker	2%	(3)	3%	(5)	19%	(35)	22%	(41)	39%	(73)	15%	(28)	185
Employ: Student	4%	(4)	5%	(6)	18%	(21)	40%	(46)	25%	(29)	7%	(8)	114
Employ: Retired	3%	(14)	3%	(14)	20%	(91)	22%	(99)	42%	(194)	10%	(45)	457
Employ: Unemployed	5%	(9)	4%	(8)	17%	(34)	21%	(41)	41%	(80)	13%	(25)	197
Employ: Other	1%	(2)	4%	(8)	22%	(40)	18%	(34)	38%	(70)	17%	(32)	186
Military HH: Yes	6%	(22)	5%	(19)	21%	(85)	22%	(87)	39%	(156)	7%	(29)	398
Military HH: No	3%	(60)	5%	(85)	23%	(419)	23%	(412)	35%	(639)	10%	(189)	1804

Continued on next page

Table BRD7: *And are you more or less likely to watch a show or movie if its director or producer is facing allegations of sexual misconduct, or would it have no impact either way?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(82)	5%	(104)	23%	(504)	23%	(499)	36%	(795)	10%	(218)	2202
RD/WT: Right Direction	5%	(46)	6%	(52)	20%	(182)	19%	(171)	41%	(368)	10%	(88)	907
RD/WT: Wrong Track	3%	(36)	4%	(52)	25%	(322)	25%	(328)	33%	(427)	10%	(130)	1295
Trump Job Approve	5%	(45)	5%	(51)	19%	(179)	18%	(171)	43%	(402)	9%	(81)	929
Trump Job Disapprove	3%	(34)	4%	(48)	27%	(307)	27%	(304)	30%	(337)	8%	(94)	1124
Trump Job Strongly Approve	8%	(35)	6%	(27)	17%	(78)	20%	(93)	42%	(192)	7%	(34)	459
Trump Job Somewhat Approve	2%	(10)	5%	(24)	21%	(101)	17%	(78)	45%	(210)	10%	(47)	470
Trump Job Somewhat Disapprove	3%	(9)	3%	(9)	27%	(88)	23%	(75)	38%	(123)	7%	(22)	326
Trump Job Strongly Disapprove	3%	(25)	5%	(39)	27%	(219)	29%	(229)	27%	(214)	9%	(72)	798
#1 Issue: Economy	2%	(16)	4%	(29)	24%	(155)	21%	(138)	38%	(250)	10%	(65)	653
#1 Issue: Security	6%	(23)	5%	(22)	21%	(84)	21%	(84)	38%	(152)	9%	(37)	402
#1 Issue: Health Care	3%	(9)	4%	(15)	26%	(92)	23%	(83)	34%	(122)	10%	(34)	355
#1 Issue: Medicare / Social Security	3%	(11)	4%	(13)	19%	(60)	19%	(60)	43%	(137)	13%	(41)	322
#1 Issue: Women's Issues	7%	(8)	5%	(6)	26%	(31)	41%	(48)	13%	(15)	8%	(9)	117
#1 Issue: Education	5%	(7)	8%	(12)	23%	(36)	27%	(42)	27%	(41)	10%	(16)	154
#1 Issue: Energy	3%	(3)	3%	(3)	25%	(23)	25%	(23)	41%	(38)	2%	(2)	92
#1 Issue: Other	5%	(5)	4%	(4)	21%	(23)	20%	(21)	37%	(40)	13%	(14)	107
2016 Vote: Democrat Hillary Clinton	2%	(15)	5%	(34)	28%	(199)	27%	(195)	29%	(206)	9%	(65)	714
2016 Vote: Republican Donald Trump	4%	(32)	5%	(36)	21%	(153)	21%	(152)	42%	(312)	7%	(54)	739
2016 Vote: Someone else	4%	(9)	3%	(7)	29%	(60)	23%	(47)	34%	(70)	7%	(15)	208
Voted in 2014: Yes	3%	(41)	5%	(63)	24%	(340)	24%	(329)	36%	(506)	8%	(113)	1392
Voted in 2014: No	5%	(41)	5%	(41)	20%	(164)	21%	(170)	36%	(289)	13%	(105)	810
2012 Vote: Barack Obama	3%	(23)	5%	(47)	25%	(222)	25%	(217)	34%	(298)	7%	(64)	871
2012 Vote: Mitt Romney	2%	(13)	4%	(20)	23%	(126)	21%	(117)	41%	(225)	8%	(46)	547
2012 Vote: Other	4%	(4)	2%	(2)	22%	(23)	23%	(24)	41%	(43)	9%	(10)	106
2012 Vote: Didn't Vote	6%	(42)	5%	(35)	20%	(133)	21%	(141)	34%	(228)	14%	(97)	676
4-Region: Northeast	4%	(18)	4%	(18)	25%	(104)	24%	(99)	31%	(129)	12%	(48)	416
4-Region: Midwest	3%	(17)	5%	(26)	20%	(103)	24%	(120)	38%	(190)	10%	(50)	506
4-Region: South	3%	(30)	4%	(39)	23%	(206)	21%	(187)	39%	(343)	9%	(83)	888
4-Region: West	4%	(17)	5%	(21)	23%	(91)	24%	(93)	34%	(133)	9%	(37)	392

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Table BRD7: *And are you more or less likely to watch a show or movie if its director or producer is facing allegations of sexual misconduct, or would it have no impact either way?*

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(82)	5%	(104)	23%	(504)	23%	(499)	36%	(795)	10%	(218)	2202
Favorable of Trump	6%	(52)	5%	(50)	20%	(186)	18%	(172)	43%	(403)	8%	(76)	939
Unfavorable of Trump	2%	(26)	4%	(49)	27%	(301)	27%	(304)	30%	(341)	9%	(99)	1120
Very Favorable of Trump	6%	(32)	6%	(33)	17%	(88)	19%	(98)	43%	(218)	8%	(39)	508
Somewhat Favorable of Trump	5%	(20)	4%	(17)	23%	(98)	17%	(74)	43%	(185)	9%	(37)	431
Somewhat Unfavorable of Trump	3%	(6)	4%	(9)	26%	(59)	20%	(46)	39%	(90)	9%	(21)	231
Very Unfavorable of Trump	2%	(20)	4%	(40)	27%	(242)	29%	(258)	28%	(251)	9%	(78)	889
Frequent Movie Watcher	10%	(37)	12%	(45)	24%	(85)	20%	(72)	30%	(108)	4%	(14)	361
Top TV watcher	3%	(16)	5%	(26)	25%	(141)	23%	(127)	36%	(203)	9%	(51)	564

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

Table BRD8_1: *In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?*
A movie

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(345)	69%	(1521)	15%	(336)	2202
Gender: Male	17%	(167)	70%	(687)	12%	(122)	976
Gender: Female	15%	(178)	68%	(834)	17%	(214)	1226
Age: 18-29	20%	(90)	62%	(278)	18%	(83)	451
Age: 30-44	16%	(96)	71%	(437)	14%	(84)	617
Age: 45-54	15%	(53)	73%	(257)	12%	(42)	352
Age: 55-64	16%	(61)	70%	(273)	14%	(55)	389
Age: 65+	11%	(45)	70%	(276)	18%	(72)	393
Generation Z: 18-21	26%	(35)	56%	(76)	18%	(25)	136
Millennial: Age 22-37	17%	(112)	67%	(437)	16%	(101)	650
Generation X: Age 38-53	15%	(88)	72%	(429)	13%	(77)	594
Boomers: Age 54-72	14%	(102)	70%	(498)	16%	(112)	712
PID: Dem (no lean)	17%	(120)	71%	(507)	12%	(88)	715
PID: Ind (no lean)	13%	(100)	68%	(547)	19%	(152)	799
PID: Rep (no lean)	18%	(125)	68%	(467)	14%	(96)	688
PID/Gender: Dem Men	13%	(36)	76%	(205)	10%	(27)	268
PID/Gender: Dem Women	19%	(84)	68%	(302)	14%	(61)	447
PID/Gender: Ind Men	13%	(47)	71%	(257)	16%	(60)	364
PID/Gender: Ind Women	12%	(53)	67%	(290)	21%	(92)	435
PID/Gender: Rep Men	24%	(84)	65%	(225)	10%	(35)	344
PID/Gender: Rep Women	12%	(41)	70%	(242)	18%	(61)	344
Ideo: Liberal (1-3)	22%	(151)	65%	(447)	13%	(91)	689
Ideo: Moderate (4)	12%	(59)	75%	(358)	13%	(62)	479
Ideo: Conservative (5-7)	15%	(107)	71%	(516)	15%	(108)	731
Educ: < College	16%	(230)	68%	(1015)	16%	(238)	1483
Educ: Bachelors degree	14%	(60)	73%	(314)	13%	(58)	432
Educ: Post-grad	19%	(55)	67%	(192)	14%	(40)	287

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Table BRD8_1: In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?

A movie

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(345)	69%	(1521)	15%	(336)	2202
Income: Under 50k	16%	(187)	68%	(800)	17%	(198)	1185
Income: 50k-100k	15%	(104)	70%	(493)	15%	(105)	702
Income: 100k+	17%	(54)	72%	(228)	10%	(33)	315
Ethnicity: White	15%	(274)	69%	(1230)	15%	(275)	1779
Ethnicity: Hispanic	31%	(67)	58%	(126)	11%	(24)	217
Ethnicity: Afr. Am.	16%	(34)	71%	(154)	13%	(29)	217
Ethnicity: Other	18%	(37)	67%	(137)	16%	(32)	206
Relig: Protestant	13%	(71)	71%	(377)	16%	(84)	532
Relig: Roman Catholic	15%	(58)	71%	(269)	14%	(52)	379
Relig: Ath./Agn./None	16%	(97)	69%	(417)	15%	(91)	605
Relig: Something Else	23%	(89)	63%	(248)	14%	(55)	392
Relig: Jewish	36%	(26)	56%	(41)	8%	(6)	73
Relig: Evangelical	11%	(67)	70%	(411)	19%	(111)	589
Relig: Non-Evang. Catholics	15%	(90)	72%	(444)	13%	(79)	613
Relig: All Christian	13%	(157)	71%	(855)	16%	(190)	1202
Relig: All Non-Christian	19%	(186)	67%	(665)	15%	(146)	997
Community: Urban	18%	(100)	66%	(360)	16%	(88)	548
Community: Suburban	15%	(145)	71%	(701)	15%	(148)	994
Community: Rural	15%	(100)	70%	(460)	15%	(100)	660
Employ: Private Sector	18%	(126)	69%	(484)	13%	(88)	698
Employ: Government	22%	(38)	63%	(107)	14%	(24)	169
Employ: Self-Employed	13%	(25)	74%	(145)	13%	(26)	196
Employ: Homemaker	12%	(23)	70%	(129)	18%	(33)	185
Employ: Student	27%	(31)	60%	(68)	13%	(15)	114
Employ: Retired	10%	(47)	74%	(337)	16%	(73)	457
Employ: Unemployed	18%	(36)	65%	(129)	16%	(32)	197
Employ: Other	10%	(19)	66%	(122)	24%	(45)	186
Military HH: Yes	17%	(67)	70%	(278)	13%	(53)	398
Military HH: No	15%	(278)	69%	(1243)	16%	(283)	1804

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Table BRD8_1: *In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?*

A movie

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(345)	69%	(1521)	15%	(336)	2202
RD/WT: Right Direction	17%	(158)	67%	(605)	16%	(144)	907
RD/WT: Wrong Track	14%	(187)	71%	(916)	15%	(192)	1295
Trump Job Approve	16%	(149)	69%	(642)	15%	(138)	929
Trump Job Disapprove	16%	(178)	71%	(794)	14%	(152)	1124
Trump Job Strongly Approve	21%	(97)	63%	(288)	16%	(74)	459
Trump Job Somewhat Approve	11%	(52)	75%	(354)	14%	(64)	470
Trump Job Somewhat Disapprove	10%	(32)	76%	(249)	14%	(45)	326
Trump Job Strongly Disapprove	18%	(146)	68%	(545)	13%	(107)	798
#1 Issue: Economy	13%	(85)	72%	(467)	15%	(101)	653
#1 Issue: Security	17%	(67)	67%	(271)	16%	(64)	402
#1 Issue: Health Care	13%	(46)	74%	(264)	13%	(45)	355
#1 Issue: Medicare / Social Security	13%	(43)	71%	(229)	16%	(50)	322
#1 Issue: Women's Issues	32%	(37)	51%	(60)	17%	(20)	117
#1 Issue: Education	22%	(34)	62%	(95)	16%	(25)	154
#1 Issue: Energy	22%	(20)	68%	(63)	10%	(9)	92
#1 Issue: Other	12%	(13)	67%	(72)	21%	(22)	107
2016 Vote: Democrat Hillary Clinton	16%	(117)	71%	(506)	13%	(91)	714
2016 Vote: Republican Donald Trump	15%	(111)	70%	(516)	15%	(112)	739
2016 Vote: Someone else	12%	(24)	71%	(148)	17%	(36)	208
Voted in 2014: Yes	15%	(206)	71%	(987)	14%	(199)	1392
Voted in 2014: No	17%	(139)	66%	(534)	17%	(137)	810
2012 Vote: Barack Obama	15%	(131)	72%	(627)	13%	(113)	871
2012 Vote: Mitt Romney	12%	(66)	70%	(384)	18%	(97)	547
2012 Vote: Other	18%	(19)	68%	(72)	14%	(15)	106
2012 Vote: Didn't Vote	19%	(129)	64%	(436)	16%	(111)	676
4-Region: Northeast	15%	(63)	71%	(296)	14%	(57)	416
4-Region: Midwest	16%	(79)	66%	(334)	18%	(93)	506
4-Region: South	15%	(135)	70%	(624)	15%	(129)	888
4-Region: West	17%	(68)	68%	(267)	15%	(57)	392

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Table BRD8_1: *In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?*

A movie

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	16%	(345)	69%	(1521)	15%	(336)	2202
Favorable of Trump	17%	(155)	69%	(646)	15%	(138)	939
Unfavorable of Trump	15%	(173)	71%	(800)	13%	(147)	1120
Very Favorable of Trump	19%	(95)	66%	(334)	16%	(79)	508
Somewhat Favorable of Trump	14%	(60)	72%	(312)	14%	(59)	431
Somewhat Unfavorable of Trump	12%	(27)	74%	(171)	14%	(33)	231
Very Unfavorable of Trump	16%	(146)	71%	(629)	13%	(114)	889
Frequent Movie Watcher	30%	(108)	59%	(213)	11%	(40)	361
Top TV watcher	15%	(87)	72%	(405)	13%	(72)	564

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

Table BRD8_4: *In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?*
A new television show

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(293)	70%	(1533)	17%	(376)	2202
Gender: Male	15%	(148)	70%	(688)	14%	(140)	976
Gender: Female	12%	(145)	69%	(845)	19%	(236)	1226
Age: 18-29	18%	(79)	63%	(285)	19%	(87)	451
Age: 30-44	12%	(75)	72%	(447)	15%	(95)	617
Age: 45-54	15%	(52)	72%	(255)	13%	(45)	352
Age: 55-64	13%	(50)	69%	(269)	18%	(70)	389
Age: 65+	9%	(37)	70%	(277)	20%	(79)	393
Generation Z: 18-21	24%	(32)	57%	(77)	20%	(27)	136
Millennial: Age 22-37	14%	(89)	69%	(450)	17%	(111)	650
Generation X: Age 38-53	13%	(79)	73%	(432)	14%	(83)	594
Boomers: Age 54-72	12%	(86)	70%	(495)	18%	(131)	712
PID: Dem (no lean)	15%	(105)	71%	(507)	14%	(103)	715
PID: Ind (no lean)	10%	(83)	69%	(555)	20%	(161)	799
PID: Rep (no lean)	15%	(105)	68%	(471)	16%	(112)	688
PID/Gender: Dem Men	13%	(36)	74%	(198)	13%	(34)	268
PID/Gender: Dem Women	15%	(69)	69%	(309)	15%	(69)	447
PID/Gender: Ind Men	10%	(35)	73%	(265)	18%	(64)	364
PID/Gender: Ind Women	11%	(48)	67%	(290)	22%	(97)	435
PID/Gender: Rep Men	22%	(77)	65%	(225)	12%	(42)	344
PID/Gender: Rep Women	8%	(28)	72%	(246)	20%	(70)	344
Ideo: Liberal (1-3)	20%	(139)	65%	(445)	15%	(105)	689
Ideo: Moderate (4)	11%	(53)	75%	(361)	14%	(65)	479
Ideo: Conservative (5-7)	11%	(79)	72%	(526)	17%	(126)	731
Educ: < College	14%	(201)	69%	(1020)	18%	(262)	1483
Educ: Bachelors degree	12%	(50)	74%	(319)	15%	(63)	432
Educ: Post-grad	15%	(42)	68%	(194)	18%	(51)	287

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Table BRD8_4: In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?

A new television show

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(293)	70%	(1533)	17%	(376)	2202
Income: Under 50k	13%	(156)	68%	(804)	19%	(225)	1185
Income: 50k-100k	13%	(91)	70%	(493)	17%	(118)	702
Income: 100k+	15%	(46)	75%	(236)	10%	(33)	315
Ethnicity: White	13%	(225)	70%	(1245)	17%	(309)	1779
Ethnicity: Hispanic	26%	(57)	61%	(133)	12%	(27)	217
Ethnicity: Afr. Am.	18%	(39)	70%	(152)	12%	(26)	217
Ethnicity: Other	14%	(29)	66%	(136)	20%	(41)	206
Relig: Protestant	10%	(55)	71%	(380)	18%	(97)	532
Relig: Roman Catholic	14%	(53)	70%	(264)	16%	(62)	379
Relig: Ath./Agn./None	13%	(79)	70%	(425)	17%	(101)	605
Relig: Something Else	20%	(78)	64%	(251)	16%	(63)	392
Relig: Jewish	30%	(22)	60%	(44)	10%	(7)	73
Relig: Evangelical	10%	(59)	71%	(421)	19%	(109)	589
Relig: Non-Evang. Catholics	12%	(76)	71%	(435)	17%	(102)	613
Relig: All Christian	11%	(135)	71%	(856)	18%	(211)	1202
Relig: All Non-Christian	16%	(157)	68%	(676)	16%	(164)	997
Community: Urban	17%	(94)	66%	(362)	17%	(92)	548
Community: Suburban	12%	(116)	72%	(713)	17%	(165)	994
Community: Rural	13%	(83)	69%	(458)	18%	(119)	660
Employ: Private Sector	15%	(104)	71%	(495)	14%	(99)	698
Employ: Government	21%	(35)	64%	(108)	15%	(26)	169
Employ: Self-Employed	15%	(29)	73%	(144)	12%	(23)	196
Employ: Homemaker	9%	(17)	71%	(131)	20%	(37)	185
Employ: Student	25%	(28)	60%	(68)	16%	(18)	114
Employ: Retired	9%	(39)	72%	(330)	19%	(88)	457
Employ: Unemployed	14%	(27)	68%	(133)	19%	(37)	197
Employ: Other	8%	(14)	67%	(124)	26%	(48)	186
Military HH: Yes	13%	(53)	69%	(276)	17%	(69)	398
Military HH: No	13%	(240)	70%	(1257)	17%	(307)	1804

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Table BRD8_4: *In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?*

A new television show

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(293)	70%	(1533)	17%	(376)	2202
RD/WT: Right Direction	15%	(133)	67%	(611)	18%	(163)	907
RD/WT: Wrong Track	12%	(160)	71%	(922)	16%	(213)	1295
Trump Job Approve	13%	(125)	70%	(647)	17%	(157)	929
Trump Job Disapprove	14%	(153)	71%	(799)	15%	(172)	1124
Trump Job Strongly Approve	19%	(87)	63%	(290)	18%	(82)	459
Trump Job Somewhat Approve	8%	(38)	76%	(357)	16%	(75)	470
Trump Job Somewhat Disapprove	8%	(25)	77%	(250)	16%	(51)	326
Trump Job Strongly Disapprove	16%	(128)	69%	(549)	15%	(121)	798
#1 Issue: Economy	12%	(76)	72%	(472)	16%	(105)	653
#1 Issue: Security	12%	(48)	70%	(280)	18%	(74)	402
#1 Issue: Health Care	11%	(40)	74%	(263)	15%	(52)	355
#1 Issue: Medicare / Social Security	11%	(37)	72%	(231)	17%	(54)	322
#1 Issue: Women's Issues	27%	(32)	54%	(63)	19%	(22)	117
#1 Issue: Education	18%	(27)	62%	(96)	20%	(31)	154
#1 Issue: Energy	22%	(20)	64%	(59)	14%	(13)	92
#1 Issue: Other	12%	(13)	64%	(69)	23%	(25)	107
2016 Vote: Democrat Hillary Clinton	14%	(97)	72%	(511)	15%	(106)	714
2016 Vote: Republican Donald Trump	12%	(90)	70%	(520)	17%	(129)	739
2016 Vote: Someone else	12%	(25)	71%	(147)	17%	(36)	208
Voted in 2014: Yes	12%	(172)	72%	(1001)	16%	(219)	1392
Voted in 2014: No	15%	(121)	66%	(532)	19%	(157)	810
2012 Vote: Barack Obama	13%	(112)	73%	(634)	14%	(125)	871
2012 Vote: Mitt Romney	10%	(55)	71%	(388)	19%	(104)	547
2012 Vote: Other	13%	(14)	68%	(72)	19%	(20)	106
2012 Vote: Didn't Vote	17%	(112)	65%	(437)	19%	(127)	676
4-Region: Northeast	11%	(47)	71%	(297)	17%	(72)	416
4-Region: Midwest	14%	(70)	67%	(339)	19%	(97)	506
4-Region: South	13%	(114)	71%	(633)	16%	(141)	888
4-Region: West	16%	(62)	67%	(264)	17%	(66)	392

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Table BRD8_4: *In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?*

A new television show

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(293)	70%	(1533)	17%	(376)	2202
Favorable of Trump	14%	(134)	69%	(649)	17%	(156)	939
Unfavorable of Trump	13%	(145)	72%	(810)	15%	(165)	1120
Very Favorable of Trump	17%	(87)	65%	(331)	18%	(90)	508
Somewhat Favorable of Trump	11%	(47)	74%	(318)	15%	(66)	431
Somewhat Unfavorable of Trump	9%	(21)	77%	(178)	14%	(32)	231
Very Unfavorable of Trump	14%	(124)	71%	(632)	15%	(133)	889
Frequent Movie Watcher	27%	(96)	62%	(224)	11%	(41)	361
Top TV watcher	14%	(81)	70%	(395)	16%	(88)	564

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

Table BRD8_5: *In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?*
A television show you currently watch

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(278)	72%	(1584)	15%	(340)	2202
Gender: Male	15%	(144)	72%	(705)	13%	(127)	976
Gender: Female	11%	(134)	72%	(879)	17%	(213)	1226
Age: 18-29	15%	(69)	66%	(296)	19%	(86)	451
Age: 30-44	10%	(60)	76%	(469)	14%	(88)	617
Age: 45-54	15%	(52)	73%	(257)	12%	(43)	352
Age: 55-64	15%	(57)	69%	(270)	16%	(62)	389
Age: 65+	10%	(40)	74%	(292)	16%	(61)	393
Generation Z: 18-21	18%	(25)	61%	(83)	21%	(28)	136
Millennial: Age 22-37	12%	(75)	72%	(467)	17%	(108)	650
Generation X: Age 38-53	13%	(77)	74%	(442)	13%	(75)	594
Boomers: Age 54-72	13%	(93)	72%	(510)	15%	(109)	712
PID: Dem (no lean)	14%	(102)	73%	(519)	13%	(94)	715
PID: Ind (no lean)	9%	(74)	72%	(578)	18%	(147)	799
PID: Rep (no lean)	15%	(102)	71%	(487)	14%	(99)	688
PID/Gender: Dem Men	12%	(31)	77%	(206)	12%	(31)	268
PID/Gender: Dem Women	16%	(71)	70%	(313)	14%	(63)	447
PID/Gender: Ind Men	10%	(38)	73%	(267)	16%	(59)	364
PID/Gender: Ind Women	8%	(36)	71%	(311)	20%	(88)	435
PID/Gender: Rep Men	22%	(75)	67%	(232)	11%	(37)	344
PID/Gender: Rep Women	8%	(27)	74%	(255)	18%	(62)	344
Ideo: Liberal (1-3)	19%	(128)	68%	(469)	13%	(92)	689
Ideo: Moderate (4)	9%	(44)	77%	(368)	14%	(67)	479
Ideo: Conservative (5-7)	11%	(82)	74%	(542)	15%	(107)	731
Educ: < College	13%	(188)	71%	(1054)	16%	(241)	1483
Educ: Bachelors degree	10%	(43)	76%	(329)	14%	(60)	432
Educ: Post-grad	16%	(47)	70%	(201)	14%	(39)	287

Continued on next page

Table BRD8_5: In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?

A television show you currently watch

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(278)	72%	(1584)	15%	(340)	2202
Income: Under 50k	12%	(141)	71%	(836)	18%	(208)	1185
Income: 50k-100k	12%	(87)	74%	(516)	14%	(99)	702
Income: 100k+	16%	(50)	74%	(232)	10%	(33)	315
Ethnicity: White	12%	(218)	72%	(1288)	15%	(273)	1779
Ethnicity: Hispanic	24%	(53)	64%	(138)	12%	(26)	217
Ethnicity: Afr. Am.	14%	(31)	72%	(157)	13%	(29)	217
Ethnicity: Other	14%	(29)	67%	(139)	18%	(38)	206
Relig: Protestant	13%	(68)	73%	(387)	14%	(77)	532
Relig: Roman Catholic	12%	(44)	73%	(278)	15%	(57)	379
Relig: Ath./Agn./None	11%	(66)	73%	(441)	16%	(98)	605
Relig: Something Else	19%	(73)	66%	(260)	15%	(59)	392
Relig: Jewish	33%	(24)	59%	(43)	8%	(6)	73
Relig: Evangelical	11%	(62)	73%	(428)	17%	(99)	589
Relig: Non-Evang. Catholics	12%	(75)	74%	(454)	14%	(84)	613
Relig: All Christian	11%	(137)	73%	(882)	15%	(183)	1202
Relig: All Non-Christian	14%	(139)	70%	(701)	16%	(157)	997
Community: Urban	15%	(82)	68%	(374)	17%	(92)	548
Community: Suburban	13%	(126)	73%	(726)	14%	(142)	994
Community: Rural	11%	(70)	73%	(484)	16%	(106)	660
Employ: Private Sector	13%	(94)	74%	(514)	13%	(90)	698
Employ: Government	21%	(36)	66%	(112)	12%	(21)	169
Employ: Self-Employed	17%	(33)	72%	(142)	11%	(21)	196
Employ: Homemaker	6%	(12)	75%	(138)	19%	(35)	185
Employ: Student	22%	(25)	62%	(71)	16%	(18)	114
Employ: Retired	8%	(38)	76%	(348)	16%	(71)	457
Employ: Unemployed	14%	(27)	67%	(132)	19%	(38)	197
Employ: Other	7%	(13)	68%	(127)	25%	(46)	186
Military HH: Yes	13%	(52)	72%	(287)	15%	(59)	398
Military HH: No	13%	(226)	72%	(1297)	16%	(281)	1804

Continued on next page

Table BRD8_5: *In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?*
A television show you currently watch

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(278)	72%	(1584)	15%	(340)	2202
RD/WT: Right Direction	15%	(134)	69%	(628)	16%	(145)	907
RD/WT: Wrong Track	11%	(144)	74%	(956)	15%	(195)	1295
Trump Job Approve	13%	(119)	72%	(669)	15%	(141)	929
Trump Job Disapprove	13%	(142)	74%	(827)	14%	(155)	1124
Trump Job Strongly Approve	19%	(85)	65%	(300)	16%	(74)	459
Trump Job Somewhat Approve	7%	(34)	79%	(369)	14%	(67)	470
Trump Job Somewhat Disapprove	7%	(24)	79%	(257)	14%	(45)	326
Trump Job Strongly Disapprove	15%	(118)	71%	(570)	14%	(110)	798
#1 Issue: Economy	12%	(78)	73%	(479)	15%	(96)	653
#1 Issue: Security	12%	(49)	71%	(287)	16%	(66)	402
#1 Issue: Health Care	10%	(36)	77%	(273)	13%	(46)	355
#1 Issue: Medicare / Social Security	13%	(41)	73%	(235)	14%	(46)	322
#1 Issue: Women's Issues	22%	(26)	59%	(69)	19%	(22)	117
#1 Issue: Education	14%	(22)	68%	(104)	18%	(28)	154
#1 Issue: Energy	15%	(14)	70%	(64)	15%	(14)	92
#1 Issue: Other	11%	(12)	68%	(73)	21%	(22)	107
2016 Vote: Democrat Hillary Clinton	13%	(94)	74%	(525)	13%	(95)	714
2016 Vote: Republican Donald Trump	12%	(89)	73%	(540)	15%	(110)	739
2016 Vote: Someone else	10%	(21)	73%	(152)	17%	(35)	208
Voted in 2014: Yes	12%	(165)	74%	(1033)	14%	(194)	1392
Voted in 2014: No	14%	(113)	68%	(551)	18%	(146)	810
2012 Vote: Barack Obama	13%	(109)	75%	(650)	13%	(112)	871
2012 Vote: Mitt Romney	9%	(51)	74%	(404)	17%	(92)	547
2012 Vote: Other	14%	(15)	70%	(74)	16%	(17)	106
2012 Vote: Didn't Vote	15%	(103)	67%	(454)	18%	(119)	676
4-Region: Northeast	10%	(43)	74%	(306)	16%	(67)	416
4-Region: Midwest	15%	(78)	67%	(341)	17%	(87)	506
4-Region: South	12%	(104)	74%	(661)	14%	(123)	888
4-Region: West	14%	(53)	70%	(276)	16%	(63)	392

Continued on next page

Table BRD8_5: In the past 12 months, have you decided to not watch each of the following because one of the actors was facing allegations of sexual misconduct?

A television show you currently watch

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	13%	(278)	72%	(1584)	15%	(340)	2202
Favorable of Trump	14%	(130)	72%	(673)	14%	(136)	939
Unfavorable of Trump	12%	(134)	74%	(833)	14%	(153)	1120
Very Favorable of Trump	16%	(83)	68%	(344)	16%	(81)	508
Somewhat Favorable of Trump	11%	(47)	76%	(329)	13%	(55)	431
Somewhat Unfavorable of Trump	10%	(23)	76%	(176)	14%	(32)	231
Very Unfavorable of Trump	12%	(111)	74%	(657)	14%	(121)	889
Frequent Movie Watcher	27%	(98)	63%	(229)	9%	(34)	361
Top TV watcher	15%	(83)	73%	(411)	12%	(70)	564

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

Table BRD9: As you may know, over the past several months, many women have come forward with stories of sexual misconduct in the workplace. This has been called the #METOO movement. Generally, do you support or oppose the #METOO movement?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	33%	(733)	33%	(719)	10%	(216)	5%	(116)	19%	(418)	2202
Gender: Male	29%	(280)	32%	(312)	11%	(109)	8%	(79)	20%	(196)	976
Gender: Female	37%	(453)	33%	(407)	9%	(107)	3%	(37)	18%	(222)	1226
Age: 18-29	39%	(177)	27%	(124)	7%	(31)	4%	(16)	23%	(103)	451
Age: 30-44	32%	(195)	33%	(206)	9%	(54)	5%	(32)	21%	(130)	617
Age: 45-54	30%	(106)	33%	(117)	12%	(41)	7%	(25)	18%	(63)	352
Age: 55-64	31%	(121)	36%	(141)	11%	(44)	4%	(16)	17%	(67)	389
Age: 65+	34%	(134)	33%	(131)	12%	(46)	7%	(27)	14%	(55)	393
Generation Z: 18-21	47%	(64)	24%	(32)	7%	(10)	2%	(3)	20%	(27)	136
Millennial: Age 22-37	35%	(226)	31%	(201)	8%	(50)	5%	(33)	22%	(140)	650
Generation X: Age 38-53	29%	(174)	34%	(201)	11%	(64)	5%	(32)	21%	(123)	594
Boomers: Age 54-72	33%	(236)	34%	(240)	11%	(78)	6%	(43)	16%	(115)	712
PID: Dem (no lean)	48%	(340)	33%	(234)	5%	(34)	1%	(10)	14%	(97)	715
PID: Ind (no lean)	31%	(247)	32%	(259)	9%	(75)	5%	(40)	22%	(178)	799
PID: Rep (no lean)	21%	(146)	33%	(226)	16%	(107)	10%	(66)	21%	(143)	688
PID/Gender: Dem Men	41%	(110)	35%	(95)	6%	(15)	3%	(7)	15%	(41)	268
PID/Gender: Dem Women	51%	(230)	31%	(139)	4%	(19)	1%	(3)	13%	(56)	447
PID/Gender: Ind Men	27%	(99)	32%	(118)	11%	(39)	8%	(29)	22%	(79)	364
PID/Gender: Ind Women	34%	(148)	32%	(141)	8%	(36)	3%	(11)	23%	(99)	435
PID/Gender: Rep Men	21%	(71)	29%	(99)	16%	(55)	12%	(43)	22%	(76)	344
PID/Gender: Rep Women	22%	(75)	37%	(127)	15%	(52)	7%	(23)	19%	(67)	344
Ideo: Liberal (1-3)	52%	(360)	31%	(212)	5%	(32)	2%	(12)	11%	(73)	689
Ideo: Moderate (4)	32%	(152)	34%	(165)	9%	(43)	5%	(24)	20%	(95)	479
Ideo: Conservative (5-7)	20%	(143)	37%	(271)	17%	(121)	9%	(66)	18%	(130)	731
Educ: < College	32%	(479)	30%	(448)	9%	(136)	6%	(82)	23%	(338)	1483
Educ: Bachelors degree	37%	(158)	34%	(149)	12%	(53)	5%	(22)	12%	(50)	432
Educ: Post-grad	33%	(96)	43%	(122)	9%	(27)	4%	(12)	10%	(30)	287

Continued on next page

Table BRD9: As you may know, over the past several months, many women have come forward with stories of sexual misconduct in the workplace. This has been called the #METOO movement. Generally, do you support or oppose the #METOO movement?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	33%	(733)	33%	(719)	10%	(216)	5%	(116)	19%	(418)	2202
Income: Under 50k	34%	(408)	29%	(341)	9%	(102)	5%	(61)	23%	(273)	1185
Income: 50k-100k	32%	(225)	36%	(254)	11%	(75)	5%	(36)	16%	(112)	702
Income: 100k+	32%	(100)	39%	(124)	12%	(39)	6%	(19)	10%	(33)	315
Ethnicity: White	33%	(592)	33%	(586)	10%	(183)	6%	(101)	18%	(317)	1779
Ethnicity: Hispanic	44%	(95)	24%	(52)	9%	(19)	5%	(10)	19%	(41)	217
Ethnicity: Afr. Am.	33%	(71)	33%	(71)	9%	(19)	2%	(5)	24%	(51)	217
Ethnicity: Other	34%	(70)	30%	(62)	7%	(14)	5%	(10)	24%	(50)	206
Relig: Protestant	29%	(156)	36%	(193)	14%	(75)	7%	(39)	13%	(69)	532
Relig: Roman Catholic	32%	(122)	35%	(131)	11%	(42)	4%	(17)	18%	(67)	379
Relig: Ath./Agn./None	40%	(244)	29%	(175)	7%	(44)	5%	(29)	19%	(113)	605
Relig: Something Else	35%	(139)	32%	(126)	8%	(31)	4%	(17)	20%	(79)	392
Relig: Jewish	41%	(30)	37%	(27)	5%	(4)	3%	(2)	14%	(10)	73
Relig: Evangelical	26%	(154)	34%	(198)	11%	(66)	6%	(35)	23%	(136)	589
Relig: Non-Evang. Catholics	32%	(196)	36%	(220)	12%	(75)	6%	(34)	14%	(88)	613
Relig: All Christian	29%	(350)	35%	(418)	12%	(141)	6%	(69)	19%	(224)	1202
Relig: All Non-Christian	38%	(383)	30%	(301)	8%	(75)	5%	(46)	19%	(192)	997
Community: Urban	39%	(214)	30%	(162)	7%	(40)	5%	(25)	20%	(107)	548
Community: Suburban	33%	(328)	36%	(355)	10%	(101)	5%	(51)	16%	(159)	994
Community: Rural	29%	(191)	31%	(202)	11%	(75)	6%	(40)	23%	(152)	660
Employ: Private Sector	35%	(247)	34%	(238)	9%	(65)	5%	(33)	16%	(115)	698
Employ: Government	36%	(60)	37%	(63)	9%	(15)	5%	(9)	13%	(22)	169
Employ: Self-Employed	30%	(59)	33%	(64)	14%	(27)	7%	(13)	17%	(33)	196
Employ: Homemaker	28%	(51)	30%	(55)	10%	(19)	6%	(12)	26%	(48)	185
Employ: Student	51%	(58)	25%	(28)	4%	(5)	2%	(2)	18%	(21)	114
Employ: Retired	30%	(139)	37%	(170)	11%	(50)	7%	(31)	15%	(67)	457
Employ: Unemployed	31%	(62)	24%	(48)	9%	(18)	6%	(11)	29%	(58)	197
Employ: Other	31%	(57)	28%	(53)	9%	(17)	3%	(5)	29%	(54)	186
Military HH: Yes	29%	(114)	34%	(137)	11%	(45)	8%	(32)	18%	(70)	398
Military HH: No	34%	(619)	32%	(582)	9%	(171)	5%	(84)	19%	(348)	1804

Continued on next page

Table BRD9: As you may know, over the past several months, many women have come forward with stories of sexual misconduct in the workplace. This has been called the #METOO movement. Generally, do you support or oppose the #METOO movement?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	33%	(733)	33%	(719)	10%	(216)	5%	(116)	19%	(418)	2202
RD/WT: Right Direction	19%	(174)	34%	(305)	15%	(133)	9%	(85)	23%	(210)	907
RD/WT: Wrong Track	43%	(559)	32%	(414)	6%	(83)	2%	(31)	16%	(208)	1295
Trump Job Approve	18%	(170)	34%	(314)	16%	(151)	10%	(90)	22%	(204)	929
Trump Job Disapprove	47%	(529)	33%	(368)	5%	(56)	2%	(23)	13%	(148)	1124
Trump Job Strongly Approve	22%	(99)	28%	(127)	16%	(73)	14%	(64)	21%	(96)	459
Trump Job Somewhat Approve	15%	(71)	40%	(187)	17%	(78)	6%	(26)	23%	(108)	470
Trump Job Somewhat Disapprove	29%	(96)	42%	(137)	8%	(25)	3%	(10)	18%	(58)	326
Trump Job Strongly Disapprove	54%	(433)	29%	(231)	4%	(31)	2%	(13)	11%	(90)	798
#1 Issue: Economy	30%	(196)	36%	(232)	10%	(67)	5%	(31)	19%	(127)	653
#1 Issue: Security	25%	(102)	33%	(131)	15%	(62)	8%	(31)	19%	(76)	402
#1 Issue: Health Care	35%	(123)	34%	(121)	7%	(25)	5%	(18)	19%	(68)	355
#1 Issue: Medicare / Social Security	35%	(114)	30%	(98)	9%	(29)	7%	(22)	18%	(59)	322
#1 Issue: Women's Issues	56%	(66)	26%	(31)	3%	(4)	2%	(2)	12%	(14)	117
#1 Issue: Education	40%	(62)	36%	(56)	11%	(17)	1%	(1)	12%	(18)	154
#1 Issue: Energy	46%	(42)	29%	(27)	5%	(5)	2%	(2)	17%	(16)	92
#1 Issue: Other	26%	(28)	21%	(23)	7%	(7)	8%	(9)	37%	(40)	107
2016 Vote: Democrat Hillary Clinton	52%	(368)	32%	(230)	4%	(29)	1%	(7)	11%	(80)	714
2016 Vote: Republican Donald Trump	17%	(122)	36%	(264)	17%	(128)	10%	(77)	20%	(148)	739
2016 Vote: Someone else	35%	(73)	35%	(73)	5%	(10)	3%	(7)	22%	(45)	208
Voted in 2014: Yes	32%	(451)	34%	(480)	11%	(158)	6%	(79)	16%	(224)	1392
Voted in 2014: No	35%	(282)	30%	(239)	7%	(58)	5%	(37)	24%	(194)	810
2012 Vote: Barack Obama	45%	(391)	33%	(284)	6%	(53)	3%	(22)	14%	(121)	871
2012 Vote: Mitt Romney	14%	(77)	39%	(216)	18%	(98)	10%	(55)	18%	(101)	547
2012 Vote: Other	15%	(16)	32%	(34)	18%	(19)	11%	(12)	24%	(25)	106
2012 Vote: Didn't Vote	37%	(249)	27%	(184)	7%	(45)	4%	(27)	25%	(171)	676
4-Region: Northeast	33%	(138)	36%	(151)	11%	(44)	4%	(18)	16%	(65)	416
4-Region: Midwest	33%	(168)	34%	(173)	9%	(46)	5%	(24)	19%	(95)	506
4-Region: South	32%	(280)	31%	(275)	11%	(99)	6%	(51)	21%	(183)	888
4-Region: West	38%	(147)	31%	(120)	7%	(27)	6%	(23)	19%	(75)	392

Continued on next page

Table BRD9: As you may know, over the past several months, many women have come forward with stories of sexual misconduct in the workplace. This has been called the #METOO movement. Generally, do you support or oppose the #METOO movement?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't Know / No Opinion		Total N
Adults	33%	(733)	33%	(719)	10%	(216)	5%	(116)	19%	(418)	2202
Favorable of Trump	19%	(178)	34%	(318)	17%	(155)	9%	(87)	21%	(201)	939
Unfavorable of Trump	47%	(529)	33%	(374)	4%	(48)	2%	(26)	13%	(143)	1120
Very Favorable of Trump	20%	(103)	28%	(143)	17%	(85)	13%	(68)	21%	(109)	508
Somewhat Favorable of Trump	17%	(75)	41%	(175)	16%	(70)	4%	(19)	21%	(92)	431
Somewhat Unfavorable of Trump	29%	(66)	39%	(91)	8%	(18)	2%	(5)	22%	(51)	231
Very Unfavorable of Trump	52%	(463)	32%	(283)	3%	(30)	2%	(21)	10%	(92)	889
Frequent Movie Watcher	45%	(164)	29%	(104)	8%	(30)	6%	(22)	11%	(41)	361
Top TV watcher	35%	(198)	34%	(192)	11%	(63)	5%	(29)	15%	(82)	564

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

Table BRD10: *And do you believe the entertainment industry in particular has responded well overall to the #METOO movement?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	39%	(856)	27%	(601)	34%	(745)	2202
Gender: Male	33%	(322)	33%	(322)	34%	(332)	976
Gender: Female	44%	(534)	23%	(279)	34%	(413)	1226
Age: 18-29	36%	(161)	25%	(115)	39%	(175)	451
Age: 30-44	39%	(240)	26%	(161)	35%	(216)	617
Age: 45-54	38%	(133)	27%	(95)	35%	(124)	352
Age: 55-64	42%	(163)	27%	(106)	31%	(120)	389
Age: 65+	40%	(159)	32%	(124)	28%	(110)	393
Generation Z: 18-21	40%	(55)	24%	(33)	35%	(48)	136
Millennial: Age 22-37	37%	(240)	27%	(174)	36%	(236)	650
Generation X: Age 38-53	38%	(224)	26%	(156)	36%	(214)	594
Boomers: Age 54-72	41%	(294)	28%	(201)	30%	(217)	712
PID: Dem (no lean)	50%	(360)	23%	(163)	27%	(192)	715
PID: Ind (no lean)	36%	(290)	26%	(205)	38%	(304)	799
PID: Rep (no lean)	30%	(206)	34%	(233)	36%	(249)	688
PID/Gender: Dem Men	46%	(123)	25%	(67)	29%	(78)	268
PID/Gender: Dem Women	53%	(237)	21%	(96)	26%	(114)	447
PID/Gender: Ind Men	32%	(115)	32%	(118)	36%	(131)	364
PID/Gender: Ind Women	40%	(175)	20%	(87)	40%	(173)	435
PID/Gender: Rep Men	24%	(84)	40%	(137)	36%	(123)	344
PID/Gender: Rep Women	35%	(122)	28%	(96)	37%	(126)	344
Ideo: Liberal (1-3)	52%	(356)	25%	(172)	23%	(161)	689
Ideo: Moderate (4)	43%	(208)	21%	(100)	36%	(171)	479
Ideo: Conservative (5-7)	28%	(203)	39%	(282)	34%	(246)	731
Educ: < College	38%	(557)	25%	(371)	37%	(555)	1483
Educ: Bachelors degree	41%	(179)	30%	(130)	28%	(123)	432
Educ: Post-grad	42%	(120)	35%	(100)	23%	(67)	287
Income: Under 50k	36%	(430)	24%	(288)	39%	(467)	1185
Income: 50k-100k	43%	(301)	28%	(197)	29%	(204)	702
Income: 100k+	40%	(125)	37%	(116)	23%	(74)	315

Continued on next page

Table BRD10: *And do you believe the entertainment industry in particular has responded well overall to the #METOO movement?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	39%	(856)	27%	(601)	34%	(745)	2202
Ethnicity: White	39%	(693)	28%	(498)	33%	(588)	1779
Ethnicity: Hispanic	41%	(89)	27%	(58)	32%	(70)	217
Ethnicity: Afr. Am.	41%	(89)	23%	(50)	36%	(78)	217
Ethnicity: Other	36%	(74)	26%	(53)	38%	(79)	206
Relig: Protestant	34%	(179)	37%	(195)	30%	(158)	532
Relig: Roman Catholic	40%	(153)	26%	(99)	34%	(127)	379
Relig: Ath./Agn./None	41%	(250)	25%	(151)	34%	(204)	605
Relig: Something Else	43%	(167)	23%	(90)	34%	(135)	392
Relig: Jewish	53%	(39)	26%	(19)	21%	(15)	73
Relig: Evangelical	35%	(206)	30%	(174)	35%	(209)	589
Relig: Non-Evang. Catholics	38%	(233)	30%	(185)	32%	(195)	613
Relig: All Christian	37%	(439)	30%	(359)	34%	(404)	1202
Relig: All Non-Christian	42%	(417)	24%	(241)	34%	(339)	997
Community: Urban	43%	(236)	24%	(130)	33%	(182)	548
Community: Suburban	41%	(408)	28%	(283)	30%	(303)	994
Community: Rural	32%	(212)	28%	(188)	39%	(260)	660
Employ: Private Sector	41%	(285)	29%	(205)	30%	(208)	698
Employ: Government	42%	(71)	28%	(48)	30%	(50)	169
Employ: Self-Employed	33%	(64)	31%	(61)	36%	(71)	196
Employ: Homemaker	39%	(72)	24%	(44)	37%	(69)	185
Employ: Student	37%	(42)	31%	(35)	32%	(37)	114
Employ: Retired	40%	(181)	27%	(123)	33%	(153)	457
Employ: Unemployed	37%	(73)	22%	(43)	41%	(81)	197
Employ: Other	37%	(68)	23%	(42)	41%	(76)	186
Military HH: Yes	39%	(154)	33%	(130)	29%	(114)	398
Military HH: No	39%	(702)	26%	(471)	35%	(631)	1804
RD/WT: Right Direction	32%	(286)	31%	(281)	37%	(340)	907
RD/WT: Wrong Track	44%	(570)	25%	(320)	31%	(405)	1295
Trump Job Approve	30%	(283)	33%	(306)	37%	(340)	929
Trump Job Disapprove	48%	(536)	25%	(277)	28%	(311)	1124

Continued on next page

Table BRD10: *And do you believe the entertainment industry in particular has responded well overall to the #METOO movement?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	39%	(856)	27%	(601)	34%	(745)	2202
Trump Job Strongly Approve	26%	(121)	38%	(176)	35%	(162)	459
Trump Job Somewhat Approve	34%	(162)	28%	(130)	38%	(178)	470
Trump Job Somewhat Disapprove	41%	(135)	23%	(75)	36%	(116)	326
Trump Job Strongly Disapprove	50%	(401)	25%	(202)	24%	(195)	798
#1 Issue: Economy	38%	(249)	29%	(189)	33%	(215)	653
#1 Issue: Security	30%	(122)	32%	(128)	38%	(152)	402
#1 Issue: Health Care	43%	(151)	26%	(93)	31%	(111)	355
#1 Issue: Medicare / Social Security	42%	(135)	24%	(78)	34%	(109)	322
#1 Issue: Women's Issues	47%	(55)	25%	(29)	28%	(33)	117
#1 Issue: Education	46%	(71)	25%	(38)	29%	(45)	154
#1 Issue: Energy	50%	(46)	18%	(17)	32%	(29)	92
#1 Issue: Other	25%	(27)	27%	(29)	48%	(51)	107
2016 Vote: Democrat Hillary Clinton	55%	(392)	22%	(154)	24%	(168)	714
2016 Vote: Republican Donald Trump	28%	(205)	37%	(270)	36%	(264)	739
2016 Vote: Someone else	40%	(84)	27%	(56)	33%	(68)	208
Voted in 2014: Yes	40%	(559)	30%	(417)	30%	(416)	1392
Voted in 2014: No	37%	(297)	23%	(184)	41%	(329)	810
2012 Vote: Barack Obama	51%	(440)	22%	(192)	27%	(239)	871
2012 Vote: Mitt Romney	27%	(145)	38%	(207)	36%	(195)	547
2012 Vote: Other	23%	(24)	44%	(47)	33%	(35)	106
2012 Vote: Didn't Vote	36%	(246)	23%	(154)	41%	(276)	676
4-Region: Northeast	39%	(162)	27%	(111)	34%	(143)	416
4-Region: Midwest	40%	(201)	28%	(140)	33%	(165)	506
4-Region: South	36%	(324)	28%	(252)	35%	(312)	888
4-Region: West	43%	(169)	25%	(98)	32%	(125)	392
Favorable of Trump	30%	(281)	33%	(314)	37%	(344)	939
Unfavorable of Trump	48%	(543)	24%	(268)	28%	(309)	1120
Very Favorable of Trump	25%	(125)	38%	(194)	37%	(189)	508
Somewhat Favorable of Trump	36%	(156)	28%	(120)	36%	(155)	431
Somewhat Unfavorable of Trump	42%	(98)	20%	(46)	38%	(87)	231
Very Unfavorable of Trump	50%	(445)	25%	(222)	25%	(222)	889

Continued on next page

Table BRD10: *And do you believe the entertainment industry in particular has responded well overall to the #METOO movement?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	39%	(856)	27%	(601)	34%	(745)	2202
Frequent Movie Watcher	51%	(184)	30%	(107)	19%	(70)	361
Top TV watcher	44%	(250)	28%	(159)	27%	(155)	564

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

Table BRD11_1: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image:Aziz ansari

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	5%	(55)	16%	(168)	19%	(201)	61%	(654)	1078
Gender: Male	6%	(28)	15%	(73)	22%	(106)	57%	(270)	477
Gender: Female	4%	(27)	16%	(95)	16%	(95)	64%	(384)	601
Age: 18-29	6%	(13)	16%	(36)	19%	(41)	59%	(129)	219
Age: 30-44	10%	(27)	17%	(49)	17%	(49)	56%	(159)	284
Age: 45-54	3%	(5)	17%	(31)	20%	(37)	60%	(109)	182
Age: 55-64	3%	(6)	17%	(32)	20%	(38)	60%	(112)	188
Age: 65+	2%	(4)	10%	(20)	18%	(36)	71%	(145)	205
Generation Z: 18-21	7%	(4)	10%	(6)	26%	(16)	57%	(35)	61
Millennial: Age 22-37	9%	(27)	17%	(54)	18%	(56)	56%	(175)	312
Generation X: Age 38-53	5%	(14)	18%	(52)	17%	(49)	61%	(178)	293
Boomers: Age 54-72	3%	(10)	14%	(52)	19%	(69)	64%	(230)	361
PID: Dem (no lean)	6%	(21)	20%	(68)	23%	(80)	51%	(179)	348
PID: Ind (no lean)	5%	(18)	13%	(51)	17%	(66)	66%	(262)	397
PID: Rep (no lean)	5%	(16)	15%	(49)	17%	(55)	64%	(213)	333
PID/Gender: Dem Men	4%	(5)	17%	(22)	30%	(38)	48%	(61)	126
PID/Gender: Dem Women	7%	(16)	21%	(46)	19%	(42)	53%	(118)	222
PID/Gender: Ind Men	6%	(11)	12%	(23)	21%	(39)	61%	(112)	185
PID/Gender: Ind Women	3%	(7)	13%	(28)	13%	(27)	71%	(150)	212
PID/Gender: Rep Men	7%	(12)	17%	(28)	17%	(29)	58%	(97)	166
PID/Gender: Rep Women	2%	(4)	13%	(21)	16%	(26)	69%	(116)	167
Ideo: Liberal (1-3)	8%	(30)	23%	(82)	22%	(78)	47%	(169)	359
Ideo: Moderate (4)	3%	(7)	19%	(40)	21%	(46)	57%	(123)	216
Ideo: Conservative (5-7)	4%	(14)	10%	(37)	18%	(64)	67%	(238)	353
Educ: < College	5%	(34)	13%	(91)	18%	(126)	64%	(450)	701
Educ: Bachelors degree	5%	(11)	17%	(37)	22%	(49)	56%	(121)	218
Educ: Post-grad	6%	(10)	25%	(40)	16%	(26)	52%	(83)	159

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Table BRD11_1: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image:Aziz ansari

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	5%	(55)	16%	(168)	19%	(201)	61%	(654)	1078
Income: Under 50k	4%	(23)	11%	(64)	19%	(110)	65%	(372)	569
Income: 50k-100k	7%	(25)	19%	(66)	17%	(61)	57%	(204)	356
Income: 100k+	5%	(7)	25%	(38)	20%	(30)	51%	(78)	153
Ethnicity: White	5%	(41)	17%	(148)	19%	(164)	60%	(521)	874
Ethnicity: Hispanic	11%	(12)	25%	(28)	15%	(17)	48%	(53)	110
Ethnicity: Afr. Am.	5%	(5)	6%	(6)	19%	(18)	70%	(68)	97
Ethnicity: Other	8%	(9)	13%	(14)	18%	(19)	61%	(65)	107
Relig: Protestant	5%	(13)	19%	(48)	19%	(49)	57%	(143)	253
Relig: Roman Catholic	3%	(5)	18%	(36)	21%	(42)	58%	(116)	199
Relig: Ath./Agn./None	7%	(20)	15%	(42)	19%	(54)	59%	(170)	286
Relig: Something Else	8%	(15)	16%	(32)	16%	(32)	59%	(116)	195
Relig: Evangelical	3%	(8)	11%	(32)	19%	(54)	67%	(190)	284
Relig: Non-Evang. Catholics	4%	(12)	20%	(62)	20%	(61)	57%	(176)	311
Relig: All Christian	3%	(20)	16%	(94)	19%	(115)	62%	(366)	595
Relig: All Non-Christian	7%	(35)	15%	(74)	18%	(86)	59%	(286)	481
Community: Urban	6%	(15)	17%	(46)	18%	(49)	59%	(156)	266
Community: Suburban	7%	(34)	16%	(79)	20%	(101)	57%	(287)	501
Community: Rural	2%	(6)	14%	(43)	16%	(51)	68%	(211)	311
Employ: Private Sector	6%	(19)	20%	(70)	21%	(73)	53%	(183)	345
Employ: Government	10%	(8)	25%	(21)	18%	(15)	47%	(39)	83
Employ: Self-Employed	13%	(12)	11%	(10)	13%	(12)	63%	(58)	92
Employ: Homemaker	4%	(4)	14%	(13)	20%	(18)	62%	(56)	91
Employ: Retired	2%	(5)	13%	(30)	20%	(47)	65%	(152)	234
Employ: Unemployed	2%	(2)	10%	(9)	13%	(12)	76%	(71)	94
Employ: Other	1%	(1)	11%	(10)	17%	(15)	71%	(64)	90
Military HH: Yes	6%	(11)	16%	(31)	22%	(42)	56%	(109)	193
Military HH: No	5%	(44)	15%	(137)	18%	(159)	62%	(545)	885
RD/WT: Right Direction	5%	(22)	12%	(54)	15%	(69)	68%	(312)	457
RD/WT: Wrong Track	5%	(33)	18%	(114)	21%	(132)	55%	(342)	621
Trump Job Approve	5%	(21)	11%	(53)	16%	(76)	68%	(312)	462
Trump Job Disapprove	6%	(32)	20%	(109)	22%	(117)	52%	(279)	537

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Table BRD11_1: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Aziz ansari

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	5%	(55)	16%	(168)	19%	(201)	61%	(654)	1078
Trump Job Strongly Approve	5%	(11)	12%	(28)	17%	(40)	66%	(153)	232
Trump Job Somewhat Approve	4%	(10)	11%	(25)	16%	(36)	69%	(159)	230
Trump Job Somewhat Disapprove	4%	(6)	12%	(18)	26%	(40)	58%	(89)	153
Trump Job Strongly Disapprove	7%	(26)	24%	(91)	20%	(77)	49%	(190)	384
#1 Issue: Economy	6%	(18)	17%	(50)	17%	(51)	60%	(179)	298
#1 Issue: Security	5%	(9)	11%	(21)	23%	(43)	61%	(113)	186
#1 Issue: Health Care	5%	(9)	17%	(32)	17%	(31)	61%	(112)	184
#1 Issue: Medicare / Social Security	1%	(2)	10%	(17)	19%	(32)	69%	(114)	165
#1 Issue: Women's Issues	12%	(8)	31%	(20)	14%	(9)	42%	(27)	64
#1 Issue: Education	7%	(6)	20%	(16)	20%	(16)	53%	(43)	81
#1 Issue: Other	—	(0)	8%	(4)	13%	(7)	79%	(41)	52
2016 Vote: Democrat Hillary Clinton	5%	(17)	23%	(81)	23%	(79)	49%	(170)	347
2016 Vote: Republican Donald Trump	5%	(17)	13%	(48)	17%	(64)	65%	(241)	370
2016 Vote: Someone else	5%	(5)	13%	(13)	13%	(13)	69%	(68)	99
Voted in 2014: Yes	4%	(31)	17%	(121)	21%	(144)	57%	(399)	695
Voted in 2014: No	6%	(24)	12%	(47)	15%	(57)	67%	(255)	383
2012 Vote: Barack Obama	5%	(22)	21%	(90)	22%	(95)	51%	(218)	425
2012 Vote: Mitt Romney	4%	(10)	12%	(35)	16%	(45)	68%	(193)	283
2012 Vote: Other	6%	(3)	14%	(7)	25%	(13)	55%	(28)	51
2012 Vote: Didn't Vote	6%	(20)	11%	(36)	15%	(48)	67%	(214)	318
4-Region: Northeast	6%	(12)	17%	(36)	17%	(36)	59%	(123)	207
4-Region: Midwest	3%	(8)	14%	(36)	17%	(42)	65%	(163)	249
4-Region: South	5%	(23)	16%	(68)	20%	(85)	60%	(259)	435
4-Region: West	6%	(12)	15%	(28)	20%	(38)	58%	(109)	187
Favorable of Trump	5%	(22)	12%	(57)	17%	(78)	66%	(306)	463
Unfavorable of Trump	6%	(32)	20%	(106)	21%	(110)	54%	(287)	535
Very Favorable of Trump	5%	(13)	12%	(31)	18%	(46)	64%	(163)	253
Somewhat Favorable of Trump	4%	(9)	12%	(26)	15%	(32)	68%	(143)	210
Somewhat Unfavorable of Trump	3%	(4)	15%	(17)	18%	(21)	64%	(74)	116
Very Unfavorable of Trump	7%	(28)	21%	(89)	21%	(89)	51%	(213)	419
Frequent Movie Watcher	12%	(22)	28%	(50)	19%	(34)	41%	(73)	179

Continued on next page

Table BRD11_1: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image:Aziz ansari

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	5%	(55)	16%	(168)	19%	(201)	61%	(654)	1078
Top TV watcher	8%	(20)	16%	(43)	19%	(51)	57%	(152)	266

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

Table BRD11_4: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: James Franco

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(61)	19%	(200)	20%	(219)	55%	(598)	1078
Gender: Male	6%	(29)	21%	(102)	20%	(96)	52%	(250)	477
Gender: Female	5%	(32)	16%	(98)	20%	(123)	58%	(348)	601
Age: 18-29	8%	(17)	16%	(35)	15%	(33)	61%	(134)	219
Age: 30-44	7%	(21)	21%	(60)	19%	(53)	53%	(150)	284
Age: 45-54	7%	(12)	19%	(34)	19%	(35)	55%	(101)	182
Age: 55-64	3%	(6)	20%	(38)	29%	(55)	47%	(89)	188
Age: 65+	2%	(5)	16%	(33)	21%	(43)	60%	(124)	205
Generation Z: 18-21	7%	(4)	16%	(10)	20%	(12)	57%	(35)	61
Millennial: Age 22-37	8%	(26)	18%	(55)	17%	(53)	57%	(178)	312
Generation X: Age 38-53	6%	(18)	20%	(59)	18%	(53)	56%	(163)	293
Boomers: Age 54-72	4%	(13)	21%	(75)	24%	(87)	52%	(186)	361
PID: Dem (no lean)	7%	(26)	21%	(72)	23%	(79)	49%	(171)	348
PID: Ind (no lean)	5%	(18)	19%	(75)	17%	(67)	60%	(237)	397
PID: Rep (no lean)	5%	(17)	16%	(53)	22%	(73)	57%	(190)	333
PID/Gender: Dem Men	6%	(8)	22%	(28)	20%	(25)	52%	(65)	126
PID/Gender: Dem Women	8%	(18)	20%	(44)	24%	(54)	48%	(106)	222
PID/Gender: Ind Men	4%	(7)	22%	(41)	20%	(37)	54%	(100)	185
PID/Gender: Ind Women	5%	(11)	16%	(34)	14%	(30)	65%	(137)	212
PID/Gender: Rep Men	8%	(14)	20%	(33)	20%	(34)	51%	(85)	166
PID/Gender: Rep Women	2%	(3)	12%	(20)	23%	(39)	63%	(105)	167
Ideo: Liberal (1-3)	9%	(34)	24%	(87)	23%	(84)	43%	(154)	359
Ideo: Moderate (4)	6%	(12)	18%	(39)	20%	(43)	56%	(122)	216
Ideo: Conservative (5-7)	3%	(12)	17%	(59)	23%	(81)	57%	(201)	353
Educ: < College	6%	(43)	15%	(106)	19%	(135)	59%	(417)	701
Educ: Bachelors degree	4%	(8)	26%	(56)	22%	(47)	49%	(107)	218
Educ: Post-grad	6%	(10)	24%	(38)	23%	(37)	47%	(74)	159

Continued on next page

Table BRD11_4: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: James Franco

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(61)	19%	(200)	20%	(219)	55%	(598)	1078
Income: Under 50k	4%	(24)	15%	(88)	20%	(112)	61%	(345)	569
Income: 50k-100k	8%	(27)	21%	(75)	18%	(65)	53%	(189)	356
Income: 100k+	7%	(10)	24%	(37)	27%	(42)	42%	(64)	153
Ethnicity: White	6%	(52)	19%	(163)	20%	(178)	55%	(481)	874
Ethnicity: Hispanic	13%	(14)	28%	(31)	14%	(15)	45%	(50)	110
Ethnicity: Afr. Am.	5%	(5)	13%	(13)	20%	(19)	62%	(60)	97
Ethnicity: Other	4%	(4)	22%	(24)	21%	(22)	53%	(57)	107
Relig: Protestant	6%	(16)	19%	(49)	27%	(68)	47%	(120)	253
Relig: Roman Catholic	8%	(16)	22%	(43)	20%	(40)	50%	(100)	199
Relig: Ath./Agn./None	5%	(15)	16%	(47)	17%	(48)	62%	(176)	286
Relig: Something Else	7%	(13)	19%	(38)	22%	(43)	52%	(101)	195
Relig: Evangelical	3%	(9)	18%	(50)	19%	(54)	60%	(171)	284
Relig: Non-Evang. Catholics	8%	(24)	21%	(65)	23%	(73)	48%	(149)	311
Relig: All Christian	6%	(33)	19%	(115)	21%	(127)	54%	(320)	595
Relig: All Non-Christian	6%	(28)	18%	(85)	19%	(91)	58%	(277)	481
Community: Urban	8%	(21)	18%	(47)	20%	(53)	55%	(145)	266
Community: Suburban	5%	(26)	21%	(104)	22%	(108)	52%	(263)	501
Community: Rural	5%	(14)	16%	(49)	19%	(58)	61%	(190)	311
Employ: Private Sector	7%	(24)	22%	(77)	20%	(70)	50%	(174)	345
Employ: Government	8%	(7)	18%	(15)	27%	(22)	47%	(39)	83
Employ: Self-Employed	4%	(4)	23%	(21)	23%	(21)	50%	(46)	92
Employ: Homemaker	8%	(7)	18%	(16)	22%	(20)	53%	(48)	91
Employ: Retired	3%	(8)	17%	(39)	20%	(47)	60%	(140)	234
Employ: Unemployed	2%	(2)	13%	(12)	15%	(14)	70%	(66)	94
Employ: Other	7%	(6)	17%	(15)	17%	(15)	60%	(54)	90
Military HH: Yes	8%	(15)	12%	(24)	24%	(47)	55%	(107)	193
Military HH: No	5%	(46)	20%	(176)	19%	(172)	55%	(491)	885
RD/WT: Right Direction	5%	(24)	14%	(65)	20%	(90)	61%	(278)	457
RD/WT: Wrong Track	6%	(37)	22%	(135)	21%	(129)	52%	(320)	621
Trump Job Approve	5%	(23)	15%	(68)	21%	(97)	59%	(274)	462
Trump Job Disapprove	6%	(34)	23%	(125)	21%	(115)	49%	(263)	537

Continued on next page

Table BRD11_4: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: James Franco

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(61)	19%	(200)	20%	(219)	55%	(598)	1078
Trump Job Strongly Approve	7%	(17)	14%	(32)	21%	(49)	58%	(134)	232
Trump Job Somewhat Approve	3%	(6)	16%	(36)	21%	(48)	61%	(140)	230
Trump Job Somewhat Disapprove	3%	(5)	18%	(27)	26%	(40)	53%	(81)	153
Trump Job Strongly Disapprove	8%	(29)	26%	(98)	20%	(75)	47%	(182)	384
#1 Issue: Economy	7%	(22)	22%	(66)	16%	(49)	54%	(161)	298
#1 Issue: Security	4%	(8)	16%	(29)	25%	(46)	55%	(103)	186
#1 Issue: Health Care	4%	(8)	17%	(32)	24%	(44)	54%	(100)	184
#1 Issue: Medicare / Social Security	2%	(4)	19%	(32)	22%	(37)	56%	(92)	165
#1 Issue: Women's Issues	19%	(12)	17%	(11)	22%	(14)	42%	(27)	64
#1 Issue: Education	7%	(6)	19%	(15)	14%	(11)	60%	(49)	81
#1 Issue: Other	—	(0)	13%	(7)	17%	(9)	69%	(36)	52
2016 Vote: Democrat Hillary Clinton	7%	(24)	24%	(83)	22%	(77)	47%	(163)	347
2016 Vote: Republican Donald Trump	5%	(19)	15%	(56)	22%	(82)	58%	(213)	370
2016 Vote: Someone else	4%	(4)	21%	(21)	14%	(14)	61%	(60)	99
Voted in 2014: Yes	5%	(38)	20%	(142)	23%	(159)	51%	(356)	695
Voted in 2014: No	6%	(23)	15%	(58)	16%	(60)	63%	(242)	383
2012 Vote: Barack Obama	7%	(28)	23%	(96)	20%	(87)	50%	(214)	425
2012 Vote: Mitt Romney	4%	(12)	16%	(46)	23%	(66)	56%	(159)	283
2012 Vote: Other	2%	(1)	16%	(8)	22%	(11)	61%	(31)	51
2012 Vote: Didn't Vote	6%	(20)	16%	(50)	17%	(54)	61%	(194)	318
4-Region: Northeast	6%	(13)	18%	(37)	21%	(44)	55%	(113)	207
4-Region: Midwest	5%	(13)	17%	(42)	17%	(42)	61%	(152)	249
4-Region: South	5%	(21)	18%	(80)	22%	(94)	55%	(240)	435
4-Region: West	7%	(14)	22%	(41)	21%	(39)	50%	(93)	187
Favorable of Trump	5%	(25)	15%	(68)	22%	(100)	58%	(270)	463
Unfavorable of Trump	6%	(34)	23%	(125)	21%	(111)	50%	(265)	535
Very Favorable of Trump	6%	(16)	17%	(42)	21%	(54)	56%	(141)	253
Somewhat Favorable of Trump	4%	(9)	12%	(26)	22%	(46)	61%	(129)	210
Somewhat Unfavorable of Trump	7%	(8)	20%	(23)	20%	(23)	53%	(62)	116
Very Unfavorable of Trump	6%	(26)	24%	(102)	21%	(88)	48%	(203)	419
Frequent Movie Watcher	15%	(27)	30%	(54)	20%	(35)	35%	(63)	179

Continued on next page

Table BRD11_4: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image: James franco

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(61)	19%	(200)	20%	(219)	55%	(598)	1078
Top TV watcher	7%	(19)	25%	(66)	21%	(55)	47%	(126)	266

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

Table BRD11_5: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Jeffrey Tambor

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(48)	14%	(156)	19%	(201)	62%	(673)	1078
Gender: Male	6%	(30)	15%	(71)	19%	(92)	60%	(284)	477
Gender: Female	3%	(18)	14%	(85)	18%	(109)	65%	(389)	601
Age: 18-29	4%	(9)	10%	(22)	16%	(35)	70%	(153)	219
Age: 30-44	4%	(10)	17%	(48)	16%	(46)	63%	(180)	284
Age: 45-54	6%	(11)	18%	(33)	19%	(35)	57%	(103)	182
Age: 55-64	6%	(12)	17%	(32)	22%	(42)	54%	(102)	188
Age: 65+	3%	(6)	10%	(21)	21%	(43)	66%	(135)	205
Generation Z: 18-21	3%	(2)	10%	(6)	25%	(15)	62%	(38)	61
Millennial: Age 22-37	4%	(11)	15%	(46)	15%	(46)	67%	(209)	312
Generation X: Age 38-53	5%	(15)	15%	(45)	18%	(53)	61%	(180)	293
Boomers: Age 54-72	6%	(20)	15%	(55)	21%	(77)	58%	(209)	361
PID: Dem (no lean)	5%	(17)	17%	(58)	20%	(70)	58%	(203)	348
PID: Ind (no lean)	3%	(12)	14%	(55)	17%	(66)	66%	(264)	397
PID: Rep (no lean)	6%	(19)	13%	(43)	20%	(65)	62%	(206)	333
PID/Gender: Dem Men	6%	(8)	17%	(22)	18%	(23)	58%	(73)	126
PID/Gender: Dem Women	4%	(9)	16%	(36)	21%	(47)	59%	(130)	222
PID/Gender: Ind Men	4%	(8)	14%	(25)	21%	(38)	62%	(114)	185
PID/Gender: Ind Women	2%	(4)	14%	(30)	13%	(28)	71%	(150)	212
PID/Gender: Rep Men	8%	(14)	14%	(24)	19%	(31)	58%	(97)	166
PID/Gender: Rep Women	3%	(5)	11%	(19)	20%	(34)	65%	(109)	167
Ideo: Liberal (1-3)	7%	(25)	20%	(72)	22%	(79)	51%	(183)	359
Ideo: Moderate (4)	3%	(7)	16%	(34)	20%	(44)	61%	(131)	216
Ideo: Conservative (5-7)	4%	(13)	11%	(40)	18%	(65)	67%	(235)	353
Educ: < College	4%	(27)	12%	(87)	18%	(127)	66%	(460)	701
Educ: Bachelors degree	4%	(9)	18%	(39)	20%	(44)	58%	(126)	218
Educ: Post-grad	8%	(12)	19%	(30)	19%	(30)	55%	(87)	159

Continued on next page

Table BRD11_5: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Jeffrey Tambor

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(48)	14%	(156)	19%	(201)	62%	(673)	1078
Income: Under 50k	4%	(20)	11%	(64)	18%	(102)	67%	(383)	569
Income: 50k-100k	5%	(19)	18%	(65)	17%	(59)	60%	(213)	356
Income: 100k+	6%	(9)	18%	(27)	26%	(40)	50%	(77)	153
Ethnicity: White	5%	(43)	15%	(127)	19%	(167)	61%	(537)	874
Ethnicity: Hispanic	9%	(10)	21%	(23)	17%	(19)	53%	(58)	110
Ethnicity: Afr. Am.	3%	(3)	10%	(10)	14%	(14)	72%	(70)	97
Ethnicity: Other	2%	(2)	18%	(19)	19%	(20)	62%	(66)	107
Relig: Protestant	6%	(15)	16%	(40)	21%	(53)	57%	(145)	253
Relig: Roman Catholic	5%	(10)	20%	(39)	21%	(42)	54%	(108)	199
Relig: Ath./Agn./None	3%	(9)	11%	(32)	17%	(50)	68%	(195)	286
Relig: Something Else	6%	(12)	16%	(31)	18%	(36)	59%	(116)	195
Relig: Evangelical	3%	(9)	14%	(39)	18%	(50)	65%	(186)	284
Relig: Non-Evang. Catholics	6%	(18)	17%	(54)	21%	(65)	56%	(174)	311
Relig: All Christian	5%	(27)	16%	(93)	19%	(115)	61%	(360)	595
Relig: All Non-Christian	4%	(21)	13%	(63)	18%	(86)	65%	(311)	481
Community: Urban	5%	(13)	15%	(40)	20%	(53)	60%	(160)	266
Community: Suburban	5%	(24)	14%	(69)	18%	(92)	63%	(316)	501
Community: Rural	4%	(11)	15%	(47)	18%	(56)	63%	(197)	311
Employ: Private Sector	6%	(22)	17%	(59)	18%	(63)	58%	(201)	345
Employ: Government	7%	(6)	27%	(22)	17%	(14)	49%	(41)	83
Employ: Self-Employed	5%	(5)	10%	(9)	17%	(16)	67%	(62)	92
Employ: Homemaker	1%	(1)	15%	(14)	19%	(17)	65%	(59)	91
Employ: Retired	4%	(9)	12%	(29)	21%	(50)	62%	(146)	234
Employ: Unemployed	2%	(2)	13%	(12)	16%	(15)	69%	(65)	94
Employ: Other	2%	(2)	8%	(7)	18%	(16)	72%	(65)	90
Military HH: Yes	7%	(13)	13%	(26)	22%	(42)	58%	(112)	193
Military HH: No	4%	(35)	15%	(130)	18%	(159)	63%	(561)	885
RD/WT: Right Direction	4%	(19)	12%	(56)	18%	(84)	65%	(298)	457
RD/WT: Wrong Track	5%	(29)	16%	(100)	19%	(117)	60%	(375)	621
Trump Job Approve	4%	(20)	12%	(55)	19%	(86)	65%	(301)	462
Trump Job Disapprove	4%	(24)	18%	(95)	20%	(106)	58%	(312)	537

Continued on next page

Table BRD11_5: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Jeffrey Tambor

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(48)	14%	(156)	19%	(201)	62%	(673)	1078
Trump Job Strongly Approve	6%	(14)	11%	(26)	18%	(41)	65%	(151)	232
Trump Job Somewhat Approve	3%	(6)	13%	(29)	20%	(45)	65%	(150)	230
Trump Job Somewhat Disapprove	1%	(2)	12%	(19)	24%	(37)	62%	(95)	153
Trump Job Strongly Disapprove	6%	(22)	20%	(76)	18%	(69)	57%	(217)	384
#1 Issue: Economy	5%	(15)	14%	(41)	17%	(51)	64%	(191)	298
#1 Issue: Security	5%	(9)	13%	(25)	20%	(37)	62%	(115)	186
#1 Issue: Health Care	3%	(5)	14%	(26)	20%	(36)	64%	(117)	184
#1 Issue: Medicare / Social Security	4%	(6)	15%	(25)	20%	(33)	61%	(101)	165
#1 Issue: Women's Issues	8%	(5)	17%	(11)	19%	(12)	56%	(36)	64
#1 Issue: Education	5%	(4)	23%	(19)	15%	(12)	57%	(46)	81
#1 Issue: Other	2%	(1)	12%	(6)	21%	(11)	65%	(34)	52
2016 Vote: Democrat Hillary Clinton	6%	(20)	20%	(71)	20%	(70)	54%	(186)	347
2016 Vote: Republican Donald Trump	5%	(18)	12%	(44)	20%	(74)	63%	(234)	370
2016 Vote: Someone else	1%	(1)	14%	(14)	11%	(11)	74%	(73)	99
Voted in 2014: Yes	4%	(30)	17%	(116)	21%	(144)	58%	(405)	695
Voted in 2014: No	5%	(18)	10%	(40)	15%	(57)	70%	(268)	383
2012 Vote: Barack Obama	5%	(20)	20%	(86)	20%	(86)	55%	(233)	425
2012 Vote: Mitt Romney	5%	(14)	12%	(34)	18%	(52)	65%	(183)	283
2012 Vote: Other	—	(0)	8%	(4)	27%	(14)	65%	(33)	51
2012 Vote: Didn't Vote	4%	(14)	10%	(32)	15%	(49)	70%	(223)	318
4-Region: Northeast	5%	(10)	14%	(28)	21%	(44)	60%	(125)	207
4-Region: Midwest	4%	(10)	15%	(38)	16%	(40)	65%	(161)	249
4-Region: South	5%	(20)	15%	(64)	19%	(84)	61%	(267)	435
4-Region: West	4%	(8)	14%	(26)	18%	(33)	64%	(120)	187
Favorable of Trump	4%	(20)	12%	(56)	19%	(87)	65%	(300)	463
Unfavorable of Trump	5%	(26)	18%	(95)	19%	(102)	58%	(312)	535
Very Favorable of Trump	5%	(12)	10%	(26)	19%	(47)	66%	(168)	253
Somewhat Favorable of Trump	4%	(8)	14%	(30)	19%	(40)	63%	(132)	210
Somewhat Unfavorable of Trump	4%	(5)	11%	(13)	19%	(22)	66%	(76)	116
Very Unfavorable of Trump	5%	(21)	20%	(82)	19%	(80)	56%	(236)	419
Frequent Movie Watcher	12%	(21)	25%	(45)	21%	(38)	42%	(75)	179

Continued on next page

Table BRD11_5: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Jeffrey tambor

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(48)	14%	(156)	19%	(201)	62%	(673)	1078
Top TV watcher	5%	(13)	19%	(51)	19%	(51)	57%	(151)	266

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

Table BRD11_6: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Ben affleck

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(61)	16%	(170)	22%	(233)	57%	(614)	1078
Gender: Male	6%	(29)	18%	(84)	22%	(107)	54%	(257)	477
Gender: Female	5%	(32)	14%	(86)	21%	(126)	59%	(357)	601
Age: 18-29	8%	(18)	11%	(24)	18%	(39)	63%	(138)	219
Age: 30-44	6%	(18)	16%	(46)	17%	(47)	61%	(173)	284
Age: 45-54	6%	(11)	17%	(31)	21%	(38)	56%	(102)	182
Age: 55-64	5%	(9)	18%	(34)	27%	(51)	50%	(94)	188
Age: 65+	2%	(5)	17%	(35)	28%	(58)	52%	(107)	205
Generation Z: 18-21	5%	(3)	7%	(4)	26%	(16)	62%	(38)	61
Millennial: Age 22-37	9%	(27)	13%	(41)	16%	(50)	62%	(194)	312
Generation X: Age 38-53	5%	(14)	18%	(53)	18%	(54)	59%	(172)	293
Boomers: Age 54-72	4%	(16)	19%	(67)	26%	(93)	51%	(185)	361
PID: Dem (no lean)	5%	(16)	18%	(62)	25%	(87)	53%	(183)	348
PID: Ind (no lean)	5%	(20)	14%	(57)	18%	(72)	62%	(248)	397
PID: Rep (no lean)	8%	(25)	15%	(51)	22%	(74)	55%	(183)	333
PID/Gender: Dem Men	6%	(7)	14%	(18)	23%	(29)	57%	(72)	126
PID/Gender: Dem Women	4%	(9)	20%	(44)	26%	(58)	50%	(111)	222
PID/Gender: Ind Men	4%	(7)	19%	(35)	21%	(39)	56%	(104)	185
PID/Gender: Ind Women	6%	(13)	10%	(22)	16%	(33)	68%	(144)	212
PID/Gender: Rep Men	9%	(15)	19%	(31)	23%	(39)	49%	(81)	166
PID/Gender: Rep Women	6%	(10)	12%	(20)	21%	(35)	61%	(102)	167
Ideo: Liberal (1-3)	8%	(27)	20%	(71)	26%	(94)	47%	(167)	359
Ideo: Moderate (4)	6%	(13)	17%	(36)	21%	(45)	56%	(122)	216
Ideo: Conservative (5-7)	4%	(14)	15%	(53)	24%	(83)	58%	(203)	353
Educ: < College	6%	(41)	12%	(86)	20%	(142)	62%	(432)	701
Educ: Bachelors degree	7%	(15)	18%	(39)	26%	(56)	50%	(108)	218
Educ: Post-grad	3%	(5)	28%	(45)	22%	(35)	47%	(74)	159

Continued on next page

Table BRD11_6: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Ben affleck

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(61)	16%	(170)	22%	(233)	57%	(614)	1078
Income: Under 50k	4%	(23)	14%	(78)	21%	(118)	62%	(350)	569
Income: 50k-100k	8%	(28)	16%	(57)	22%	(80)	54%	(191)	356
Income: 100k+	7%	(10)	23%	(35)	23%	(35)	48%	(73)	153
Ethnicity: White	5%	(46)	16%	(139)	22%	(192)	57%	(497)	874
Ethnicity: Hispanic	15%	(17)	18%	(20)	11%	(12)	55%	(61)	110
Ethnicity: Afr. Am.	6%	(6)	11%	(11)	22%	(21)	61%	(59)	97
Ethnicity: Other	8%	(9)	19%	(20)	19%	(20)	54%	(58)	107
Relig: Protestant	8%	(19)	19%	(48)	21%	(53)	53%	(133)	253
Relig: Roman Catholic	5%	(10)	20%	(40)	24%	(47)	51%	(102)	199
Relig: Ath./Agn./None	4%	(12)	14%	(39)	22%	(62)	60%	(173)	286
Relig: Something Else	8%	(16)	16%	(31)	23%	(44)	53%	(104)	195
Relig: Evangelical	5%	(13)	13%	(37)	21%	(59)	62%	(175)	284
Relig: Non-Evang. Catholics	6%	(20)	20%	(63)	22%	(68)	51%	(160)	311
Relig: All Christian	6%	(33)	17%	(100)	21%	(127)	56%	(335)	595
Relig: All Non-Christian	6%	(28)	15%	(70)	22%	(106)	58%	(277)	481
Community: Urban	9%	(23)	12%	(31)	22%	(59)	58%	(153)	266
Community: Suburban	5%	(23)	19%	(96)	23%	(116)	53%	(266)	501
Community: Rural	5%	(15)	14%	(43)	19%	(58)	63%	(195)	311
Employ: Private Sector	7%	(23)	21%	(71)	20%	(70)	52%	(181)	345
Employ: Government	7%	(6)	20%	(17)	24%	(20)	48%	(40)	83
Employ: Self-Employed	9%	(8)	17%	(16)	27%	(25)	47%	(43)	92
Employ: Homemaker	9%	(8)	8%	(7)	16%	(15)	67%	(61)	91
Employ: Retired	3%	(6)	16%	(38)	26%	(60)	56%	(130)	234
Employ: Unemployed	2%	(2)	11%	(10)	16%	(15)	71%	(67)	94
Employ: Other	3%	(3)	10%	(9)	18%	(16)	69%	(62)	90
Military HH: Yes	7%	(13)	19%	(37)	24%	(47)	50%	(96)	193
Military HH: No	5%	(48)	15%	(133)	21%	(186)	59%	(518)	885
RD/WT: Right Direction	7%	(31)	14%	(64)	19%	(89)	60%	(273)	457
RD/WT: Wrong Track	5%	(30)	17%	(106)	23%	(144)	55%	(341)	621
Trump Job Approve	5%	(25)	14%	(63)	21%	(96)	60%	(278)	462
Trump Job Disapprove	6%	(30)	19%	(102)	24%	(131)	51%	(274)	537

Continued on next page

Table BRD11_6: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Ben affleck

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(61)	16%	(170)	22%	(233)	57%	(614)	1078
Trump Job Strongly Approve	8%	(18)	18%	(41)	19%	(44)	56%	(129)	232
Trump Job Somewhat Approve	3%	(7)	10%	(22)	23%	(52)	65%	(149)	230
Trump Job Somewhat Disapprove	5%	(7)	14%	(22)	27%	(41)	54%	(83)	153
Trump Job Strongly Disapprove	6%	(23)	21%	(80)	23%	(90)	50%	(191)	384
#1 Issue: Economy	6%	(18)	17%	(52)	19%	(58)	57%	(170)	298
#1 Issue: Security	8%	(14)	12%	(22)	24%	(44)	57%	(106)	186
#1 Issue: Health Care	5%	(10)	14%	(26)	26%	(47)	55%	(101)	184
#1 Issue: Medicare / Social Security	1%	(2)	18%	(30)	22%	(37)	58%	(96)	165
#1 Issue: Women's Issues	11%	(7)	25%	(16)	22%	(14)	42%	(27)	64
#1 Issue: Education	6%	(5)	17%	(14)	16%	(13)	60%	(49)	81
#1 Issue: Other	4%	(2)	10%	(5)	19%	(10)	67%	(35)	52
2016 Vote: Democrat Hillary Clinton	5%	(19)	20%	(70)	27%	(92)	48%	(166)	347
2016 Vote: Republican Donald Trump	6%	(22)	14%	(50)	22%	(81)	59%	(217)	370
2016 Vote: Someone else	4%	(4)	16%	(16)	12%	(12)	68%	(67)	99
Voted in 2014: Yes	5%	(33)	18%	(127)	24%	(169)	53%	(366)	695
Voted in 2014: No	7%	(28)	11%	(43)	17%	(64)	65%	(248)	383
2012 Vote: Barack Obama	6%	(24)	19%	(80)	24%	(100)	52%	(221)	425
2012 Vote: Mitt Romney	4%	(12)	17%	(47)	23%	(65)	56%	(159)	283
2012 Vote: Other	2%	(1)	16%	(8)	24%	(12)	59%	(30)	51
2012 Vote: Didn't Vote	8%	(24)	11%	(35)	18%	(56)	64%	(203)	318
4-Region: Northeast	5%	(11)	18%	(38)	18%	(37)	58%	(121)	207
4-Region: Midwest	4%	(10)	15%	(37)	21%	(53)	60%	(149)	249
4-Region: South	6%	(27)	15%	(66)	23%	(100)	56%	(242)	435
4-Region: West	7%	(13)	16%	(29)	23%	(43)	55%	(102)	187
Favorable of Trump	6%	(30)	14%	(65)	21%	(97)	59%	(271)	463
Unfavorable of Trump	5%	(27)	19%	(100)	24%	(127)	53%	(281)	535
Very Favorable of Trump	7%	(18)	17%	(42)	21%	(52)	56%	(141)	253
Somewhat Favorable of Trump	6%	(12)	11%	(23)	21%	(45)	62%	(130)	210
Somewhat Unfavorable of Trump	7%	(8)	16%	(18)	22%	(25)	56%	(65)	116
Very Unfavorable of Trump	5%	(19)	20%	(82)	24%	(102)	52%	(216)	419
Frequent Movie Watcher	17%	(30)	22%	(40)	22%	(39)	39%	(70)	179

Continued on next page

Table BRD11_6: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Ben Affleck

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(61)	16%	(170)	22%	(233)	57%	(614)	1078
Top TV watcher	6%	(15)	22%	(58)	23%	(61)	50%	(132)	266

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

Table BRD11_7: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Louis C.K.

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	13%	(143)	19%	(208)	17%	(183)	50%	(544)	1078
Gender: Male	16%	(74)	25%	(118)	17%	(79)	43%	(206)	477
Gender: Female	11%	(69)	15%	(90)	17%	(104)	56%	(338)	601
Age: 18-29	15%	(33)	14%	(31)	19%	(41)	52%	(114)	219
Age: 30-44	16%	(45)	20%	(58)	13%	(37)	51%	(144)	284
Age: 45-54	14%	(26)	19%	(35)	18%	(32)	49%	(89)	182
Age: 55-64	14%	(26)	20%	(37)	23%	(43)	44%	(82)	188
Age: 65+	6%	(13)	23%	(47)	15%	(30)	56%	(115)	205
Generation Z: 18-21	10%	(6)	10%	(6)	26%	(16)	54%	(33)	61
Millennial: Age 22-37	16%	(51)	20%	(62)	14%	(43)	50%	(156)	312
Generation X: Age 38-53	15%	(43)	17%	(49)	17%	(49)	52%	(152)	293
Boomers: Age 54-72	11%	(40)	23%	(83)	18%	(66)	48%	(172)	361
PID: Dem (no lean)	17%	(60)	21%	(72)	20%	(69)	42%	(147)	348
PID: Ind (no lean)	13%	(50)	18%	(70)	16%	(64)	54%	(213)	397
PID: Rep (no lean)	10%	(33)	20%	(66)	15%	(50)	55%	(184)	333
PID/Gender: Dem Men	16%	(20)	29%	(36)	16%	(20)	40%	(50)	126
PID/Gender: Dem Women	18%	(40)	16%	(36)	22%	(49)	44%	(97)	222
PID/Gender: Ind Men	17%	(32)	22%	(41)	18%	(34)	42%	(78)	185
PID/Gender: Ind Women	8%	(18)	14%	(29)	14%	(30)	64%	(135)	212
PID/Gender: Rep Men	13%	(22)	25%	(41)	15%	(25)	47%	(78)	166
PID/Gender: Rep Women	7%	(11)	15%	(25)	15%	(25)	63%	(106)	167
Ideo: Liberal (1-3)	21%	(76)	25%	(91)	21%	(75)	33%	(117)	359
Ideo: Moderate (4)	10%	(22)	14%	(30)	19%	(42)	56%	(122)	216
Ideo: Conservative (5-7)	10%	(36)	20%	(71)	15%	(54)	54%	(192)	353
Educ: < College	10%	(73)	17%	(120)	17%	(120)	55%	(388)	701
Educ: Bachelors degree	17%	(38)	23%	(51)	18%	(40)	41%	(89)	218
Educ: Post-grad	20%	(32)	23%	(37)	14%	(23)	42%	(67)	159

Continued on next page

Table BRD11_7: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Louis c.k.

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	13%	(143)	19%	(208)	17%	(183)	50%	(544)	1078
Income: Under 50k	10%	(58)	16%	(89)	18%	(100)	57%	(322)	569
Income: 50k-100k	18%	(63)	22%	(78)	15%	(55)	45%	(160)	356
Income: 100k+	14%	(22)	27%	(41)	18%	(28)	41%	(62)	153
Ethnicity: White	13%	(117)	22%	(188)	17%	(147)	48%	(422)	874
Ethnicity: Hispanic	17%	(19)	29%	(32)	12%	(13)	42%	(46)	110
Ethnicity: Afr. Am.	10%	(10)	7%	(7)	19%	(18)	64%	(62)	97
Ethnicity: Other	15%	(16)	12%	(13)	17%	(18)	56%	(60)	107
Relig: Protestant	11%	(29)	22%	(56)	18%	(46)	48%	(122)	253
Relig: Roman Catholic	14%	(27)	18%	(36)	20%	(40)	48%	(96)	199
Relig: Ath./Agn./None	15%	(42)	21%	(61)	18%	(51)	46%	(132)	286
Relig: Something Else	17%	(34)	20%	(39)	15%	(29)	48%	(93)	195
Relig: Evangelical	10%	(28)	14%	(39)	17%	(47)	60%	(170)	284
Relig: Non-Evang. Catholics	13%	(39)	22%	(69)	18%	(56)	47%	(147)	311
Relig: All Christian	11%	(67)	18%	(108)	17%	(103)	53%	(317)	595
Relig: All Non-Christian	16%	(76)	21%	(100)	17%	(80)	47%	(225)	481
Community: Urban	11%	(30)	21%	(56)	17%	(45)	51%	(135)	266
Community: Suburban	17%	(86)	20%	(100)	18%	(88)	45%	(227)	501
Community: Rural	9%	(27)	17%	(52)	16%	(50)	59%	(182)	311
Employ: Private Sector	19%	(66)	21%	(74)	17%	(59)	42%	(146)	345
Employ: Government	16%	(13)	23%	(19)	22%	(18)	40%	(33)	83
Employ: Self-Employed	14%	(13)	20%	(18)	15%	(14)	51%	(47)	92
Employ: Homemaker	8%	(7)	14%	(13)	21%	(19)	57%	(52)	91
Employ: Retired	8%	(18)	21%	(48)	16%	(38)	56%	(130)	234
Employ: Unemployed	9%	(8)	21%	(20)	15%	(14)	55%	(52)	94
Employ: Other	12%	(11)	9%	(8)	16%	(14)	63%	(57)	90
Military HH: Yes	14%	(27)	15%	(29)	22%	(42)	49%	(95)	193
Military HH: No	13%	(116)	20%	(179)	16%	(141)	51%	(449)	885
RD/WT: Right Direction	10%	(47)	18%	(84)	16%	(72)	56%	(254)	457
RD/WT: Wrong Track	15%	(96)	20%	(124)	18%	(111)	47%	(290)	621
Trump Job Approve	8%	(39)	18%	(82)	17%	(77)	57%	(264)	462
Trump Job Disapprove	18%	(98)	22%	(117)	19%	(100)	41%	(222)	537

Continued on next page

Table BRD11_7: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image: Louis c.k.

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	13%	(143)	19%	(208)	17%	(183)	50%	(544)	1078
Trump Job Strongly Approve	11%	(25)	19%	(44)	16%	(37)	54%	(126)	232
Trump Job Somewhat Approve	6%	(14)	17%	(38)	17%	(40)	60%	(138)	230
Trump Job Somewhat Disapprove	12%	(18)	22%	(34)	19%	(29)	47%	(72)	153
Trump Job Strongly Disapprove	21%	(80)	22%	(83)	18%	(71)	39%	(150)	384
#1 Issue: Economy	16%	(49)	19%	(56)	15%	(44)	50%	(149)	298
#1 Issue: Security	8%	(14)	19%	(35)	18%	(34)	55%	(103)	186
#1 Issue: Health Care	11%	(20)	23%	(43)	16%	(30)	49%	(91)	184
#1 Issue: Medicare / Social Security	9%	(15)	20%	(33)	16%	(27)	55%	(90)	165
#1 Issue: Women's Issues	25%	(16)	14%	(9)	22%	(14)	39%	(25)	64
#1 Issue: Education	20%	(16)	20%	(16)	20%	(16)	41%	(33)	81
#1 Issue: Other	10%	(5)	15%	(8)	19%	(10)	56%	(29)	52
2016 Vote: Democrat Hillary Clinton	19%	(66)	23%	(80)	18%	(64)	39%	(137)	347
2016 Vote: Republican Donald Trump	10%	(36)	20%	(74)	16%	(60)	54%	(200)	370
2016 Vote: Someone else	15%	(15)	18%	(18)	15%	(15)	52%	(51)	99
Voted in 2014: Yes	14%	(100)	22%	(152)	18%	(123)	46%	(320)	695
Voted in 2014: No	11%	(43)	15%	(56)	16%	(60)	58%	(224)	383
2012 Vote: Barack Obama	16%	(69)	25%	(105)	16%	(70)	43%	(181)	425
2012 Vote: Mitt Romney	11%	(32)	16%	(44)	18%	(51)	55%	(156)	283
2012 Vote: Other	4%	(2)	31%	(16)	22%	(11)	43%	(22)	51
2012 Vote: Didn't Vote	12%	(39)	14%	(43)	16%	(51)	58%	(185)	318
4-Region: Northeast	16%	(33)	17%	(35)	14%	(29)	53%	(110)	207
4-Region: Midwest	10%	(25)	22%	(56)	17%	(42)	51%	(126)	249
4-Region: South	12%	(51)	19%	(84)	19%	(81)	50%	(219)	435
4-Region: West	18%	(34)	18%	(33)	17%	(31)	48%	(89)	187
Favorable of Trump	10%	(44)	19%	(88)	15%	(71)	56%	(260)	463
Unfavorable of Trump	18%	(97)	21%	(114)	19%	(102)	41%	(222)	535
Very Favorable of Trump	10%	(25)	19%	(48)	15%	(39)	56%	(141)	253
Somewhat Favorable of Trump	9%	(19)	19%	(40)	15%	(32)	57%	(119)	210
Somewhat Unfavorable of Trump	10%	(12)	20%	(23)	20%	(23)	50%	(58)	116
Very Unfavorable of Trump	20%	(85)	22%	(91)	19%	(79)	39%	(164)	419
Frequent Movie Watcher	24%	(43)	29%	(52)	17%	(30)	30%	(54)	179

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Table BRD11_7: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image: Louis c.k.

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	13%	(143)	19%	(208)	17%	(183)	50%	(544)	1078
Top TV watcher	16%	(43)	20%	(52)	21%	(57)	43%	(114)	266

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

Table BRD11_8: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Ed Westwick

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(26)	9%	(98)	15%	(159)	74%	(795)	1078
Gender: Male	3%	(15)	11%	(52)	15%	(72)	71%	(338)	477
Gender: Female	2%	(11)	8%	(46)	14%	(87)	76%	(457)	601
Age: 18-29	2%	(5)	10%	(21)	15%	(32)	74%	(161)	219
Age: 30-44	2%	(6)	13%	(38)	12%	(34)	73%	(206)	284
Age: 45-54	2%	(4)	9%	(16)	15%	(28)	74%	(134)	182
Age: 55-64	3%	(6)	6%	(11)	21%	(39)	70%	(132)	188
Age: 65+	2%	(5)	6%	(12)	13%	(26)	79%	(162)	205
Generation Z: 18-21	3%	(2)	10%	(6)	20%	(12)	67%	(41)	61
Millennial: Age 22-37	2%	(7)	12%	(36)	12%	(39)	74%	(230)	312
Generation X: Age 38-53	2%	(6)	10%	(30)	14%	(40)	74%	(217)	293
Boomers: Age 54-72	2%	(9)	7%	(24)	17%	(60)	74%	(268)	361
PID: Dem (no lean)	3%	(9)	9%	(32)	16%	(56)	72%	(251)	348
PID: Ind (no lean)	1%	(4)	9%	(36)	12%	(49)	78%	(308)	397
PID: Rep (no lean)	4%	(13)	9%	(30)	16%	(54)	71%	(236)	333
PID/Gender: Dem Men	2%	(2)	11%	(14)	13%	(17)	74%	(93)	126
PID/Gender: Dem Women	3%	(7)	8%	(18)	18%	(39)	71%	(158)	222
PID/Gender: Ind Men	1%	(2)	11%	(20)	15%	(27)	74%	(136)	185
PID/Gender: Ind Women	1%	(2)	8%	(16)	10%	(22)	81%	(172)	212
PID/Gender: Rep Men	7%	(11)	11%	(18)	17%	(28)	66%	(109)	166
PID/Gender: Rep Women	1%	(2)	7%	(12)	16%	(26)	76%	(127)	167
Ideo: Liberal (1-3)	3%	(12)	12%	(44)	17%	(60)	68%	(243)	359
Ideo: Moderate (4)	3%	(6)	11%	(23)	18%	(39)	69%	(148)	216
Ideo: Conservative (5-7)	1%	(5)	8%	(27)	14%	(49)	77%	(272)	353
Educ: < College	3%	(22)	8%	(55)	15%	(104)	74%	(520)	701
Educ: Bachelors degree	1%	(3)	9%	(19)	15%	(32)	75%	(164)	218
Educ: Post-grad	1%	(1)	15%	(24)	14%	(23)	70%	(111)	159

Continued on next page

Table BRD11_8: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Ed Westwick

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(26)	9%	(98)	15%	(159)	74%	(795)	1078
Income: Under 50k	3%	(16)	7%	(40)	14%	(82)	76%	(431)	569
Income: 50k-100k	3%	(9)	12%	(42)	14%	(49)	72%	(256)	356
Income: 100k+	1%	(1)	10%	(16)	18%	(28)	71%	(108)	153
Ethnicity: White	2%	(19)	9%	(77)	15%	(127)	74%	(651)	874
Ethnicity: Hispanic	9%	(10)	17%	(19)	9%	(10)	65%	(71)	110
Ethnicity: Afr. Am.	5%	(5)	6%	(6)	14%	(14)	74%	(72)	97
Ethnicity: Other	2%	(2)	14%	(15)	17%	(18)	67%	(72)	107
Relig: Protestant	2%	(5)	12%	(30)	18%	(45)	68%	(173)	253
Relig: Roman Catholic	2%	(3)	10%	(20)	13%	(26)	75%	(150)	199
Relig: Ath./Agn./None	2%	(5)	7%	(21)	12%	(34)	79%	(226)	286
Relig: Something Else	5%	(9)	10%	(20)	18%	(35)	67%	(131)	195
Relig: Evangelical	2%	(5)	8%	(22)	17%	(48)	74%	(209)	284
Relig: Non-Evang. Catholics	2%	(7)	11%	(35)	14%	(42)	73%	(227)	311
Relig: All Christian	2%	(12)	10%	(57)	15%	(90)	73%	(436)	595
Relig: All Non-Christian	3%	(14)	9%	(41)	14%	(69)	74%	(357)	481
Community: Urban	4%	(10)	10%	(27)	14%	(37)	72%	(192)	266
Community: Suburban	1%	(7)	8%	(42)	16%	(78)	75%	(374)	501
Community: Rural	3%	(9)	9%	(29)	14%	(44)	74%	(229)	311
Employ: Private Sector	3%	(12)	11%	(39)	16%	(54)	70%	(240)	345
Employ: Government	6%	(5)	19%	(16)	13%	(11)	61%	(51)	83
Employ: Self-Employed	1%	(1)	13%	(12)	18%	(17)	67%	(62)	92
Employ: Homemaker	—	(0)	5%	(5)	19%	(17)	76%	(69)	91
Employ: Retired	2%	(4)	6%	(15)	13%	(31)	79%	(184)	234
Employ: Unemployed	—	(0)	4%	(4)	10%	(9)	86%	(81)	94
Employ: Other	3%	(3)	4%	(4)	13%	(12)	79%	(71)	90
Military HH: Yes	4%	(8)	10%	(20)	17%	(33)	68%	(132)	193
Military HH: No	2%	(18)	9%	(78)	14%	(126)	75%	(663)	885
RD/WT: Right Direction	3%	(14)	9%	(43)	15%	(67)	73%	(333)	457
RD/WT: Wrong Track	2%	(12)	9%	(55)	15%	(92)	74%	(462)	621
Trump Job Approve	3%	(13)	8%	(38)	16%	(73)	73%	(338)	462
Trump Job Disapprove	2%	(11)	10%	(55)	16%	(84)	72%	(387)	537

Continued on next page

Table BRD11_8: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Ed Westwick

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(26)	9%	(98)	15%	(159)	74%	(795)	1078
Trump Job Strongly Approve	3%	(8)	9%	(20)	16%	(37)	72%	(167)	232
Trump Job Somewhat Approve	2%	(5)	8%	(18)	16%	(36)	74%	(171)	230
Trump Job Somewhat Disapprove	3%	(4)	10%	(15)	20%	(30)	68%	(104)	153
Trump Job Strongly Disapprove	2%	(7)	10%	(40)	14%	(54)	74%	(283)	384
#1 Issue: Economy	3%	(8)	10%	(29)	15%	(45)	72%	(216)	298
#1 Issue: Security	2%	(3)	7%	(13)	16%	(29)	76%	(141)	186
#1 Issue: Health Care	2%	(4)	9%	(17)	14%	(26)	74%	(137)	184
#1 Issue: Medicare / Social Security	1%	(2)	9%	(15)	15%	(25)	75%	(123)	165
#1 Issue: Women's Issues	5%	(3)	12%	(8)	19%	(12)	64%	(41)	64
#1 Issue: Education	2%	(2)	14%	(11)	15%	(12)	69%	(56)	81
#1 Issue: Other	2%	(1)	6%	(3)	12%	(6)	81%	(42)	52
2016 Vote: Democrat Hillary Clinton	3%	(9)	10%	(35)	15%	(53)	72%	(250)	347
2016 Vote: Republican Donald Trump	3%	(10)	8%	(28)	17%	(63)	73%	(269)	370
2016 Vote: Someone else	1%	(1)	11%	(11)	8%	(8)	80%	(79)	99
Voted in 2014: Yes	2%	(12)	10%	(69)	16%	(113)	72%	(501)	695
Voted in 2014: No	4%	(14)	8%	(29)	12%	(46)	77%	(294)	383
2012 Vote: Barack Obama	2%	(8)	11%	(48)	16%	(68)	71%	(301)	425
2012 Vote: Mitt Romney	1%	(4)	7%	(21)	16%	(44)	76%	(214)	283
2012 Vote: Other	2%	(1)	10%	(5)	16%	(8)	73%	(37)	51
2012 Vote: Didn't Vote	4%	(13)	8%	(24)	12%	(39)	76%	(242)	318
4-Region: Northeast	3%	(6)	9%	(18)	13%	(26)	76%	(157)	207
4-Region: Midwest	2%	(4)	8%	(20)	16%	(39)	75%	(186)	249
4-Region: South	3%	(13)	9%	(38)	16%	(69)	72%	(315)	435
4-Region: West	2%	(3)	12%	(22)	13%	(25)	73%	(137)	187
Favorable of Trump	3%	(14)	9%	(43)	16%	(75)	71%	(331)	463
Unfavorable of Trump	2%	(10)	10%	(52)	14%	(77)	74%	(396)	535
Very Favorable of Trump	2%	(6)	9%	(23)	18%	(46)	70%	(178)	253
Somewhat Favorable of Trump	4%	(8)	10%	(20)	14%	(29)	73%	(153)	210
Somewhat Unfavorable of Trump	3%	(3)	10%	(12)	16%	(18)	72%	(83)	116
Very Unfavorable of Trump	2%	(7)	10%	(40)	14%	(59)	75%	(313)	419
Frequent Movie Watcher	7%	(12)	21%	(38)	18%	(33)	54%	(96)	179

Continued on next page

Table BRD11_8: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Ed Westwick

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(26)	9%	(98)	15%	(159)	74%	(795)	1078
Top TV watcher	2%	(6)	12%	(32)	16%	(42)	70%	(186)	266

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

Table BRD11_9: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Dustin hoffman

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(41)	19%	(210)	21%	(228)	56%	(599)	1078
Gender: Male	5%	(23)	21%	(102)	23%	(109)	51%	(243)	477
Gender: Female	3%	(18)	18%	(108)	20%	(119)	59%	(356)	601
Age: 18-29	5%	(10)	11%	(25)	17%	(38)	67%	(146)	219
Age: 30-44	5%	(15)	18%	(52)	18%	(52)	58%	(165)	284
Age: 45-54	2%	(3)	24%	(43)	21%	(38)	54%	(98)	182
Age: 55-64	4%	(7)	19%	(35)	30%	(57)	47%	(89)	188
Age: 65+	3%	(6)	27%	(55)	21%	(43)	49%	(101)	205
Generation Z: 18-21	5%	(3)	15%	(9)	21%	(13)	59%	(36)	61
Millennial: Age 22-37	5%	(15)	14%	(44)	18%	(55)	63%	(198)	312
Generation X: Age 38-53	3%	(9)	21%	(61)	19%	(56)	57%	(167)	293
Boomers: Age 54-72	4%	(13)	24%	(88)	25%	(92)	47%	(168)	361
PID: Dem (no lean)	4%	(14)	23%	(81)	22%	(77)	51%	(176)	348
PID: Ind (no lean)	3%	(13)	17%	(66)	21%	(85)	59%	(233)	397
PID: Rep (no lean)	4%	(14)	19%	(63)	20%	(66)	57%	(190)	333
PID/Gender: Dem Men	4%	(5)	22%	(28)	21%	(27)	52%	(66)	126
PID/Gender: Dem Women	4%	(9)	24%	(53)	23%	(50)	50%	(110)	222
PID/Gender: Ind Men	4%	(7)	21%	(38)	23%	(43)	52%	(97)	185
PID/Gender: Ind Women	3%	(6)	13%	(28)	20%	(42)	64%	(136)	212
PID/Gender: Rep Men	7%	(11)	22%	(36)	23%	(39)	48%	(80)	166
PID/Gender: Rep Women	2%	(3)	16%	(27)	16%	(27)	66%	(110)	167
Ideo: Liberal (1-3)	5%	(18)	27%	(97)	23%	(81)	45%	(163)	359
Ideo: Moderate (4)	3%	(7)	15%	(32)	25%	(54)	57%	(123)	216
Ideo: Conservative (5-7)	4%	(13)	17%	(60)	24%	(83)	56%	(197)	353
Educ: < College	4%	(27)	17%	(119)	20%	(137)	60%	(418)	701
Educ: Bachelors degree	3%	(7)	23%	(51)	24%	(52)	50%	(108)	218
Educ: Post-grad	4%	(7)	25%	(40)	25%	(39)	46%	(73)	159

Continued on next page

Table BRD11_9: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Dustin hoffman

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(41)	19%	(210)	21%	(228)	56%	(599)	1078
Income: Under 50k	3%	(17)	18%	(101)	19%	(109)	60%	(342)	569
Income: 50k-100k	6%	(20)	19%	(66)	22%	(79)	54%	(191)	356
Income: 100k+	3%	(4)	28%	(43)	26%	(40)	43%	(66)	153
Ethnicity: White	3%	(29)	20%	(174)	23%	(197)	54%	(474)	874
Ethnicity: Hispanic	9%	(10)	22%	(24)	13%	(14)	56%	(62)	110
Ethnicity: Afr. Am.	6%	(6)	20%	(19)	11%	(11)	63%	(61)	97
Ethnicity: Other	6%	(6)	16%	(17)	19%	(20)	60%	(64)	107
Relig: Protestant	4%	(9)	25%	(64)	21%	(52)	51%	(128)	253
Relig: Roman Catholic	3%	(6)	24%	(47)	26%	(52)	47%	(94)	199
Relig: Ath./Agn./None	3%	(9)	16%	(47)	19%	(53)	62%	(177)	286
Relig: Something Else	6%	(12)	16%	(31)	26%	(51)	52%	(101)	195
Relig: Evangelical	4%	(11)	19%	(55)	16%	(46)	61%	(172)	284
Relig: Non-Evang. Catholics	3%	(9)	25%	(77)	25%	(78)	47%	(147)	311
Relig: All Christian	3%	(20)	22%	(132)	21%	(124)	54%	(319)	595
Relig: All Non-Christian	4%	(21)	16%	(78)	22%	(104)	58%	(278)	481
Community: Urban	5%	(12)	23%	(60)	18%	(47)	55%	(147)	266
Community: Suburban	4%	(19)	19%	(94)	25%	(123)	53%	(265)	501
Community: Rural	3%	(10)	18%	(56)	19%	(58)	60%	(187)	311
Employ: Private Sector	4%	(14)	22%	(77)	24%	(84)	49%	(170)	345
Employ: Government	7%	(6)	20%	(17)	23%	(19)	49%	(41)	83
Employ: Self-Employed	5%	(5)	20%	(18)	21%	(19)	54%	(50)	92
Employ: Homemaker	3%	(3)	15%	(14)	14%	(13)	67%	(61)	91
Employ: Retired	3%	(6)	22%	(52)	23%	(53)	53%	(123)	234
Employ: Unemployed	2%	(2)	14%	(13)	19%	(18)	65%	(61)	94
Employ: Other	2%	(2)	17%	(15)	16%	(14)	66%	(59)	90
Military HH: Yes	6%	(12)	20%	(39)	25%	(48)	49%	(94)	193
Military HH: No	3%	(29)	19%	(171)	20%	(180)	57%	(505)	885
RD/WT: Right Direction	4%	(20)	17%	(78)	19%	(87)	60%	(272)	457
RD/WT: Wrong Track	3%	(21)	21%	(132)	23%	(141)	53%	(327)	621
Trump Job Approve	4%	(19)	17%	(79)	20%	(91)	59%	(273)	462
Trump Job Disapprove	4%	(19)	23%	(123)	23%	(122)	51%	(273)	537

Continued on next page

Table BRD11_9: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Dustin Hoffman

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(41)	19%	(210)	21%	(228)	56%	(599)	1078
Trump Job Strongly Approve	6%	(14)	19%	(44)	18%	(42)	57%	(132)	232
Trump Job Somewhat Approve	2%	(5)	15%	(35)	21%	(49)	61%	(141)	230
Trump Job Somewhat Disapprove	1%	(2)	23%	(35)	22%	(34)	54%	(82)	153
Trump Job Strongly Disapprove	4%	(17)	23%	(88)	23%	(88)	50%	(191)	384
#1 Issue: Economy	4%	(13)	21%	(62)	21%	(62)	54%	(161)	298
#1 Issue: Security	4%	(7)	15%	(28)	27%	(51)	54%	(100)	186
#1 Issue: Health Care	2%	(3)	18%	(34)	21%	(39)	59%	(108)	184
#1 Issue: Medicare / Social Security	4%	(6)	22%	(37)	18%	(30)	56%	(92)	165
#1 Issue: Women's Issues	12%	(8)	20%	(13)	22%	(14)	45%	(29)	64
#1 Issue: Education	4%	(3)	22%	(18)	19%	(15)	56%	(45)	81
#1 Issue: Other	2%	(1)	15%	(8)	19%	(10)	63%	(33)	52
2016 Vote: Democrat Hillary Clinton	4%	(14)	26%	(89)	23%	(81)	47%	(163)	347
2016 Vote: Republican Donald Trump	5%	(19)	16%	(60)	21%	(79)	57%	(212)	370
2016 Vote: Someone else	1%	(1)	15%	(15)	20%	(20)	64%	(63)	99
Voted in 2014: Yes	4%	(25)	22%	(152)	24%	(165)	51%	(353)	695
Voted in 2014: No	4%	(16)	15%	(58)	16%	(63)	64%	(246)	383
2012 Vote: Barack Obama	4%	(17)	25%	(107)	23%	(98)	48%	(203)	425
2012 Vote: Mitt Romney	4%	(10)	18%	(52)	22%	(62)	56%	(159)	283
2012 Vote: Other	—	(0)	14%	(7)	24%	(12)	63%	(32)	51
2012 Vote: Didn't Vote	4%	(14)	14%	(44)	18%	(56)	64%	(204)	318
4-Region: Northeast	2%	(5)	22%	(45)	25%	(51)	51%	(106)	207
4-Region: Midwest	4%	(9)	18%	(45)	22%	(56)	56%	(139)	249
4-Region: South	5%	(22)	19%	(81)	19%	(81)	58%	(251)	435
4-Region: West	3%	(5)	21%	(39)	21%	(40)	55%	(103)	187
Favorable of Trump	3%	(16)	18%	(85)	20%	(94)	58%	(268)	463
Unfavorable of Trump	4%	(23)	23%	(122)	22%	(120)	50%	(270)	535
Very Favorable of Trump	4%	(10)	18%	(46)	21%	(52)	57%	(145)	253
Somewhat Favorable of Trump	3%	(6)	19%	(39)	20%	(42)	59%	(123)	210
Somewhat Unfavorable of Trump	4%	(5)	20%	(23)	23%	(27)	53%	(61)	116
Very Unfavorable of Trump	4%	(18)	24%	(99)	22%	(93)	50%	(209)	419
Frequent Movie Watcher	11%	(19)	30%	(53)	18%	(32)	42%	(75)	179

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Table BRD11_9: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Dustin hoffman

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(41)	19%	(210)	21%	(228)	56%	(599)	1078
Top TV watcher	4%	(10)	28%	(74)	21%	(57)	47%	(125)	266

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

Table BRD11_10: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Jeremy piven

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(38)	13%	(139)	21%	(224)	63%	(677)	1078
Gender: Male	5%	(23)	14%	(67)	22%	(107)	59%	(280)	477
Gender: Female	2%	(15)	12%	(72)	19%	(117)	66%	(397)	601
Age: 18-29	3%	(6)	8%	(17)	16%	(34)	74%	(162)	219
Age: 30-44	5%	(14)	15%	(44)	21%	(59)	59%	(167)	284
Age: 45-54	5%	(9)	14%	(26)	25%	(45)	56%	(102)	182
Age: 55-64	3%	(6)	17%	(32)	23%	(44)	56%	(106)	188
Age: 65+	1%	(3)	10%	(20)	20%	(42)	68%	(140)	205
Generation Z: 18-21	2%	(1)	8%	(5)	21%	(13)	69%	(42)	61
Millennial: Age 22-37	4%	(14)	12%	(36)	18%	(56)	66%	(206)	312
Generation X: Age 38-53	4%	(11)	14%	(41)	23%	(66)	60%	(175)	293
Boomers: Age 54-72	3%	(11)	16%	(56)	21%	(76)	60%	(218)	361
PID: Dem (no lean)	4%	(13)	14%	(48)	25%	(86)	58%	(201)	348
PID: Ind (no lean)	3%	(13)	12%	(48)	17%	(67)	68%	(269)	397
PID: Rep (no lean)	4%	(12)	13%	(43)	21%	(71)	62%	(207)	333
PID/Gender: Dem Men	4%	(5)	15%	(19)	23%	(29)	58%	(73)	126
PID/Gender: Dem Women	4%	(8)	13%	(29)	26%	(57)	58%	(128)	222
PID/Gender: Ind Men	4%	(8)	13%	(24)	22%	(40)	61%	(113)	185
PID/Gender: Ind Women	2%	(5)	11%	(24)	13%	(27)	74%	(156)	212
PID/Gender: Rep Men	6%	(10)	14%	(24)	23%	(38)	57%	(94)	166
PID/Gender: Rep Women	1%	(2)	11%	(19)	20%	(33)	68%	(113)	167
Ideo: Liberal (1-3)	5%	(17)	18%	(66)	25%	(90)	52%	(186)	359
Ideo: Moderate (4)	4%	(9)	13%	(29)	22%	(47)	61%	(131)	216
Ideo: Conservative (5-7)	3%	(10)	10%	(34)	21%	(74)	67%	(235)	353
Educ: < College	3%	(23)	11%	(74)	20%	(143)	66%	(461)	701
Educ: Bachelors degree	3%	(6)	17%	(38)	22%	(49)	57%	(125)	218
Educ: Post-grad	6%	(9)	17%	(27)	20%	(32)	57%	(91)	159

Continued on next page

Table BRD11_10: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Jeremy piven

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(38)	13%	(139)	21%	(224)	63%	(677)	1078
Income: Under 50k	2%	(12)	9%	(51)	22%	(123)	67%	(383)	569
Income: 50k-100k	5%	(18)	15%	(55)	18%	(65)	61%	(218)	356
Income: 100k+	5%	(8)	22%	(33)	24%	(36)	50%	(76)	153
Ethnicity: White	4%	(33)	13%	(111)	21%	(183)	63%	(547)	874
Ethnicity: Hispanic	10%	(11)	17%	(19)	15%	(17)	57%	(63)	110
Ethnicity: Afr. Am.	4%	(4)	10%	(10)	21%	(20)	65%	(63)	97
Ethnicity: Other	1%	(1)	17%	(18)	20%	(21)	63%	(67)	107
Relig: Protestant	5%	(12)	15%	(39)	17%	(43)	63%	(159)	253
Relig: Roman Catholic	5%	(10)	16%	(32)	23%	(46)	56%	(111)	199
Relig: Ath./Agn./None	2%	(6)	9%	(26)	23%	(65)	66%	(189)	286
Relig: Something Else	5%	(9)	15%	(30)	23%	(45)	57%	(111)	195
Relig: Evangelical	3%	(9)	13%	(38)	17%	(47)	67%	(190)	284
Relig: Non-Evang. Catholics	5%	(14)	14%	(45)	22%	(67)	59%	(185)	311
Relig: All Christian	4%	(23)	14%	(83)	19%	(114)	63%	(375)	595
Relig: All Non-Christian	3%	(15)	12%	(56)	23%	(110)	62%	(300)	481
Community: Urban	5%	(12)	13%	(35)	21%	(56)	61%	(163)	266
Community: Suburban	4%	(18)	15%	(73)	22%	(112)	59%	(298)	501
Community: Rural	3%	(8)	10%	(31)	18%	(56)	69%	(216)	311
Employ: Private Sector	3%	(12)	19%	(67)	21%	(74)	56%	(192)	345
Employ: Government	10%	(8)	12%	(10)	24%	(20)	54%	(45)	83
Employ: Self-Employed	4%	(4)	14%	(13)	20%	(18)	62%	(57)	92
Employ: Homemaker	4%	(4)	9%	(8)	25%	(23)	62%	(56)	91
Employ: Retired	2%	(5)	11%	(25)	20%	(47)	67%	(157)	234
Employ: Unemployed	—	(0)	10%	(9)	19%	(18)	71%	(67)	94
Employ: Other	3%	(3)	6%	(5)	18%	(16)	73%	(66)	90
Military HH: Yes	4%	(8)	16%	(31)	21%	(40)	59%	(114)	193
Military HH: No	3%	(30)	12%	(108)	21%	(184)	64%	(563)	885
RD/WT: Right Direction	4%	(16)	12%	(54)	19%	(86)	66%	(301)	457
RD/WT: Wrong Track	4%	(22)	14%	(85)	22%	(138)	61%	(376)	621
Trump Job Approve	3%	(14)	11%	(52)	20%	(92)	66%	(304)	462
Trump Job Disapprove	4%	(23)	15%	(83)	23%	(125)	57%	(306)	537

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Table BRD11_10: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Jeremy piven

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(38)	13%	(139)	21%	(224)	63%	(677)	1078
Trump Job Strongly Approve	5%	(11)	15%	(34)	20%	(47)	60%	(140)	232
Trump Job Somewhat Approve	1%	(3)	8%	(18)	20%	(45)	71%	(164)	230
Trump Job Somewhat Disapprove	1%	(1)	13%	(20)	24%	(36)	63%	(96)	153
Trump Job Strongly Disapprove	6%	(22)	16%	(63)	23%	(89)	55%	(210)	384
#1 Issue: Economy	4%	(12)	16%	(48)	19%	(56)	61%	(182)	298
#1 Issue: Security	4%	(8)	10%	(19)	24%	(45)	61%	(114)	186
#1 Issue: Health Care	3%	(6)	11%	(20)	23%	(42)	63%	(116)	184
#1 Issue: Medicare / Social Security	1%	(2)	14%	(23)	21%	(35)	64%	(105)	165
#1 Issue: Women's Issues	5%	(3)	19%	(12)	23%	(15)	53%	(34)	64
#1 Issue: Education	6%	(5)	10%	(8)	19%	(15)	65%	(53)	81
#1 Issue: Other	—	(0)	6%	(3)	19%	(10)	75%	(39)	52
2016 Vote: Democrat Hillary Clinton	4%	(15)	17%	(60)	24%	(85)	54%	(187)	347
2016 Vote: Republican Donald Trump	3%	(12)	11%	(42)	21%	(76)	65%	(240)	370
2016 Vote: Someone else	4%	(4)	10%	(10)	16%	(16)	70%	(69)	99
Voted in 2014: Yes	3%	(23)	14%	(98)	23%	(161)	59%	(413)	695
Voted in 2014: No	4%	(15)	11%	(41)	16%	(63)	69%	(264)	383
2012 Vote: Barack Obama	4%	(19)	18%	(75)	22%	(94)	56%	(237)	425
2012 Vote: Mitt Romney	2%	(6)	11%	(32)	22%	(61)	65%	(184)	283
2012 Vote: Other	2%	(1)	12%	(6)	20%	(10)	67%	(34)	51
2012 Vote: Didn't Vote	4%	(12)	8%	(26)	19%	(59)	69%	(221)	318
4-Region: Northeast	4%	(9)	13%	(27)	21%	(43)	62%	(128)	207
4-Region: Midwest	4%	(10)	14%	(35)	20%	(51)	61%	(153)	249
4-Region: South	3%	(11)	12%	(52)	21%	(92)	64%	(280)	435
4-Region: West	4%	(8)	13%	(25)	20%	(38)	62%	(116)	187
Favorable of Trump	3%	(15)	12%	(56)	21%	(97)	64%	(295)	463
Unfavorable of Trump	4%	(22)	15%	(80)	22%	(117)	59%	(316)	535
Very Favorable of Trump	3%	(8)	13%	(34)	23%	(58)	60%	(153)	253
Somewhat Favorable of Trump	3%	(7)	10%	(22)	19%	(39)	68%	(142)	210
Somewhat Unfavorable of Trump	1%	(1)	13%	(15)	19%	(22)	67%	(78)	116
Very Unfavorable of Trump	5%	(21)	16%	(65)	23%	(95)	57%	(238)	419
Frequent Movie Watcher	10%	(18)	25%	(45)	20%	(35)	45%	(81)	179

Continued on next page

Table BRD11_10: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Jeremy piven

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(38)	13%	(139)	21%	(224)	63%	(677)	1078
Top TV watcher	5%	(12)	16%	(42)	24%	(65)	55%	(147)	266

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

Table BRD11_11: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image:Kevin spacey

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	30%	(321)	27%	(290)	13%	(142)	30%	(325)	1078
Gender: Male	30%	(142)	33%	(157)	12%	(57)	25%	(121)	477
Gender: Female	30%	(179)	22%	(133)	14%	(85)	34%	(204)	601
Age: 18-29	26%	(58)	18%	(39)	14%	(31)	42%	(91)	219
Age: 30-44	32%	(90)	30%	(85)	10%	(28)	29%	(81)	284
Age: 45-54	29%	(53)	30%	(54)	13%	(23)	29%	(52)	182
Age: 55-64	37%	(69)	22%	(41)	18%	(33)	24%	(45)	188
Age: 65+	25%	(51)	35%	(71)	13%	(27)	27%	(56)	205
Generation Z: 18-21	23%	(14)	20%	(12)	15%	(9)	43%	(26)	61
Millennial: Age 22-37	30%	(94)	22%	(68)	12%	(38)	36%	(112)	312
Generation X: Age 38-53	29%	(86)	30%	(89)	12%	(34)	29%	(84)	293
Boomers: Age 54-72	34%	(121)	28%	(101)	14%	(50)	25%	(89)	361
PID: Dem (no lean)	37%	(128)	26%	(91)	12%	(41)	25%	(88)	348
PID: Ind (no lean)	26%	(104)	26%	(105)	12%	(46)	36%	(142)	397
PID: Rep (no lean)	27%	(89)	28%	(94)	17%	(55)	29%	(95)	333
PID/Gender: Dem Men	34%	(43)	32%	(40)	10%	(13)	24%	(30)	126
PID/Gender: Dem Women	38%	(85)	23%	(51)	13%	(28)	26%	(58)	222
PID/Gender: Ind Men	28%	(51)	36%	(67)	10%	(19)	26%	(48)	185
PID/Gender: Ind Women	25%	(53)	18%	(38)	13%	(27)	44%	(94)	212
PID/Gender: Rep Men	29%	(48)	30%	(50)	15%	(25)	26%	(43)	166
PID/Gender: Rep Women	25%	(41)	26%	(44)	18%	(30)	31%	(52)	167
Ideo: Liberal (1-3)	40%	(144)	29%	(104)	12%	(43)	19%	(68)	359
Ideo: Moderate (4)	26%	(56)	27%	(58)	13%	(28)	34%	(74)	216
Ideo: Conservative (5-7)	27%	(97)	29%	(103)	16%	(55)	28%	(98)	353
Educ: < College	26%	(183)	26%	(182)	13%	(94)	35%	(242)	701
Educ: Bachelors degree	35%	(76)	29%	(64)	13%	(29)	22%	(49)	218
Educ: Post-grad	39%	(62)	28%	(44)	12%	(19)	21%	(34)	159

Continued on next page

Table BRD11_11: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image:Kevin spacey

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	30%	(321)	27%	(290)	13%	(142)	30%	(325)	1078
Income: Under 50k	25%	(144)	23%	(131)	14%	(81)	37%	(213)	569
Income: 50k-100k	33%	(118)	29%	(105)	12%	(44)	25%	(89)	356
Income: 100k+	39%	(59)	35%	(54)	11%	(17)	15%	(23)	153
Ethnicity: White	31%	(270)	28%	(248)	14%	(118)	27%	(238)	874
Ethnicity: Hispanic	33%	(36)	25%	(28)	10%	(11)	32%	(35)	110
Ethnicity: Afr. Am.	21%	(20)	23%	(22)	12%	(12)	44%	(43)	97
Ethnicity: Other	29%	(31)	19%	(20)	11%	(12)	41%	(44)	107
Relig: Protestant	31%	(78)	28%	(71)	15%	(39)	26%	(65)	253
Relig: Roman Catholic	34%	(68)	31%	(61)	12%	(23)	24%	(47)	199
Relig: Ath./Agn./None	33%	(93)	26%	(73)	12%	(33)	30%	(87)	286
Relig: Something Else	29%	(56)	27%	(52)	15%	(29)	30%	(58)	195
Relig: Evangelical	25%	(72)	24%	(69)	13%	(38)	37%	(105)	284
Relig: Non-Evang. Catholics	32%	(99)	31%	(96)	14%	(42)	24%	(74)	311
Relig: All Christian	29%	(171)	28%	(165)	13%	(80)	30%	(179)	595
Relig: All Non-Christian	31%	(149)	26%	(125)	13%	(62)	30%	(145)	481
Community: Urban	29%	(77)	24%	(63)	12%	(32)	35%	(94)	266
Community: Suburban	34%	(172)	31%	(155)	14%	(69)	21%	(105)	501
Community: Rural	23%	(72)	23%	(72)	13%	(41)	41%	(126)	311
Employ: Private Sector	35%	(121)	31%	(106)	13%	(44)	21%	(74)	345
Employ: Government	40%	(33)	23%	(19)	7%	(6)	30%	(25)	83
Employ: Self-Employed	33%	(30)	21%	(19)	17%	(16)	29%	(27)	92
Employ: Homemaker	21%	(19)	24%	(22)	16%	(15)	38%	(35)	91
Employ: Retired	24%	(57)	34%	(79)	14%	(33)	28%	(65)	234
Employ: Unemployed	26%	(24)	20%	(19)	12%	(11)	43%	(40)	94
Employ: Other	27%	(24)	19%	(17)	10%	(9)	44%	(40)	90
Military HH: Yes	29%	(56)	24%	(47)	18%	(34)	29%	(56)	193
Military HH: No	30%	(265)	27%	(243)	12%	(108)	30%	(269)	885
RD/WT: Right Direction	25%	(114)	27%	(125)	15%	(68)	33%	(150)	457
RD/WT: Wrong Track	33%	(207)	27%	(165)	12%	(74)	28%	(175)	621
Trump Job Approve	23%	(107)	29%	(135)	16%	(74)	32%	(146)	462
Trump Job Disapprove	38%	(202)	26%	(141)	12%	(62)	25%	(132)	537

Continued on next page

Table BRD11_11: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image:Kevin spacey

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	30%	(321)	27%	(290)	13%	(142)	30%	(325)	1078
Trump Job Strongly Approve	25%	(59)	28%	(66)	16%	(38)	30%	(69)	232
Trump Job Somewhat Approve	21%	(48)	30%	(69)	16%	(36)	33%	(77)	230
Trump Job Somewhat Disapprove	31%	(48)	24%	(37)	10%	(16)	34%	(52)	153
Trump Job Strongly Disapprove	40%	(154)	27%	(104)	12%	(46)	21%	(80)	384
#1 Issue: Economy	30%	(90)	30%	(88)	11%	(34)	29%	(86)	298
#1 Issue: Security	31%	(57)	23%	(43)	20%	(37)	26%	(49)	186
#1 Issue: Health Care	30%	(55)	27%	(50)	9%	(16)	34%	(63)	184
#1 Issue: Medicare / Social Security	25%	(42)	28%	(47)	16%	(26)	30%	(50)	165
#1 Issue: Women's Issues	45%	(29)	17%	(11)	12%	(8)	25%	(16)	64
#1 Issue: Education	33%	(27)	32%	(26)	7%	(6)	27%	(22)	81
#1 Issue: Other	17%	(9)	19%	(10)	17%	(9)	46%	(24)	52
2016 Vote: Democrat Hillary Clinton	38%	(132)	31%	(107)	10%	(35)	21%	(73)	347
2016 Vote: Republican Donald Trump	26%	(97)	29%	(106)	16%	(59)	29%	(108)	370
2016 Vote: Someone else	34%	(34)	24%	(24)	11%	(11)	30%	(30)	99
Voted in 2014: Yes	31%	(215)	31%	(217)	13%	(88)	25%	(175)	695
Voted in 2014: No	28%	(106)	19%	(73)	14%	(54)	39%	(150)	383
2012 Vote: Barack Obama	34%	(146)	32%	(135)	10%	(41)	24%	(103)	425
2012 Vote: Mitt Romney	30%	(85)	28%	(78)	14%	(40)	28%	(80)	283
2012 Vote: Other	24%	(12)	37%	(19)	14%	(7)	25%	(13)	51
2012 Vote: Didn't Vote	24%	(77)	18%	(58)	17%	(54)	41%	(129)	318
4-Region: Northeast	32%	(67)	27%	(55)	11%	(23)	30%	(62)	207
4-Region: Midwest	25%	(63)	30%	(75)	16%	(39)	29%	(72)	249
4-Region: South	30%	(132)	26%	(111)	12%	(54)	32%	(138)	435
4-Region: West	32%	(59)	26%	(49)	14%	(26)	28%	(53)	187
Favorable of Trump	24%	(113)	29%	(134)	16%	(73)	31%	(143)	463
Unfavorable of Trump	37%	(200)	27%	(145)	11%	(58)	25%	(132)	535
Very Favorable of Trump	26%	(65)	26%	(66)	17%	(44)	31%	(78)	253
Somewhat Favorable of Trump	23%	(48)	32%	(68)	14%	(29)	31%	(65)	210
Somewhat Unfavorable of Trump	32%	(37)	29%	(34)	9%	(11)	29%	(34)	116
Very Unfavorable of Trump	39%	(163)	26%	(111)	11%	(47)	23%	(98)	419
Frequent Movie Watcher	41%	(73)	32%	(57)	8%	(15)	19%	(34)	179

Continued on next page

Table BRD11_11: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image:Kevin spacey

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	30%	(321)	27%	(290)	13%	(142)	30%	(325)	1078
Top TV watcher	34%	(91)	28%	(74)	15%	(41)	23%	(60)	266

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

Table BRD11_12: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Scott baio

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(70)	17%	(178)	21%	(231)	56%	(599)	1078
Gender: Male	6%	(31)	16%	(74)	23%	(109)	55%	(263)	477
Gender: Female	6%	(39)	17%	(104)	20%	(122)	56%	(336)	601
Age: 18-29	4%	(8)	7%	(15)	15%	(32)	75%	(164)	219
Age: 30-44	8%	(24)	20%	(58)	20%	(58)	51%	(144)	284
Age: 45-54	9%	(17)	19%	(34)	24%	(44)	48%	(87)	182
Age: 55-64	7%	(14)	20%	(38)	23%	(43)	49%	(93)	188
Age: 65+	3%	(7)	16%	(33)	26%	(54)	54%	(111)	205
Generation Z: 18-21	2%	(1)	10%	(6)	18%	(11)	70%	(43)	61
Millennial: Age 22-37	5%	(16)	12%	(38)	18%	(57)	64%	(201)	312
Generation X: Age 38-53	10%	(30)	19%	(57)	22%	(63)	49%	(143)	293
Boomers: Age 54-72	6%	(22)	20%	(73)	23%	(84)	50%	(182)	361
PID: Dem (no lean)	9%	(32)	18%	(64)	21%	(73)	51%	(179)	348
PID: Ind (no lean)	4%	(17)	14%	(57)	22%	(86)	60%	(237)	397
PID: Rep (no lean)	6%	(21)	17%	(57)	22%	(72)	55%	(183)	333
PID/Gender: Dem Men	9%	(11)	16%	(20)	22%	(28)	53%	(67)	126
PID/Gender: Dem Women	9%	(21)	20%	(44)	20%	(45)	50%	(112)	222
PID/Gender: Ind Men	4%	(8)	15%	(27)	25%	(46)	56%	(104)	185
PID/Gender: Ind Women	4%	(9)	14%	(30)	19%	(40)	63%	(133)	212
PID/Gender: Rep Men	7%	(12)	16%	(27)	21%	(35)	55%	(92)	166
PID/Gender: Rep Women	5%	(9)	18%	(30)	22%	(37)	54%	(91)	167
Ideo: Liberal (1-3)	10%	(37)	21%	(75)	22%	(80)	47%	(167)	359
Ideo: Moderate (4)	6%	(12)	16%	(35)	23%	(50)	55%	(119)	216
Ideo: Conservative (5-7)	5%	(17)	16%	(56)	22%	(79)	57%	(201)	353
Educ: < College	6%	(44)	15%	(107)	22%	(152)	57%	(398)	701
Educ: Bachelors degree	6%	(14)	19%	(41)	20%	(44)	55%	(119)	218
Educ: Post-grad	8%	(12)	19%	(30)	22%	(35)	52%	(82)	159

Continued on next page

Table BRD11_12: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Scott baio

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(70)	17%	(178)	21%	(231)	56%	(599)	1078
Income: Under 50k	5%	(26)	13%	(76)	22%	(125)	60%	(342)	569
Income: 50k-100k	9%	(32)	18%	(63)	21%	(75)	52%	(186)	356
Income: 100k+	8%	(12)	25%	(39)	20%	(31)	46%	(71)	153
Ethnicity: White	7%	(59)	17%	(151)	21%	(186)	55%	(478)	874
Ethnicity: Hispanic	15%	(16)	22%	(24)	13%	(14)	51%	(56)	110
Ethnicity: Afr. Am.	4%	(4)	14%	(14)	21%	(20)	61%	(59)	97
Ethnicity: Other	7%	(7)	12%	(13)	23%	(25)	58%	(62)	107
Relig: Protestant	7%	(18)	22%	(56)	21%	(54)	49%	(125)	253
Relig: Roman Catholic	9%	(18)	18%	(36)	23%	(45)	50%	(100)	199
Relig: Ath./Agn./None	5%	(15)	13%	(37)	22%	(64)	59%	(170)	286
Relig: Something Else	7%	(14)	15%	(29)	24%	(46)	54%	(106)	195
Relig: Evangelical	5%	(13)	21%	(59)	17%	(48)	58%	(164)	284
Relig: Non-Evang. Catholics	9%	(28)	17%	(52)	23%	(73)	51%	(158)	311
Relig: All Christian	7%	(41)	19%	(111)	20%	(121)	54%	(322)	595
Relig: All Non-Christian	6%	(29)	14%	(66)	23%	(110)	57%	(276)	481
Community: Urban	8%	(21)	18%	(49)	22%	(59)	52%	(137)	266
Community: Suburban	7%	(35)	15%	(75)	22%	(112)	56%	(279)	501
Community: Rural	5%	(14)	17%	(54)	19%	(60)	59%	(183)	311
Employ: Private Sector	8%	(29)	20%	(68)	23%	(78)	49%	(170)	345
Employ: Government	12%	(10)	18%	(15)	27%	(22)	43%	(36)	83
Employ: Self-Employed	7%	(6)	15%	(14)	21%	(19)	58%	(53)	92
Employ: Homemaker	3%	(3)	16%	(15)	25%	(23)	55%	(50)	91
Employ: Retired	5%	(11)	16%	(38)	24%	(56)	55%	(129)	234
Employ: Unemployed	4%	(4)	12%	(11)	17%	(16)	67%	(63)	94
Employ: Other	4%	(4)	11%	(10)	13%	(12)	71%	(64)	90
Military HH: Yes	9%	(17)	14%	(27)	24%	(47)	53%	(102)	193
Military HH: No	6%	(53)	17%	(151)	21%	(184)	56%	(497)	885
RD/WT: Right Direction	5%	(24)	16%	(72)	22%	(99)	57%	(262)	457
RD/WT: Wrong Track	7%	(46)	17%	(106)	21%	(132)	54%	(337)	621
Trump Job Approve	5%	(22)	15%	(71)	22%	(103)	58%	(266)	462
Trump Job Disapprove	9%	(46)	19%	(103)	21%	(114)	51%	(274)	537

Continued on next page

Table BRD11_12: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Scott baio

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(70)	17%	(178)	21%	(231)	56%	(599)	1078
Trump Job Strongly Approve	6%	(13)	15%	(34)	25%	(57)	55%	(128)	232
Trump Job Somewhat Approve	4%	(9)	16%	(37)	20%	(46)	60%	(138)	230
Trump Job Somewhat Disapprove	2%	(3)	22%	(33)	26%	(40)	50%	(77)	153
Trump Job Strongly Disapprove	11%	(43)	18%	(70)	19%	(74)	51%	(197)	384
#1 Issue: Economy	9%	(26)	17%	(52)	21%	(64)	52%	(156)	298
#1 Issue: Security	5%	(9)	19%	(36)	23%	(42)	53%	(99)	186
#1 Issue: Health Care	8%	(15)	14%	(25)	22%	(40)	57%	(104)	184
#1 Issue: Medicare / Social Security	4%	(7)	19%	(31)	22%	(37)	55%	(90)	165
#1 Issue: Women's Issues	11%	(7)	16%	(10)	23%	(15)	50%	(32)	64
#1 Issue: Education	5%	(4)	19%	(15)	16%	(13)	60%	(49)	81
#1 Issue: Other	2%	(1)	10%	(5)	17%	(9)	71%	(37)	52
2016 Vote: Democrat Hillary Clinton	10%	(36)	21%	(74)	22%	(76)	46%	(161)	347
2016 Vote: Republican Donald Trump	6%	(21)	16%	(59)	22%	(82)	56%	(208)	370
2016 Vote: Someone else	4%	(4)	19%	(19)	20%	(20)	57%	(56)	99
Voted in 2014: Yes	7%	(49)	20%	(136)	23%	(161)	50%	(349)	695
Voted in 2014: No	5%	(21)	11%	(42)	18%	(70)	65%	(250)	383
2012 Vote: Barack Obama	9%	(39)	22%	(92)	23%	(96)	47%	(198)	425
2012 Vote: Mitt Romney	4%	(12)	18%	(50)	22%	(63)	56%	(158)	283
2012 Vote: Other	10%	(5)	10%	(5)	29%	(15)	51%	(26)	51
2012 Vote: Didn't Vote	4%	(14)	10%	(31)	18%	(57)	68%	(216)	318
4-Region: Northeast	7%	(14)	19%	(40)	23%	(48)	51%	(105)	207
4-Region: Midwest	6%	(14)	17%	(42)	21%	(53)	56%	(140)	249
4-Region: South	7%	(29)	15%	(64)	19%	(83)	60%	(259)	435
4-Region: West	7%	(13)	17%	(32)	25%	(47)	51%	(95)	187
Favorable of Trump	6%	(27)	16%	(74)	22%	(104)	56%	(258)	463
Unfavorable of Trump	8%	(41)	19%	(102)	21%	(113)	52%	(279)	535
Very Favorable of Trump	5%	(13)	15%	(38)	25%	(64)	55%	(138)	253
Somewhat Favorable of Trump	7%	(14)	17%	(36)	19%	(40)	57%	(120)	210
Somewhat Unfavorable of Trump	3%	(3)	18%	(21)	22%	(25)	58%	(67)	116
Very Unfavorable of Trump	9%	(38)	19%	(81)	21%	(88)	51%	(212)	419
Frequent Movie Watcher	13%	(23)	28%	(51)	20%	(36)	39%	(69)	179

Continued on next page

Table BRD11_12: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Scott baio

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(70)	17%	(178)	21%	(231)	56%	(599)	1078
Top TV watcher	8%	(20)	23%	(61)	19%	(50)	51%	(135)	266

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

Table BRD11_13: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Michael Douglas

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(37)	11%	(121)	19%	(214)	67%	(752)	1124
Gender: Male	5%	(23)	14%	(68)	20%	(99)	62%	(309)	499
Gender: Female	2%	(14)	8%	(53)	18%	(115)	71%	(443)	625
Age: 18-29	3%	(8)	12%	(28)	17%	(39)	68%	(157)	232
Age: 30-44	5%	(15)	11%	(35)	19%	(63)	66%	(220)	333
Age: 45-54	2%	(3)	15%	(25)	21%	(35)	63%	(107)	170
Age: 55-64	4%	(9)	8%	(17)	23%	(46)	64%	(129)	201
Age: 65+	1%	(2)	9%	(16)	16%	(31)	74%	(139)	188
Generation Z: 18-21	4%	(3)	12%	(9)	17%	(13)	67%	(50)	75
Millennial: Age 22-37	4%	(14)	11%	(38)	16%	(54)	69%	(232)	338
Generation X: Age 38-53	3%	(9)	13%	(38)	23%	(69)	61%	(185)	301
Boomers: Age 54-72	3%	(10)	9%	(30)	20%	(69)	69%	(242)	351
PID: Dem (no lean)	1%	(5)	12%	(44)	21%	(76)	66%	(242)	367
PID: Ind (no lean)	3%	(12)	10%	(39)	18%	(72)	69%	(279)	402
PID: Rep (no lean)	6%	(20)	11%	(38)	19%	(66)	65%	(231)	355
PID/Gender: Dem Men	1%	(2)	15%	(21)	18%	(25)	66%	(94)	142
PID/Gender: Dem Women	1%	(3)	10%	(23)	23%	(51)	66%	(148)	225
PID/Gender: Ind Men	3%	(6)	11%	(19)	21%	(37)	65%	(117)	179
PID/Gender: Ind Women	3%	(6)	9%	(20)	16%	(35)	73%	(162)	223
PID/Gender: Rep Men	8%	(15)	16%	(28)	21%	(37)	55%	(98)	178
PID/Gender: Rep Women	3%	(5)	6%	(10)	16%	(29)	75%	(133)	177
Ideo: Liberal (1-3)	5%	(18)	15%	(51)	17%	(56)	62%	(205)	330
Ideo: Moderate (4)	3%	(8)	8%	(22)	21%	(56)	67%	(177)	263
Ideo: Conservative (5-7)	3%	(11)	10%	(37)	20%	(77)	67%	(253)	378
Educ: < College	4%	(29)	10%	(82)	17%	(133)	69%	(538)	782
Educ: Bachelors degree	2%	(4)	11%	(24)	26%	(56)	61%	(130)	214
Educ: Post-grad	3%	(4)	12%	(15)	20%	(25)	66%	(84)	128

Continued on next page

Table BRD11_13: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Michael Douglas

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(37)	11%	(121)	19%	(214)	67%	(752)	1124
Income: Under 50k	3%	(19)	10%	(64)	17%	(106)	69%	(427)	616
Income: 50k-100k	4%	(15)	10%	(35)	22%	(75)	64%	(221)	346
Income: 100k+	2%	(3)	14%	(22)	20%	(33)	64%	(104)	162
Ethnicity: White	3%	(29)	11%	(101)	18%	(165)	67%	(610)	905
Ethnicity: Hispanic	13%	(14)	15%	(16)	13%	(14)	59%	(63)	107
Ethnicity: Afr. Am.	3%	(4)	12%	(14)	18%	(22)	67%	(80)	120
Ethnicity: Other	4%	(4)	6%	(6)	27%	(27)	63%	(62)	99
Relig: Protestant	2%	(5)	10%	(27)	20%	(57)	68%	(190)	279
Relig: Roman Catholic	1%	(2)	9%	(17)	20%	(36)	69%	(125)	180
Relig: Ath./Agn./None	3%	(10)	11%	(36)	18%	(57)	68%	(216)	319
Relig: Something Else	9%	(18)	14%	(28)	19%	(37)	58%	(114)	197
Relig: Evangelical	1%	(4)	9%	(28)	20%	(61)	70%	(212)	305
Relig: Non-Evang. Catholics	2%	(5)	10%	(29)	20%	(59)	69%	(209)	302
Relig: All Christian	1%	(9)	9%	(57)	20%	(120)	69%	(421)	607
Relig: All Non-Christian	5%	(28)	12%	(64)	18%	(94)	64%	(330)	516
Community: Urban	4%	(11)	12%	(33)	17%	(48)	67%	(190)	282
Community: Suburban	2%	(9)	11%	(52)	20%	(101)	67%	(331)	493
Community: Rural	5%	(17)	10%	(36)	19%	(65)	66%	(231)	349
Employ: Private Sector	5%	(19)	11%	(40)	20%	(70)	63%	(224)	353
Employ: Government	6%	(5)	10%	(9)	17%	(15)	66%	(57)	86
Employ: Self-Employed	4%	(4)	9%	(9)	17%	(18)	70%	(73)	104
Employ: Homemaker	2%	(2)	10%	(9)	19%	(18)	69%	(65)	94
Employ: Student	3%	(2)	18%	(12)	22%	(14)	57%	(37)	65
Employ: Retired	—	(1)	9%	(21)	17%	(38)	73%	(163)	223
Employ: Unemployed	1%	(1)	12%	(12)	16%	(16)	72%	(74)	103
Employ: Other	3%	(3)	9%	(9)	26%	(25)	61%	(59)	96
Military HH: Yes	5%	(10)	9%	(19)	19%	(39)	67%	(137)	205
Military HH: No	3%	(27)	11%	(102)	19%	(175)	67%	(615)	919
RD/WT: Right Direction	5%	(23)	9%	(42)	17%	(76)	69%	(309)	450
RD/WT: Wrong Track	2%	(14)	12%	(79)	20%	(138)	66%	(443)	674

Continued on next page

Table BRD11_13: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Michael Douglas

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(37)	11%	(121)	19%	(214)	67%	(752)	1124
Trump Job Approve	5%	(23)	10%	(45)	19%	(87)	67%	(312)	467
Trump Job Disapprove	2%	(14)	12%	(73)	20%	(118)	65%	(382)	587
Trump Job Strongly Approve	7%	(17)	10%	(22)	18%	(41)	65%	(147)	227
Trump Job Somewhat Approve	2%	(6)	10%	(23)	19%	(46)	69%	(165)	240
Trump Job Somewhat Disapprove	1%	(2)	15%	(26)	18%	(32)	65%	(113)	173
Trump Job Strongly Disapprove	3%	(12)	11%	(47)	21%	(86)	65%	(269)	414
#1 Issue: Economy	3%	(9)	12%	(41)	18%	(65)	68%	(240)	355
#1 Issue: Security	4%	(9)	9%	(20)	19%	(42)	67%	(145)	216
#1 Issue: Health Care	2%	(4)	13%	(22)	18%	(30)	67%	(115)	171
#1 Issue: Medicare / Social Security	3%	(4)	12%	(19)	22%	(34)	64%	(100)	157
#1 Issue: Women's Issues	9%	(5)	9%	(5)	26%	(14)	55%	(29)	53
#1 Issue: Education	3%	(2)	11%	(8)	15%	(11)	71%	(52)	73
#1 Issue: Other	—	(0)	5%	(3)	20%	(11)	75%	(41)	55
2016 Vote: Democrat Hillary Clinton	2%	(7)	13%	(49)	20%	(74)	65%	(237)	367
2016 Vote: Republican Donald Trump	4%	(16)	9%	(34)	20%	(75)	66%	(244)	369
2016 Vote: Someone else	3%	(3)	10%	(11)	23%	(25)	64%	(70)	109
Voted in 2014: Yes	2%	(14)	11%	(80)	21%	(148)	65%	(455)	697
Voted in 2014: No	5%	(23)	10%	(41)	15%	(66)	70%	(297)	427
2012 Vote: Barack Obama	2%	(10)	12%	(55)	21%	(93)	65%	(288)	446
2012 Vote: Mitt Romney	2%	(5)	8%	(21)	18%	(47)	72%	(191)	264
2012 Vote: Other	2%	(1)	7%	(4)	27%	(15)	64%	(35)	55
2012 Vote: Didn't Vote	6%	(21)	11%	(41)	16%	(59)	66%	(237)	358
4-Region: Northeast	3%	(7)	11%	(23)	20%	(41)	66%	(138)	209
4-Region: Midwest	5%	(14)	11%	(27)	20%	(51)	64%	(165)	257
4-Region: South	2%	(11)	12%	(54)	16%	(73)	70%	(315)	453
4-Region: West	2%	(5)	8%	(17)	24%	(49)	65%	(134)	205
Favorable of Trump	5%	(26)	10%	(47)	18%	(88)	66%	(315)	476
Unfavorable of Trump	2%	(11)	12%	(71)	19%	(112)	67%	(391)	585

Continued on next page

Table BRD11_13: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Michael Douglas

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(37)	11%	(121)	19%	(214)	67%	(752)	1124
Very Favorable of Trump	6%	(16)	11%	(29)	18%	(45)	65%	(165)	255
Somewhat Favorable of Trump	5%	(10)	8%	(18)	19%	(43)	68%	(150)	221
Somewhat Unfavorable of Trump	1%	(1)	17%	(20)	21%	(24)	61%	(70)	115
Very Unfavorable of Trump	2%	(10)	11%	(51)	19%	(88)	68%	(321)	470
Frequent Movie Watcher	12%	(22)	18%	(32)	19%	(35)	51%	(93)	182
Top TV watcher	3%	(8)	12%	(35)	16%	(48)	69%	(207)	298

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

Table BRD11_14: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Andy dick

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(45)	10%	(107)	18%	(200)	69%	(772)	1124
Gender: Male	6%	(30)	13%	(66)	19%	(95)	62%	(308)	499
Gender: Female	2%	(15)	7%	(41)	17%	(105)	74%	(464)	625
Age: 18-29	5%	(12)	9%	(21)	19%	(45)	66%	(154)	232
Age: 30-44	5%	(16)	11%	(38)	18%	(60)	66%	(219)	333
Age: 45-54	3%	(5)	13%	(22)	19%	(33)	65%	(110)	170
Age: 55-64	5%	(10)	7%	(14)	15%	(31)	73%	(146)	201
Age: 65+	1%	(2)	6%	(12)	16%	(31)	76%	(143)	188
Generation Z: 18-21	1%	(1)	8%	(6)	19%	(14)	72%	(54)	75
Millennial: Age 22-37	6%	(20)	11%	(37)	20%	(66)	64%	(215)	338
Generation X: Age 38-53	4%	(12)	12%	(37)	19%	(56)	65%	(196)	301
Boomers: Age 54-72	3%	(12)	6%	(22)	17%	(59)	74%	(258)	351
PID: Dem (no lean)	2%	(9)	10%	(38)	20%	(72)	68%	(248)	367
PID: Ind (no lean)	3%	(14)	9%	(37)	20%	(79)	68%	(272)	402
PID: Rep (no lean)	6%	(22)	9%	(32)	14%	(49)	71%	(252)	355
PID/Gender: Dem Men	4%	(5)	14%	(20)	21%	(30)	61%	(87)	142
PID/Gender: Dem Women	2%	(4)	8%	(18)	19%	(42)	72%	(161)	225
PID/Gender: Ind Men	4%	(8)	11%	(20)	21%	(37)	64%	(114)	179
PID/Gender: Ind Women	3%	(6)	8%	(17)	19%	(42)	71%	(158)	223
PID/Gender: Rep Men	10%	(17)	15%	(26)	16%	(28)	60%	(107)	178
PID/Gender: Rep Women	3%	(5)	3%	(6)	12%	(21)	82%	(145)	177
Ideo: Liberal (1-3)	5%	(15)	14%	(47)	20%	(67)	61%	(201)	330
Ideo: Moderate (4)	3%	(7)	10%	(27)	19%	(49)	68%	(180)	263
Ideo: Conservative (5-7)	6%	(21)	8%	(29)	17%	(63)	70%	(265)	378
Educ: < College	4%	(33)	9%	(73)	15%	(120)	71%	(556)	782
Educ: Bachelors degree	3%	(7)	10%	(22)	26%	(55)	61%	(130)	214
Educ: Post-grad	4%	(5)	9%	(12)	20%	(25)	67%	(86)	128

Continued on next page

Table BRD11_14: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Andy Dick

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(45)	10%	(107)	18%	(200)	69%	(772)	1124
Income: Under 50k	4%	(22)	9%	(57)	16%	(101)	71%	(436)	616
Income: 50k-100k	5%	(19)	10%	(33)	17%	(60)	68%	(234)	346
Income: 100k+	2%	(4)	10%	(17)	24%	(39)	63%	(102)	162
Ethnicity: White	4%	(40)	10%	(90)	18%	(161)	68%	(614)	905
Ethnicity: Hispanic	15%	(16)	12%	(13)	17%	(18)	56%	(60)	107
Ethnicity: Afr. Am.	1%	(1)	8%	(10)	18%	(21)	73%	(88)	120
Ethnicity: Other	4%	(4)	7%	(7)	18%	(18)	71%	(70)	99
Relig: Protestant	4%	(11)	11%	(30)	16%	(44)	70%	(194)	279
Relig: Roman Catholic	2%	(3)	7%	(13)	19%	(35)	72%	(129)	180
Relig: Ath./Agn./None	4%	(13)	10%	(33)	19%	(61)	66%	(212)	319
Relig: Something Else	8%	(15)	11%	(21)	22%	(43)	60%	(118)	197
Relig: Evangelical	3%	(9)	9%	(28)	14%	(43)	74%	(225)	305
Relig: Non-Evang. Catholics	3%	(8)	8%	(25)	18%	(53)	72%	(216)	302
Relig: All Christian	3%	(17)	9%	(53)	16%	(96)	73%	(441)	607
Relig: All Non-Christian	5%	(28)	10%	(54)	20%	(104)	64%	(330)	516
Community: Urban	2%	(7)	12%	(34)	19%	(53)	67%	(188)	282
Community: Suburban	4%	(21)	9%	(43)	19%	(96)	68%	(333)	493
Community: Rural	5%	(17)	9%	(30)	15%	(51)	72%	(251)	349
Employ: Private Sector	6%	(20)	13%	(46)	21%	(75)	60%	(212)	353
Employ: Government	7%	(6)	10%	(9)	9%	(8)	73%	(63)	86
Employ: Self-Employed	3%	(3)	10%	(10)	21%	(22)	66%	(69)	104
Employ: Homemaker	2%	(2)	7%	(7)	16%	(15)	74%	(70)	94
Employ: Student	3%	(2)	8%	(5)	17%	(11)	72%	(47)	65
Employ: Retired	1%	(3)	4%	(10)	16%	(35)	78%	(175)	223
Employ: Unemployed	3%	(3)	9%	(9)	17%	(18)	71%	(73)	103
Employ: Other	6%	(6)	11%	(11)	17%	(16)	66%	(63)	96
Military HH: Yes	6%	(12)	9%	(19)	15%	(30)	70%	(144)	205
Military HH: No	4%	(33)	10%	(88)	18%	(170)	68%	(628)	919
RD/WT: Right Direction	6%	(26)	6%	(29)	16%	(74)	71%	(321)	450
RD/WT: Wrong Track	3%	(19)	12%	(78)	19%	(126)	67%	(451)	674

Continued on next page

Table BRD11_14: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Andy dick

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(45)	10%	(107)	18%	(200)	69%	(772)	1124
Trump Job Approve	6%	(29)	8%	(37)	16%	(75)	70%	(326)	467
Trump Job Disapprove	3%	(16)	11%	(65)	21%	(122)	65%	(384)	587
Trump Job Strongly Approve	9%	(21)	9%	(20)	14%	(32)	68%	(154)	227
Trump Job Somewhat Approve	3%	(8)	7%	(17)	18%	(43)	72%	(172)	240
Trump Job Somewhat Disapprove	2%	(3)	9%	(16)	24%	(42)	65%	(112)	173
Trump Job Strongly Disapprove	3%	(13)	12%	(49)	19%	(80)	66%	(272)	414
#1 Issue: Economy	5%	(16)	12%	(41)	19%	(67)	65%	(231)	355
#1 Issue: Security	6%	(13)	6%	(12)	19%	(40)	70%	(151)	216
#1 Issue: Health Care	2%	(3)	12%	(20)	20%	(35)	66%	(113)	171
#1 Issue: Medicare / Social Security	2%	(3)	7%	(11)	17%	(26)	75%	(117)	157
#1 Issue: Women's Issues	8%	(4)	13%	(7)	15%	(8)	64%	(34)	53
#1 Issue: Education	5%	(4)	11%	(8)	16%	(12)	67%	(49)	73
#1 Issue: Other	2%	(1)	5%	(3)	7%	(4)	85%	(47)	55
2016 Vote: Democrat Hillary Clinton	3%	(11)	11%	(40)	21%	(77)	65%	(239)	367
2016 Vote: Republican Donald Trump	5%	(19)	8%	(29)	16%	(58)	71%	(263)	369
2016 Vote: Someone else	4%	(4)	13%	(14)	22%	(24)	61%	(67)	109
Voted in 2014: Yes	3%	(23)	10%	(69)	20%	(137)	67%	(468)	697
Voted in 2014: No	5%	(22)	9%	(38)	15%	(63)	71%	(304)	427
2012 Vote: Barack Obama	3%	(14)	11%	(50)	21%	(93)	65%	(289)	446
2012 Vote: Mitt Romney	3%	(8)	9%	(23)	16%	(41)	73%	(192)	264
2012 Vote: Other	5%	(3)	13%	(7)	9%	(5)	73%	(40)	55
2012 Vote: Didn't Vote	6%	(20)	8%	(27)	17%	(61)	70%	(250)	358
4-Region: Northeast	4%	(9)	8%	(17)	17%	(36)	70%	(147)	209
4-Region: Midwest	5%	(12)	11%	(28)	18%	(46)	67%	(171)	257
4-Region: South	3%	(14)	11%	(48)	16%	(74)	70%	(317)	453
4-Region: West	5%	(10)	7%	(14)	21%	(44)	67%	(137)	205
Favorable of Trump	6%	(29)	8%	(38)	16%	(78)	70%	(331)	476
Unfavorable of Trump	2%	(13)	12%	(68)	19%	(113)	67%	(391)	585

Continued on next page

Table BRD11_14: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Andy dick

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(45)	10%	(107)	18%	(200)	69%	(772)	1124
Very Favorable of Trump	7%	(18)	7%	(19)	17%	(44)	68%	(174)	255
Somewhat Favorable of Trump	5%	(11)	9%	(19)	15%	(34)	71%	(157)	221
Somewhat Unfavorable of Trump	3%	(3)	11%	(13)	23%	(26)	63%	(73)	115
Very Unfavorable of Trump	2%	(10)	12%	(55)	19%	(87)	68%	(318)	470
Frequent Movie Watcher	13%	(23)	17%	(31)	25%	(46)	45%	(82)	182
Top TV watcher	5%	(15)	11%	(32)	16%	(49)	68%	(202)	298

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

Table BRD11_15: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Danny masterson

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(69)	14%	(152)	14%	(157)	66%	(746)	1124
Gender: Male	7%	(33)	15%	(73)	14%	(72)	64%	(321)	499
Gender: Female	6%	(36)	13%	(79)	14%	(85)	68%	(425)	625
Age: 18-29	9%	(22)	10%	(24)	17%	(40)	63%	(146)	232
Age: 30-44	8%	(27)	18%	(61)	14%	(45)	60%	(200)	333
Age: 45-54	5%	(9)	16%	(28)	16%	(27)	62%	(106)	170
Age: 55-64	5%	(10)	12%	(25)	11%	(23)	71%	(143)	201
Age: 65+	1%	(1)	7%	(14)	12%	(22)	80%	(151)	188
Generation Z: 18-21	8%	(6)	13%	(10)	13%	(10)	65%	(49)	75
Millennial: Age 22-37	10%	(35)	15%	(50)	15%	(52)	59%	(201)	338
Generation X: Age 38-53	5%	(16)	17%	(52)	16%	(49)	61%	(184)	301
Boomers: Age 54-72	3%	(12)	11%	(37)	11%	(38)	75%	(264)	351
PID: Dem (no lean)	7%	(27)	14%	(51)	15%	(54)	64%	(235)	367
PID: Ind (no lean)	6%	(25)	14%	(56)	14%	(55)	66%	(266)	402
PID: Rep (no lean)	5%	(17)	13%	(45)	14%	(48)	69%	(245)	355
PID/Gender: Dem Men	8%	(11)	16%	(23)	14%	(20)	62%	(88)	142
PID/Gender: Dem Women	7%	(16)	12%	(28)	15%	(34)	65%	(147)	225
PID/Gender: Ind Men	7%	(12)	13%	(24)	14%	(25)	66%	(118)	179
PID/Gender: Ind Women	6%	(13)	14%	(32)	13%	(30)	66%	(148)	223
PID/Gender: Rep Men	6%	(10)	15%	(26)	15%	(27)	65%	(115)	178
PID/Gender: Rep Women	4%	(7)	11%	(19)	12%	(21)	73%	(130)	177
Ideo: Liberal (1-3)	11%	(35)	19%	(63)	14%	(45)	57%	(187)	330
Ideo: Moderate (4)	5%	(13)	11%	(30)	15%	(39)	69%	(181)	263
Ideo: Conservative (5-7)	4%	(15)	12%	(47)	14%	(53)	70%	(263)	378
Educ: < College	6%	(46)	13%	(101)	13%	(105)	68%	(530)	782
Educ: Bachelors degree	7%	(14)	16%	(34)	18%	(39)	59%	(127)	214
Educ: Post-grad	7%	(9)	13%	(17)	10%	(13)	70%	(89)	128

Continued on next page

Table BRD11_15: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Danny masterson

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(69)	14%	(152)	14%	(157)	66%	(746)	1124
Income: Under 50k	5%	(30)	12%	(73)	15%	(91)	69%	(422)	616
Income: 50k-100k	9%	(32)	14%	(50)	12%	(43)	64%	(221)	346
Income: 100k+	4%	(7)	18%	(29)	14%	(23)	64%	(103)	162
Ethnicity: White	7%	(60)	15%	(138)	13%	(121)	65%	(586)	905
Ethnicity: Hispanic	15%	(16)	17%	(18)	18%	(19)	50%	(54)	107
Ethnicity: Afr. Am.	3%	(4)	7%	(8)	12%	(15)	78%	(93)	120
Ethnicity: Other	5%	(5)	6%	(6)	21%	(21)	68%	(67)	99
Relig: Protestant	5%	(13)	12%	(34)	13%	(37)	70%	(195)	279
Relig: Roman Catholic	4%	(7)	10%	(18)	18%	(32)	68%	(123)	180
Relig: Ath./Agn./None	7%	(23)	19%	(60)	11%	(36)	63%	(200)	319
Relig: Something Else	11%	(22)	14%	(28)	17%	(33)	58%	(114)	197
Relig: Evangelical	4%	(11)	10%	(29)	12%	(38)	74%	(227)	305
Relig: Non-Evang. Catholics	4%	(13)	12%	(35)	17%	(50)	68%	(204)	302
Relig: All Christian	4%	(24)	11%	(64)	14%	(88)	71%	(431)	607
Relig: All Non-Christian	9%	(45)	17%	(88)	13%	(69)	61%	(314)	516
Community: Urban	6%	(17)	13%	(38)	15%	(42)	66%	(185)	282
Community: Suburban	6%	(31)	14%	(71)	13%	(66)	66%	(325)	493
Community: Rural	6%	(21)	12%	(43)	14%	(49)	68%	(236)	349
Employ: Private Sector	10%	(35)	17%	(61)	15%	(53)	58%	(204)	353
Employ: Government	9%	(8)	13%	(11)	14%	(12)	64%	(55)	86
Employ: Self-Employed	2%	(2)	13%	(14)	18%	(19)	66%	(69)	104
Employ: Homemaker	3%	(3)	18%	(17)	11%	(10)	68%	(64)	94
Employ: Student	8%	(5)	12%	(8)	20%	(13)	60%	(39)	65
Employ: Retired	1%	(2)	7%	(16)	11%	(24)	81%	(181)	223
Employ: Unemployed	5%	(5)	15%	(15)	12%	(12)	69%	(71)	103
Employ: Other	9%	(9)	10%	(10)	15%	(14)	66%	(63)	96
Military HH: Yes	6%	(12)	11%	(23)	9%	(19)	74%	(151)	205
Military HH: No	6%	(57)	14%	(129)	15%	(138)	65%	(595)	919
RD/WT: Right Direction	6%	(25)	12%	(53)	14%	(63)	69%	(309)	450
RD/WT: Wrong Track	7%	(44)	15%	(99)	14%	(94)	65%	(437)	674

Continued on next page

Table BRD11_15: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image: Danny masterson

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(69)	14%	(152)	14%	(157)	66%	(746)	1124
Trump Job Approve	6%	(27)	13%	(61)	14%	(65)	67%	(314)	467
Trump Job Disapprove	7%	(41)	15%	(90)	14%	(84)	63%	(372)	587
Trump Job Strongly Approve	7%	(16)	14%	(31)	13%	(30)	66%	(150)	227
Trump Job Somewhat Approve	5%	(11)	12%	(30)	15%	(35)	68%	(164)	240
Trump Job Somewhat Disapprove	5%	(8)	14%	(25)	13%	(23)	68%	(117)	173
Trump Job Strongly Disapprove	8%	(33)	16%	(65)	15%	(61)	62%	(255)	414
#1 Issue: Economy	7%	(25)	16%	(57)	14%	(48)	63%	(225)	355
#1 Issue: Security	6%	(12)	10%	(21)	16%	(34)	69%	(149)	216
#1 Issue: Health Care	4%	(7)	14%	(24)	15%	(26)	67%	(114)	171
#1 Issue: Medicare / Social Security	2%	(3)	12%	(19)	13%	(20)	73%	(115)	157
#1 Issue: Women's Issues	21%	(11)	15%	(8)	13%	(7)	51%	(27)	53
#1 Issue: Education	7%	(5)	21%	(15)	14%	(10)	59%	(43)	73
#1 Issue: Other	4%	(2)	7%	(4)	7%	(4)	82%	(45)	55
2016 Vote: Democrat Hillary Clinton	7%	(26)	15%	(55)	14%	(52)	64%	(234)	367
2016 Vote: Republican Donald Trump	5%	(17)	13%	(49)	14%	(53)	68%	(250)	369
2016 Vote: Someone else	7%	(8)	11%	(12)	14%	(15)	68%	(74)	109
Voted in 2014: Yes	6%	(40)	14%	(96)	14%	(98)	66%	(463)	697
Voted in 2014: No	7%	(29)	13%	(56)	14%	(59)	66%	(283)	427
2012 Vote: Barack Obama	7%	(31)	15%	(68)	14%	(61)	64%	(286)	446
2012 Vote: Mitt Romney	4%	(10)	11%	(30)	12%	(31)	73%	(193)	264
2012 Vote: Other	5%	(3)	11%	(6)	16%	(9)	67%	(37)	55
2012 Vote: Didn't Vote	7%	(25)	13%	(48)	16%	(56)	64%	(229)	358
4-Region: Northeast	7%	(14)	12%	(26)	11%	(24)	69%	(145)	209
4-Region: Midwest	10%	(26)	16%	(42)	12%	(30)	62%	(159)	257
4-Region: South	5%	(21)	12%	(55)	15%	(70)	68%	(307)	453
4-Region: West	4%	(8)	14%	(29)	16%	(33)	66%	(135)	205
Favorable of Trump	6%	(27)	13%	(62)	15%	(71)	66%	(316)	476
Unfavorable of Trump	7%	(41)	14%	(80)	14%	(81)	65%	(383)	585

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Table BRD11_15: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Danny masterson

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	6%	(69)	14%	(152)	14%	(157)	66%	(746)	1124
Very Favorable of Trump	5%	(12)	13%	(33)	16%	(41)	66%	(169)	255
Somewhat Favorable of Trump	7%	(15)	13%	(29)	14%	(30)	67%	(147)	221
Somewhat Unfavorable of Trump	4%	(5)	11%	(13)	12%	(14)	72%	(83)	115
Very Unfavorable of Trump	8%	(36)	14%	(67)	14%	(67)	64%	(300)	470
Frequent Movie Watcher	14%	(25)	25%	(46)	13%	(24)	48%	(87)	182
Top TV watcher	8%	(24)	13%	(39)	12%	(36)	67%	(199)	298

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

Table BRD11_16: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Richard dreiffuss

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(24)	9%	(102)	16%	(180)	73%	(818)	1124
Gender: Male	3%	(17)	12%	(58)	18%	(88)	67%	(336)	499
Gender: Female	1%	(7)	7%	(44)	15%	(92)	77%	(482)	625
Age: 18-29	3%	(6)	5%	(12)	18%	(42)	74%	(172)	232
Age: 30-44	2%	(7)	12%	(40)	14%	(46)	72%	(240)	333
Age: 45-54	2%	(4)	11%	(18)	16%	(28)	71%	(120)	170
Age: 55-64	3%	(7)	9%	(18)	15%	(31)	72%	(145)	201
Age: 65+	—	(0)	7%	(14)	18%	(33)	75%	(141)	188
Generation Z: 18-21	4%	(3)	5%	(4)	17%	(13)	73%	(55)	75
Millennial: Age 22-37	2%	(7)	9%	(29)	17%	(59)	72%	(243)	338
Generation X: Age 38-53	2%	(6)	12%	(36)	14%	(43)	72%	(216)	301
Boomers: Age 54-72	2%	(8)	8%	(29)	15%	(53)	74%	(261)	351
PID: Dem (no lean)	2%	(7)	8%	(29)	19%	(68)	72%	(263)	367
PID: Ind (no lean)	3%	(11)	9%	(35)	14%	(58)	74%	(298)	402
PID: Rep (no lean)	2%	(6)	11%	(38)	15%	(54)	72%	(257)	355
PID/Gender: Dem Men	4%	(5)	6%	(9)	23%	(32)	68%	(96)	142
PID/Gender: Dem Women	1%	(2)	9%	(20)	16%	(36)	74%	(167)	225
PID/Gender: Ind Men	3%	(6)	11%	(19)	15%	(26)	72%	(128)	179
PID/Gender: Ind Women	2%	(5)	7%	(16)	14%	(32)	76%	(170)	223
PID/Gender: Rep Men	3%	(6)	17%	(30)	17%	(30)	63%	(112)	178
PID/Gender: Rep Women	—	(0)	5%	(8)	14%	(24)	82%	(145)	177
Ideo: Liberal (1-3)	3%	(9)	12%	(41)	19%	(62)	66%	(218)	330
Ideo: Moderate (4)	3%	(8)	8%	(22)	14%	(38)	74%	(195)	263
Ideo: Conservative (5-7)	2%	(7)	8%	(32)	16%	(60)	74%	(279)	378
Educ: < College	2%	(18)	9%	(69)	15%	(115)	74%	(580)	782
Educ: Bachelors degree	1%	(2)	9%	(19)	21%	(46)	69%	(147)	214
Educ: Post-grad	3%	(4)	11%	(14)	15%	(19)	71%	(91)	128

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Table BRD11_16: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Richard dreyfuss

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(24)	9%	(102)	16%	(180)	73%	(818)	1124
Income: Under 50k	2%	(11)	9%	(54)	13%	(83)	76%	(468)	616
Income: 50k-100k	4%	(13)	9%	(31)	17%	(59)	70%	(243)	346
Income: 100k+	—	(0)	10%	(17)	23%	(38)	66%	(107)	162
Ethnicity: White	2%	(19)	10%	(87)	15%	(140)	73%	(659)	905
Ethnicity: Hispanic	7%	(7)	19%	(20)	12%	(13)	63%	(67)	107
Ethnicity: Afr. Am.	2%	(2)	8%	(10)	18%	(21)	72%	(87)	120
Ethnicity: Other	3%	(3)	5%	(5)	19%	(19)	73%	(72)	99
Relig: Protestant	1%	(4)	8%	(21)	16%	(44)	75%	(210)	279
Relig: Roman Catholic	1%	(1)	10%	(18)	18%	(33)	71%	(128)	180
Relig: Ath./Agn./None	3%	(8)	8%	(24)	17%	(54)	73%	(233)	319
Relig: Something Else	4%	(8)	16%	(32)	14%	(27)	66%	(130)	197
Relig: Evangelical	2%	(5)	7%	(20)	14%	(42)	78%	(238)	305
Relig: Non-Evang. Catholics	1%	(3)	9%	(26)	19%	(57)	72%	(216)	302
Relig: All Christian	1%	(8)	8%	(46)	16%	(99)	75%	(454)	607
Relig: All Non-Christian	3%	(16)	11%	(56)	16%	(81)	70%	(363)	516
Community: Urban	4%	(10)	8%	(23)	17%	(49)	71%	(200)	282
Community: Suburban	1%	(5)	8%	(41)	16%	(81)	74%	(366)	493
Community: Rural	3%	(9)	11%	(38)	14%	(50)	72%	(252)	349
Employ: Private Sector	3%	(11)	11%	(38)	17%	(60)	69%	(244)	353
Employ: Government	1%	(1)	15%	(13)	8%	(7)	76%	(65)	86
Employ: Self-Employed	2%	(2)	12%	(13)	17%	(18)	68%	(71)	104
Employ: Homemaker	1%	(1)	5%	(5)	15%	(14)	79%	(74)	94
Employ: Student	3%	(2)	6%	(4)	15%	(10)	75%	(49)	65
Employ: Retired	1%	(3)	5%	(12)	17%	(39)	76%	(169)	223
Employ: Unemployed	2%	(2)	7%	(7)	12%	(12)	80%	(82)	103
Employ: Other	2%	(2)	10%	(10)	21%	(20)	67%	(64)	96
Military HH: Yes	4%	(8)	8%	(16)	14%	(28)	75%	(153)	205
Military HH: No	2%	(16)	9%	(86)	17%	(152)	72%	(665)	919
RD/WT: Right Direction	3%	(13)	9%	(39)	15%	(67)	74%	(331)	450
RD/WT: Wrong Track	2%	(11)	9%	(63)	17%	(113)	72%	(487)	674

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Table BRD11_16: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image: Richard dreiffuss

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(24)	9%	(102)	16%	(180)	73%	(818)	1124
Trump Job Approve	3%	(12)	10%	(46)	15%	(68)	73%	(341)	467
Trump Job Disapprove	2%	(12)	9%	(54)	18%	(108)	70%	(413)	587
Trump Job Strongly Approve	3%	(7)	12%	(28)	14%	(31)	71%	(161)	227
Trump Job Somewhat Approve	2%	(5)	8%	(18)	15%	(37)	75%	(180)	240
Trump Job Somewhat Disapprove	1%	(1)	10%	(17)	18%	(31)	72%	(124)	173
Trump Job Strongly Disapprove	3%	(11)	9%	(37)	19%	(77)	70%	(289)	414
#1 Issue: Economy	2%	(6)	10%	(36)	15%	(55)	73%	(258)	355
#1 Issue: Security	2%	(4)	8%	(18)	19%	(40)	71%	(154)	216
#1 Issue: Health Care	1%	(2)	11%	(19)	16%	(28)	71%	(122)	171
#1 Issue: Medicare / Social Security	3%	(4)	5%	(8)	20%	(31)	73%	(114)	157
#1 Issue: Women's Issues	4%	(2)	11%	(6)	23%	(12)	62%	(33)	53
#1 Issue: Education	5%	(4)	11%	(8)	5%	(4)	78%	(57)	73
#1 Issue: Other	—	(0)	7%	(4)	7%	(4)	85%	(47)	55
2016 Vote: Democrat Hillary Clinton	2%	(8)	8%	(31)	19%	(69)	71%	(259)	367
2016 Vote: Republican Donald Trump	2%	(7)	10%	(36)	15%	(57)	73%	(269)	369
2016 Vote: Someone else	3%	(3)	10%	(11)	17%	(19)	70%	(76)	109
Voted in 2014: Yes	2%	(15)	9%	(65)	18%	(123)	71%	(494)	697
Voted in 2014: No	2%	(9)	9%	(37)	13%	(57)	76%	(324)	427
2012 Vote: Barack Obama	3%	(13)	9%	(41)	20%	(87)	68%	(305)	446
2012 Vote: Mitt Romney	—	(1)	7%	(18)	14%	(38)	78%	(207)	264
2012 Vote: Other	—	(0)	15%	(8)	11%	(6)	75%	(41)	55
2012 Vote: Didn't Vote	3%	(10)	10%	(35)	13%	(48)	74%	(265)	358
4-Region: Northeast	1%	(2)	11%	(23)	16%	(33)	72%	(151)	209
4-Region: Midwest	2%	(4)	11%	(28)	16%	(41)	72%	(184)	257
4-Region: South	2%	(10)	8%	(37)	15%	(67)	75%	(339)	453
4-Region: West	4%	(8)	7%	(14)	19%	(39)	70%	(144)	205
Favorable of Trump	3%	(13)	11%	(51)	14%	(69)	72%	(343)	476
Unfavorable of Trump	2%	(11)	8%	(48)	18%	(106)	72%	(420)	585

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Table BRD11_16: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image: Richard dreyfuss

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(24)	9%	(102)	16%	(180)	73%	(818)	1124
Very Favorable of Trump	4%	(9)	11%	(27)	15%	(37)	71%	(182)	255
Somewhat Favorable of Trump	2%	(4)	11%	(24)	14%	(32)	73%	(161)	221
Somewhat Unfavorable of Trump	2%	(2)	10%	(12)	20%	(23)	68%	(78)	115
Very Unfavorable of Trump	2%	(9)	8%	(36)	18%	(83)	73%	(342)	470
Frequent Movie Watcher	7%	(13)	21%	(38)	17%	(31)	55%	(100)	182
Top TV watcher	3%	(8)	10%	(29)	13%	(38)	75%	(223)	298

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

Table BRD11_17: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Sylvester Stallone

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(40)	8%	(90)	15%	(173)	73%	(821)	1124
Gender: Male	5%	(25)	11%	(54)	16%	(82)	68%	(338)	499
Gender: Female	2%	(15)	6%	(36)	15%	(91)	77%	(483)	625
Age: 18-29	3%	(6)	10%	(23)	17%	(39)	71%	(164)	232
Age: 30-44	5%	(17)	6%	(20)	16%	(52)	73%	(244)	333
Age: 45-54	2%	(4)	13%	(22)	19%	(33)	65%	(111)	170
Age: 55-64	5%	(10)	7%	(14)	14%	(29)	74%	(148)	201
Age: 65+	2%	(3)	6%	(11)	11%	(20)	82%	(154)	188
Generation Z: 18-21	1%	(1)	11%	(8)	11%	(8)	77%	(58)	75
Millennial: Age 22-37	4%	(13)	8%	(27)	19%	(64)	69%	(234)	338
Generation X: Age 38-53	4%	(13)	9%	(28)	16%	(48)	70%	(212)	301
Boomers: Age 54-72	3%	(12)	7%	(25)	13%	(46)	76%	(268)	351
PID: Dem (no lean)	2%	(8)	8%	(30)	16%	(58)	74%	(271)	367
PID: Ind (no lean)	4%	(16)	7%	(30)	16%	(64)	73%	(292)	402
PID: Rep (no lean)	5%	(16)	8%	(30)	14%	(51)	73%	(258)	355
PID/Gender: Dem Men	4%	(6)	12%	(17)	16%	(23)	68%	(96)	142
PID/Gender: Dem Women	1%	(2)	6%	(13)	16%	(35)	78%	(175)	225
PID/Gender: Ind Men	4%	(7)	7%	(13)	17%	(31)	72%	(128)	179
PID/Gender: Ind Women	4%	(9)	8%	(17)	15%	(33)	74%	(164)	223
PID/Gender: Rep Men	7%	(12)	13%	(24)	16%	(28)	64%	(114)	178
PID/Gender: Rep Women	2%	(4)	3%	(6)	13%	(23)	81%	(144)	177
Ideo: Liberal (1-3)	6%	(20)	12%	(39)	14%	(47)	68%	(224)	330
Ideo: Moderate (4)	3%	(7)	7%	(19)	15%	(40)	75%	(197)	263
Ideo: Conservative (5-7)	3%	(10)	7%	(26)	17%	(64)	74%	(278)	378
Educ: < College	4%	(32)	8%	(64)	14%	(108)	74%	(578)	782
Educ: Bachelors degree	2%	(4)	8%	(17)	20%	(43)	70%	(150)	214
Educ: Post-grad	3%	(4)	7%	(9)	17%	(22)	73%	(93)	128

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Table BRD11_17: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Sylvester Stallone

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(40)	8%	(90)	15%	(173)	73%	(821)	1124
Income: Under 50k	4%	(25)	9%	(53)	14%	(85)	74%	(453)	616
Income: 50k-100k	3%	(12)	5%	(19)	16%	(57)	75%	(258)	346
Income: 100k+	2%	(3)	11%	(18)	19%	(31)	68%	(110)	162
Ethnicity: White	3%	(31)	8%	(76)	16%	(141)	73%	(657)	905
Ethnicity: Hispanic	12%	(13)	12%	(13)	20%	(21)	56%	(60)	107
Ethnicity: Afr. Am.	6%	(7)	8%	(9)	10%	(12)	77%	(92)	120
Ethnicity: Other	2%	(2)	5%	(5)	20%	(20)	73%	(72)	99
Relig: Protestant	2%	(6)	7%	(19)	16%	(46)	75%	(208)	279
Relig: Roman Catholic	1%	(2)	9%	(16)	16%	(28)	74%	(134)	180
Relig: Ath./Agn./None	3%	(11)	9%	(29)	15%	(47)	73%	(232)	319
Relig: Something Else	10%	(19)	7%	(14)	17%	(33)	66%	(131)	197
Relig: Evangelical	2%	(6)	7%	(21)	15%	(47)	76%	(231)	305
Relig: Non-Evang. Catholics	1%	(4)	9%	(26)	15%	(46)	75%	(226)	302
Relig: All Christian	2%	(10)	8%	(47)	15%	(93)	75%	(457)	607
Relig: All Non-Christian	6%	(30)	8%	(43)	16%	(80)	70%	(363)	516
Community: Urban	4%	(12)	8%	(22)	15%	(42)	73%	(206)	282
Community: Suburban	3%	(14)	8%	(39)	17%	(82)	73%	(358)	493
Community: Rural	4%	(14)	8%	(29)	14%	(49)	74%	(257)	349
Employ: Private Sector	4%	(13)	9%	(31)	16%	(58)	71%	(251)	353
Employ: Government	6%	(5)	7%	(6)	16%	(14)	71%	(61)	86
Employ: Self-Employed	2%	(2)	12%	(12)	16%	(17)	70%	(73)	104
Employ: Homemaker	3%	(3)	7%	(7)	12%	(11)	78%	(73)	94
Employ: Student	2%	(1)	12%	(8)	8%	(5)	78%	(51)	65
Employ: Retired	2%	(5)	6%	(13)	13%	(28)	79%	(177)	223
Employ: Unemployed	5%	(5)	8%	(8)	17%	(18)	70%	(72)	103
Employ: Other	6%	(6)	5%	(5)	23%	(22)	66%	(63)	96
Military HH: Yes	6%	(12)	8%	(17)	12%	(24)	74%	(152)	205
Military HH: No	3%	(28)	8%	(73)	16%	(149)	73%	(669)	919
RD/WT: Right Direction	5%	(24)	7%	(30)	15%	(66)	73%	(330)	450
RD/WT: Wrong Track	2%	(16)	9%	(60)	16%	(107)	73%	(491)	674

Continued on next page

Table BRD11_17: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image: Sylvester Stallone

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(40)	8%	(90)	15%	(173)	73%	(821)	1124
Trump Job Approve	5%	(23)	7%	(31)	16%	(74)	73%	(339)	467
Trump Job Disapprove	3%	(16)	9%	(55)	16%	(92)	72%	(424)	587
Trump Job Strongly Approve	7%	(16)	6%	(14)	17%	(39)	70%	(158)	227
Trump Job Somewhat Approve	3%	(7)	7%	(17)	15%	(35)	75%	(181)	240
Trump Job Somewhat Disapprove	1%	(1)	10%	(17)	15%	(26)	75%	(129)	173
Trump Job Strongly Disapprove	4%	(15)	9%	(38)	16%	(66)	71%	(295)	414
#1 Issue: Economy	3%	(12)	10%	(37)	14%	(51)	72%	(255)	355
#1 Issue: Security	4%	(9)	6%	(13)	20%	(44)	69%	(150)	216
#1 Issue: Health Care	4%	(6)	6%	(11)	15%	(26)	75%	(128)	171
#1 Issue: Medicare / Social Security	2%	(3)	6%	(10)	13%	(20)	79%	(124)	157
#1 Issue: Women's Issues	6%	(3)	17%	(9)	13%	(7)	64%	(34)	53
#1 Issue: Education	4%	(3)	5%	(4)	11%	(8)	79%	(58)	73
#1 Issue: Other	4%	(2)	4%	(2)	20%	(11)	73%	(40)	55
2016 Vote: Democrat Hillary Clinton	3%	(12)	9%	(32)	17%	(61)	71%	(262)	367
2016 Vote: Republican Donald Trump	4%	(13)	8%	(28)	15%	(56)	74%	(272)	369
2016 Vote: Someone else	3%	(3)	9%	(10)	18%	(20)	70%	(76)	109
Voted in 2014: Yes	3%	(21)	8%	(55)	17%	(120)	72%	(501)	697
Voted in 2014: No	4%	(19)	8%	(35)	12%	(53)	75%	(320)	427
2012 Vote: Barack Obama	4%	(16)	8%	(35)	17%	(78)	71%	(317)	446
2012 Vote: Mitt Romney	1%	(3)	7%	(18)	15%	(40)	77%	(203)	264
2012 Vote: Other	2%	(1)	9%	(5)	22%	(12)	67%	(37)	55
2012 Vote: Didn't Vote	6%	(20)	9%	(32)	12%	(43)	73%	(263)	358
4-Region: Northeast	4%	(9)	8%	(16)	13%	(28)	75%	(156)	209
4-Region: Midwest	4%	(11)	11%	(28)	14%	(36)	71%	(182)	257
4-Region: South	3%	(15)	7%	(32)	16%	(74)	73%	(332)	453
4-Region: West	2%	(5)	7%	(14)	17%	(35)	74%	(151)	205
Favorable of Trump	5%	(23)	7%	(35)	15%	(72)	73%	(346)	476
Unfavorable of Trump	2%	(14)	9%	(50)	15%	(90)	74%	(431)	585

Continued on next page

Table BRD11_17: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Sylvester Stallone

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	4%	(40)	8%	(90)	15%	(173)	73%	(821)	1124
Very Favorable of Trump	4%	(11)	8%	(21)	18%	(46)	69%	(177)	255
Somewhat Favorable of Trump	5%	(12)	6%	(14)	12%	(26)	76%	(169)	221
Somewhat Unfavorable of Trump	2%	(2)	10%	(11)	17%	(19)	72%	(83)	115
Very Unfavorable of Trump	3%	(12)	8%	(39)	15%	(71)	74%	(348)	470
Frequent Movie Watcher	12%	(22)	12%	(22)	18%	(32)	58%	(106)	182
Top TV watcher	3%	(10)	6%	(19)	13%	(39)	77%	(230)	298

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

Table BRD11_18: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image:George takei

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(31)	8%	(92)	15%	(167)	74%	(834)	1124
Gender: Male	4%	(21)	12%	(59)	17%	(85)	67%	(334)	499
Gender: Female	2%	(10)	5%	(33)	13%	(82)	80%	(500)	625
Age: 18-29	3%	(8)	8%	(18)	17%	(39)	72%	(167)	232
Age: 30-44	3%	(11)	8%	(26)	14%	(47)	75%	(249)	333
Age: 45-54	2%	(4)	12%	(20)	15%	(26)	71%	(120)	170
Age: 55-64	4%	(8)	10%	(20)	13%	(27)	73%	(146)	201
Age: 65+	—	(0)	4%	(8)	15%	(28)	81%	(152)	188
Generation Z: 18-21	1%	(1)	9%	(7)	9%	(7)	80%	(60)	75
Millennial: Age 22-37	4%	(12)	7%	(25)	19%	(63)	70%	(238)	338
Generation X: Age 38-53	3%	(9)	10%	(31)	13%	(39)	74%	(222)	301
Boomers: Age 54-72	3%	(9)	7%	(25)	14%	(49)	76%	(268)	351
PID: Dem (no lean)	2%	(6)	7%	(25)	15%	(54)	77%	(282)	367
PID: Ind (no lean)	3%	(14)	8%	(31)	16%	(64)	73%	(293)	402
PID: Rep (no lean)	3%	(11)	10%	(36)	14%	(49)	73%	(259)	355
PID/Gender: Dem Men	2%	(3)	11%	(15)	15%	(21)	73%	(103)	142
PID/Gender: Dem Women	1%	(3)	4%	(10)	15%	(33)	80%	(179)	225
PID/Gender: Ind Men	4%	(8)	8%	(15)	20%	(36)	67%	(120)	179
PID/Gender: Ind Women	3%	(6)	7%	(16)	13%	(28)	78%	(173)	223
PID/Gender: Rep Men	6%	(10)	16%	(29)	16%	(28)	62%	(111)	178
PID/Gender: Rep Women	1%	(1)	4%	(7)	12%	(21)	84%	(148)	177
Ideo: Liberal (1-3)	4%	(14)	14%	(46)	14%	(46)	68%	(224)	330
Ideo: Moderate (4)	3%	(9)	6%	(15)	16%	(43)	75%	(196)	263
Ideo: Conservative (5-7)	2%	(8)	7%	(28)	17%	(66)	73%	(276)	378
Educ: < College	3%	(22)	8%	(66)	11%	(89)	77%	(605)	782
Educ: Bachelors degree	1%	(3)	8%	(17)	25%	(53)	66%	(141)	214
Educ: Post-grad	5%	(6)	7%	(9)	20%	(25)	69%	(88)	128

Continued on next page

Table BRD11_18: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: George takei

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(31)	8%	(92)	15%	(167)	74%	(834)	1124
Income: Under 50k	2%	(14)	7%	(42)	13%	(83)	77%	(477)	616
Income: 50k-100k	3%	(12)	11%	(37)	14%	(47)	72%	(250)	346
Income: 100k+	3%	(5)	8%	(13)	23%	(37)	66%	(107)	162
Ethnicity: White	3%	(27)	8%	(76)	15%	(140)	73%	(662)	905
Ethnicity: Hispanic	7%	(8)	19%	(20)	11%	(12)	63%	(67)	107
Ethnicity: Afr. Am.	—	(0)	9%	(11)	12%	(14)	79%	(95)	120
Ethnicity: Other	4%	(4)	5%	(5)	13%	(13)	78%	(77)	99
Relig: Protestant	1%	(3)	9%	(25)	17%	(47)	73%	(204)	279
Relig: Roman Catholic	1%	(2)	3%	(6)	17%	(31)	78%	(141)	180
Relig: Ath./Agn./None	4%	(14)	11%	(35)	12%	(39)	72%	(231)	319
Relig: Something Else	5%	(9)	10%	(19)	17%	(34)	69%	(135)	197
Relig: Evangelical	1%	(4)	6%	(19)	15%	(46)	77%	(236)	305
Relig: Non-Evang. Catholics	1%	(4)	6%	(19)	16%	(48)	76%	(231)	302
Relig: All Christian	1%	(8)	6%	(38)	15%	(94)	77%	(467)	607
Relig: All Non-Christian	4%	(23)	10%	(54)	14%	(73)	71%	(366)	516
Community: Urban	1%	(3)	8%	(22)	13%	(38)	78%	(219)	282
Community: Suburban	3%	(17)	9%	(46)	15%	(75)	72%	(355)	493
Community: Rural	3%	(11)	7%	(24)	15%	(54)	74%	(260)	349
Employ: Private Sector	4%	(13)	12%	(43)	17%	(61)	67%	(236)	353
Employ: Government	6%	(5)	9%	(8)	10%	(9)	74%	(64)	86
Employ: Self-Employed	4%	(4)	7%	(7)	19%	(20)	70%	(73)	104
Employ: Homemaker	1%	(1)	4%	(4)	13%	(12)	82%	(77)	94
Employ: Student	2%	(1)	8%	(5)	14%	(9)	77%	(50)	65
Employ: Retired	1%	(3)	5%	(12)	14%	(31)	79%	(177)	223
Employ: Unemployed	3%	(3)	7%	(7)	10%	(10)	81%	(83)	103
Employ: Other	1%	(1)	6%	(6)	16%	(15)	77%	(74)	96
Military HH: Yes	5%	(10)	8%	(17)	12%	(24)	75%	(154)	205
Military HH: No	2%	(21)	8%	(75)	16%	(143)	74%	(680)	919
RD/WT: Right Direction	4%	(16)	7%	(32)	14%	(62)	76%	(340)	450
RD/WT: Wrong Track	2%	(15)	9%	(60)	16%	(105)	73%	(494)	674

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Table BRD11_18: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image:George takei

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(31)	8%	(92)	15%	(167)	74%	(834)	1124
Trump Job Approve	3%	(16)	8%	(37)	15%	(68)	74%	(346)	467
Trump Job Disapprove	2%	(14)	9%	(54)	17%	(97)	72%	(422)	587
Trump Job Strongly Approve	5%	(12)	10%	(23)	12%	(28)	72%	(164)	227
Trump Job Somewhat Approve	2%	(4)	6%	(14)	17%	(40)	76%	(182)	240
Trump Job Somewhat Disapprove	1%	(2)	6%	(11)	17%	(30)	75%	(130)	173
Trump Job Strongly Disapprove	3%	(12)	10%	(43)	16%	(67)	71%	(292)	414
#1 Issue: Economy	4%	(14)	8%	(29)	14%	(49)	74%	(263)	355
#1 Issue: Security	1%	(3)	7%	(16)	18%	(38)	74%	(159)	216
#1 Issue: Health Care	4%	(6)	5%	(9)	17%	(29)	74%	(127)	171
#1 Issue: Medicare / Social Security	2%	(3)	8%	(12)	14%	(22)	76%	(120)	157
#1 Issue: Women's Issues	8%	(4)	15%	(8)	13%	(7)	64%	(34)	53
#1 Issue: Education	—	(0)	11%	(8)	14%	(10)	75%	(55)	73
#1 Issue: Other	—	(0)	5%	(3)	11%	(6)	84%	(46)	55
2016 Vote: Democrat Hillary Clinton	3%	(10)	8%	(30)	17%	(63)	72%	(264)	367
2016 Vote: Republican Donald Trump	3%	(11)	8%	(31)	15%	(57)	73%	(270)	369
2016 Vote: Someone else	6%	(6)	6%	(7)	21%	(23)	67%	(73)	109
Voted in 2014: Yes	3%	(20)	8%	(56)	17%	(118)	72%	(503)	697
Voted in 2014: No	3%	(11)	8%	(36)	11%	(49)	78%	(331)	427
2012 Vote: Barack Obama	3%	(12)	7%	(33)	19%	(85)	71%	(316)	446
2012 Vote: Mitt Romney	2%	(6)	6%	(16)	14%	(37)	78%	(205)	264
2012 Vote: Other	2%	(1)	9%	(5)	15%	(8)	75%	(41)	55
2012 Vote: Didn't Vote	3%	(12)	11%	(38)	10%	(37)	76%	(271)	358
4-Region: Northeast	2%	(5)	10%	(20)	14%	(30)	74%	(154)	209
4-Region: Midwest	4%	(10)	6%	(15)	16%	(42)	74%	(190)	257
4-Region: South	2%	(10)	8%	(35)	15%	(67)	75%	(341)	453
4-Region: West	3%	(6)	11%	(22)	14%	(28)	73%	(149)	205
Favorable of Trump	4%	(18)	9%	(45)	14%	(66)	73%	(347)	476
Unfavorable of Trump	2%	(13)	8%	(44)	16%	(94)	74%	(434)	585

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Table BRD11_18: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: George Takei

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(31)	8%	(92)	15%	(167)	74%	(834)	1124
Very Favorable of Trump	5%	(12)	10%	(25)	15%	(37)	71%	(181)	255
Somewhat Favorable of Trump	3%	(6)	9%	(20)	13%	(29)	75%	(166)	221
Somewhat Unfavorable of Trump	2%	(2)	4%	(5)	18%	(21)	76%	(87)	115
Very Unfavorable of Trump	2%	(11)	8%	(39)	16%	(73)	74%	(347)	470
Frequent Movie Watcher	10%	(18)	21%	(39)	15%	(28)	53%	(97)	182
Top TV watcher	4%	(11)	7%	(21)	14%	(43)	75%	(223)	298

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

Table BRD11_19: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Tom Sizemore

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(26)	8%	(92)	16%	(182)	73%	(824)	1124
Gender: Male	4%	(20)	11%	(53)	18%	(90)	67%	(336)	499
Gender: Female	1%	(6)	6%	(39)	15%	(92)	78%	(488)	625
Age: 18-29	2%	(5)	3%	(8)	18%	(41)	77%	(178)	232
Age: 30-44	3%	(9)	11%	(36)	13%	(43)	74%	(245)	333
Age: 45-54	4%	(7)	10%	(17)	19%	(32)	67%	(114)	170
Age: 55-64	1%	(3)	11%	(22)	19%	(38)	69%	(138)	201
Age: 65+	1%	(2)	5%	(9)	15%	(28)	79%	(149)	188
Generation Z: 18-21	4%	(3)	1%	(1)	16%	(12)	79%	(59)	75
Millennial: Age 22-37	2%	(7)	8%	(28)	15%	(52)	74%	(251)	338
Generation X: Age 38-53	3%	(10)	11%	(32)	16%	(49)	70%	(210)	301
Boomers: Age 54-72	2%	(6)	9%	(30)	17%	(60)	73%	(255)	351
PID: Dem (no lean)	2%	(6)	9%	(32)	16%	(58)	74%	(271)	367
PID: Ind (no lean)	3%	(11)	6%	(23)	18%	(72)	74%	(296)	402
PID: Rep (no lean)	3%	(9)	10%	(37)	15%	(52)	72%	(257)	355
PID/Gender: Dem Men	3%	(4)	12%	(17)	15%	(22)	70%	(99)	142
PID/Gender: Dem Women	1%	(2)	7%	(15)	16%	(36)	76%	(172)	225
PID/Gender: Ind Men	4%	(7)	7%	(12)	19%	(34)	70%	(126)	179
PID/Gender: Ind Women	2%	(4)	5%	(11)	17%	(38)	76%	(170)	223
PID/Gender: Rep Men	5%	(9)	13%	(24)	19%	(34)	62%	(111)	178
PID/Gender: Rep Women	—	(0)	7%	(13)	10%	(18)	82%	(146)	177
Ideo: Liberal (1-3)	4%	(13)	12%	(41)	18%	(60)	65%	(216)	330
Ideo: Moderate (4)	2%	(6)	6%	(17)	15%	(40)	76%	(200)	263
Ideo: Conservative (5-7)	2%	(7)	8%	(30)	17%	(63)	74%	(278)	378
Educ: < College	2%	(19)	8%	(60)	14%	(109)	76%	(594)	782
Educ: Bachelors degree	1%	(3)	10%	(21)	23%	(50)	65%	(140)	214
Educ: Post-grad	3%	(4)	9%	(11)	18%	(23)	70%	(90)	128

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Table BRD11_19: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Tom sizemore

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(26)	8%	(92)	16%	(182)	73%	(824)	1124
Income: Under 50k	2%	(14)	7%	(42)	15%	(92)	76%	(468)	616
Income: 50k-100k	2%	(8)	10%	(36)	14%	(49)	73%	(253)	346
Income: 100k+	2%	(4)	9%	(14)	25%	(41)	64%	(103)	162
Ethnicity: White	3%	(24)	8%	(75)	16%	(146)	73%	(660)	905
Ethnicity: Hispanic	9%	(10)	14%	(15)	14%	(15)	63%	(67)	107
Ethnicity: Afr. Am.	1%	(1)	10%	(12)	11%	(13)	78%	(94)	120
Ethnicity: Other	1%	(1)	5%	(5)	23%	(23)	71%	(70)	99
Relig: Protestant	1%	(3)	8%	(23)	15%	(43)	75%	(210)	279
Relig: Roman Catholic	1%	(1)	6%	(10)	21%	(38)	73%	(131)	180
Relig: Ath./Agn./None	4%	(12)	9%	(28)	15%	(47)	73%	(232)	319
Relig: Something Else	5%	(9)	13%	(25)	17%	(33)	66%	(130)	197
Relig: Evangelical	—	(1)	6%	(19)	15%	(46)	78%	(239)	305
Relig: Non-Evang. Catholics	1%	(4)	7%	(20)	19%	(56)	74%	(222)	302
Relig: All Christian	1%	(5)	6%	(39)	17%	(102)	76%	(461)	607
Relig: All Non-Christian	4%	(21)	10%	(53)	16%	(80)	70%	(362)	516
Community: Urban	2%	(6)	8%	(22)	15%	(43)	75%	(211)	282
Community: Suburban	2%	(8)	9%	(43)	17%	(83)	73%	(359)	493
Community: Rural	3%	(12)	8%	(27)	16%	(56)	73%	(254)	349
Employ: Private Sector	4%	(14)	10%	(34)	19%	(66)	68%	(239)	353
Employ: Government	3%	(3)	14%	(12)	14%	(12)	69%	(59)	86
Employ: Self-Employed	1%	(1)	10%	(10)	17%	(18)	72%	(75)	104
Employ: Homemaker	1%	(1)	9%	(8)	10%	(9)	81%	(76)	94
Employ: Student	3%	(2)	3%	(2)	18%	(12)	75%	(49)	65
Employ: Retired	1%	(2)	5%	(12)	15%	(34)	78%	(175)	223
Employ: Unemployed	2%	(2)	7%	(7)	11%	(11)	81%	(83)	103
Employ: Other	1%	(1)	7%	(7)	21%	(20)	71%	(68)	96
Military HH: Yes	3%	(6)	11%	(23)	12%	(25)	74%	(151)	205
Military HH: No	2%	(20)	8%	(69)	17%	(157)	73%	(673)	919
RD/WT: Right Direction	3%	(12)	9%	(39)	15%	(69)	73%	(330)	450
RD/WT: Wrong Track	2%	(14)	8%	(53)	17%	(113)	73%	(494)	674

Continued on next page

Table BRD11_19: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Tom sizemore

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(26)	8%	(92)	16%	(182)	73%	(824)	1124
Trump Job Approve	3%	(12)	10%	(45)	16%	(74)	72%	(336)	467
Trump Job Disapprove	2%	(14)	8%	(46)	18%	(103)	72%	(424)	587
Trump Job Strongly Approve	3%	(7)	11%	(26)	15%	(35)	70%	(159)	227
Trump Job Somewhat Approve	2%	(5)	8%	(19)	16%	(39)	74%	(177)	240
Trump Job Somewhat Disapprove	1%	(2)	8%	(13)	17%	(30)	74%	(128)	173
Trump Job Strongly Disapprove	3%	(12)	8%	(33)	18%	(73)	71%	(296)	414
#1 Issue: Economy	3%	(10)	8%	(30)	15%	(53)	74%	(262)	355
#1 Issue: Security	2%	(5)	9%	(20)	19%	(41)	69%	(150)	216
#1 Issue: Health Care	2%	(3)	7%	(12)	18%	(30)	74%	(126)	171
#1 Issue: Medicare / Social Security	1%	(2)	7%	(11)	16%	(25)	76%	(119)	157
#1 Issue: Women's Issues	6%	(3)	9%	(5)	21%	(11)	64%	(34)	53
#1 Issue: Education	3%	(2)	10%	(7)	12%	(9)	75%	(55)	73
#1 Issue: Other	—	(0)	2%	(1)	15%	(8)	84%	(46)	55
2016 Vote: Democrat Hillary Clinton	2%	(7)	8%	(30)	19%	(69)	71%	(261)	367
2016 Vote: Republican Donald Trump	2%	(8)	10%	(37)	15%	(54)	73%	(270)	369
2016 Vote: Someone else	5%	(5)	6%	(6)	20%	(22)	70%	(76)	109
Voted in 2014: Yes	2%	(13)	9%	(60)	18%	(124)	72%	(500)	697
Voted in 2014: No	3%	(13)	7%	(32)	14%	(58)	76%	(324)	427
2012 Vote: Barack Obama	2%	(10)	10%	(43)	18%	(81)	70%	(312)	446
2012 Vote: Mitt Romney	2%	(4)	7%	(18)	14%	(37)	78%	(205)	264
2012 Vote: Other	2%	(1)	—	(0)	27%	(15)	71%	(39)	55
2012 Vote: Didn't Vote	3%	(11)	9%	(31)	14%	(49)	75%	(267)	358
4-Region: Northeast	2%	(5)	8%	(17)	17%	(35)	73%	(152)	209
4-Region: Midwest	3%	(7)	10%	(25)	18%	(47)	69%	(178)	257
4-Region: South	2%	(8)	8%	(38)	14%	(64)	76%	(343)	453
4-Region: West	3%	(6)	6%	(12)	18%	(36)	74%	(151)	205
Favorable of Trump	3%	(16)	10%	(47)	16%	(75)	71%	(338)	476
Unfavorable of Trump	2%	(10)	7%	(42)	17%	(99)	74%	(434)	585

Continued on next page

Table BRD11_19: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Tom Sizemore

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	2%	(26)	8%	(92)	16%	(182)	73%	(824)	1124
Very Favorable of Trump	3%	(7)	11%	(27)	18%	(45)	69%	(176)	255
Somewhat Favorable of Trump	4%	(9)	9%	(20)	14%	(30)	73%	(162)	221
Somewhat Unfavorable of Trump	2%	(2)	7%	(8)	17%	(19)	75%	(86)	115
Very Unfavorable of Trump	2%	(8)	7%	(34)	17%	(80)	74%	(348)	470
Frequent Movie Watcher	10%	(18)	17%	(31)	21%	(38)	52%	(95)	182
Top TV watcher	3%	(9)	13%	(38)	13%	(39)	71%	(212)	298

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

Table BRD11_20: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Tj miller

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(33)	6%	(72)	15%	(166)	76%	(853)	1124
Gender: Male	5%	(25)	8%	(41)	17%	(83)	70%	(350)	499
Gender: Female	1%	(8)	5%	(31)	13%	(83)	80%	(503)	625
Age: 18-29	4%	(9)	7%	(17)	19%	(45)	69%	(161)	232
Age: 30-44	4%	(13)	10%	(32)	11%	(36)	76%	(252)	333
Age: 45-54	3%	(5)	6%	(10)	19%	(33)	72%	(122)	170
Age: 55-64	2%	(4)	5%	(10)	14%	(29)	79%	(158)	201
Age: 65+	1%	(2)	2%	(3)	12%	(23)	85%	(160)	188
Generation Z: 18-21	4%	(3)	8%	(6)	17%	(13)	71%	(53)	75
Millennial: Age 22-37	4%	(15)	10%	(34)	16%	(54)	70%	(235)	338
Generation X: Age 38-53	3%	(9)	6%	(19)	15%	(44)	76%	(229)	301
Boomers: Age 54-72	2%	(6)	4%	(13)	14%	(48)	81%	(284)	351
PID: Dem (no lean)	2%	(6)	8%	(29)	16%	(59)	74%	(273)	367
PID: Ind (no lean)	3%	(11)	7%	(29)	16%	(64)	74%	(298)	402
PID: Rep (no lean)	5%	(16)	4%	(14)	12%	(43)	79%	(282)	355
PID/Gender: Dem Men	3%	(4)	9%	(13)	18%	(25)	70%	(100)	142
PID/Gender: Dem Women	1%	(2)	7%	(16)	15%	(34)	77%	(173)	225
PID/Gender: Ind Men	4%	(7)	9%	(16)	16%	(29)	71%	(127)	179
PID/Gender: Ind Women	2%	(4)	6%	(13)	16%	(35)	77%	(171)	223
PID/Gender: Rep Men	8%	(14)	7%	(12)	16%	(29)	69%	(123)	178
PID/Gender: Rep Women	1%	(2)	1%	(2)	8%	(14)	90%	(159)	177
Ideo: Liberal (1-3)	5%	(15)	14%	(47)	16%	(54)	65%	(214)	330
Ideo: Moderate (4)	2%	(5)	5%	(13)	16%	(42)	77%	(203)	263
Ideo: Conservative (5-7)	3%	(12)	3%	(10)	14%	(53)	80%	(303)	378
Educ: < College	3%	(24)	6%	(46)	14%	(106)	77%	(606)	782
Educ: Bachelors degree	3%	(6)	8%	(17)	19%	(41)	70%	(150)	214
Educ: Post-grad	2%	(3)	7%	(9)	15%	(19)	76%	(97)	128

Continued on next page

Table BRD11_20: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Tj miller

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(33)	6%	(72)	15%	(166)	76%	(853)	1124
Income: Under 50k	2%	(15)	6%	(38)	13%	(82)	78%	(481)	616
Income: 50k-100k	5%	(17)	6%	(22)	15%	(51)	74%	(256)	346
Income: 100k+	1%	(1)	7%	(12)	20%	(33)	72%	(116)	162
Ethnicity: White	3%	(27)	7%	(62)	14%	(128)	76%	(688)	905
Ethnicity: Hispanic	13%	(14)	9%	(10)	18%	(19)	60%	(64)	107
Ethnicity: Afr. Am.	3%	(4)	4%	(5)	13%	(16)	79%	(95)	120
Ethnicity: Other	2%	(2)	5%	(5)	22%	(22)	71%	(70)	99
Relig: Protestant	2%	(6)	4%	(10)	15%	(43)	79%	(220)	279
Relig: Roman Catholic	2%	(3)	6%	(10)	21%	(37)	72%	(130)	180
Relig: Ath./Agn./None	2%	(6)	10%	(31)	14%	(44)	75%	(238)	319
Relig: Something Else	9%	(17)	9%	(18)	12%	(24)	70%	(138)	197
Relig: Evangelical	2%	(6)	2%	(6)	13%	(40)	83%	(253)	305
Relig: Non-Evang. Catholics	1%	(4)	6%	(17)	19%	(58)	74%	(223)	302
Relig: All Christian	2%	(10)	4%	(23)	16%	(98)	78%	(476)	607
Relig: All Non-Christian	4%	(23)	9%	(49)	13%	(68)	73%	(376)	516
Community: Urban	3%	(8)	9%	(24)	16%	(44)	73%	(206)	282
Community: Suburban	3%	(14)	6%	(29)	15%	(72)	77%	(378)	493
Community: Rural	3%	(11)	5%	(19)	14%	(50)	77%	(269)	349
Employ: Private Sector	5%	(17)	8%	(29)	17%	(61)	70%	(246)	353
Employ: Government	7%	(6)	8%	(7)	14%	(12)	71%	(61)	86
Employ: Self-Employed	3%	(3)	8%	(8)	12%	(13)	77%	(80)	104
Employ: Homemaker	2%	(2)	7%	(7)	9%	(8)	82%	(77)	94
Employ: Student	2%	(1)	5%	(3)	20%	(13)	74%	(48)	65
Employ: Retired	—	(0)	3%	(6)	13%	(29)	84%	(188)	223
Employ: Unemployed	1%	(1)	7%	(7)	10%	(10)	83%	(85)	103
Employ: Other	3%	(3)	5%	(5)	21%	(20)	71%	(68)	96
Military HH: Yes	4%	(9)	6%	(13)	10%	(21)	79%	(162)	205
Military HH: No	3%	(24)	6%	(59)	16%	(145)	75%	(691)	919
RD/WT: Right Direction	4%	(19)	4%	(18)	14%	(62)	78%	(351)	450
RD/WT: Wrong Track	2%	(14)	8%	(54)	15%	(104)	74%	(502)	674

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Table BRD11_20: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Tj miller

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(33)	6%	(72)	15%	(166)	76%	(853)	1124
Trump Job Approve	4%	(18)	5%	(23)	13%	(63)	78%	(363)	467
Trump Job Disapprove	3%	(15)	8%	(49)	17%	(97)	73%	(426)	587
Trump Job Strongly Approve	7%	(15)	5%	(12)	12%	(28)	76%	(172)	227
Trump Job Somewhat Approve	1%	(3)	5%	(11)	15%	(35)	80%	(191)	240
Trump Job Somewhat Disapprove	2%	(4)	6%	(10)	17%	(29)	75%	(130)	173
Trump Job Strongly Disapprove	3%	(11)	9%	(39)	16%	(68)	71%	(296)	414
#1 Issue: Economy	3%	(11)	8%	(28)	14%	(49)	75%	(267)	355
#1 Issue: Security	3%	(6)	4%	(8)	17%	(37)	76%	(165)	216
#1 Issue: Health Care	2%	(3)	6%	(10)	17%	(29)	75%	(129)	171
#1 Issue: Medicare / Social Security	1%	(1)	3%	(5)	15%	(23)	82%	(128)	157
#1 Issue: Women's Issues	8%	(4)	19%	(10)	13%	(7)	60%	(32)	53
#1 Issue: Education	8%	(6)	7%	(5)	11%	(8)	74%	(54)	73
#1 Issue: Other	2%	(1)	—	(0)	9%	(5)	89%	(49)	55
2016 Vote: Democrat Hillary Clinton	2%	(9)	9%	(34)	17%	(62)	71%	(262)	367
2016 Vote: Republican Donald Trump	3%	(12)	4%	(16)	13%	(48)	79%	(293)	369
2016 Vote: Someone else	5%	(5)	4%	(4)	20%	(22)	72%	(78)	109
Voted in 2014: Yes	2%	(17)	6%	(44)	16%	(109)	76%	(527)	697
Voted in 2014: No	4%	(16)	7%	(28)	13%	(57)	76%	(326)	427
2012 Vote: Barack Obama	2%	(11)	8%	(36)	18%	(80)	72%	(319)	446
2012 Vote: Mitt Romney	2%	(5)	3%	(8)	8%	(21)	87%	(230)	264
2012 Vote: Other	2%	(1)	4%	(2)	22%	(12)	73%	(40)	55
2012 Vote: Didn't Vote	4%	(16)	7%	(26)	15%	(53)	73%	(263)	358
4-Region: Northeast	2%	(5)	6%	(13)	11%	(24)	80%	(167)	209
4-Region: Midwest	4%	(11)	8%	(21)	14%	(37)	73%	(188)	257
4-Region: South	2%	(11)	6%	(25)	15%	(69)	77%	(348)	453
4-Region: West	3%	(6)	6%	(13)	18%	(36)	73%	(150)	205
Favorable of Trump	4%	(19)	5%	(24)	14%	(65)	77%	(368)	476
Unfavorable of Trump	2%	(12)	8%	(47)	16%	(92)	74%	(434)	585

Continued on next page

Table BRD11_20: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Tj miller

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(33)	6%	(72)	15%	(166)	76%	(853)	1124
Very Favorable of Trump	5%	(12)	5%	(14)	15%	(37)	75%	(192)	255
Somewhat Favorable of Trump	3%	(7)	5%	(10)	13%	(28)	80%	(176)	221
Somewhat Unfavorable of Trump	1%	(1)	7%	(8)	18%	(21)	74%	(85)	115
Very Unfavorable of Trump	2%	(11)	8%	(39)	15%	(71)	74%	(349)	470
Frequent Movie Watcher	13%	(23)	14%	(26)	16%	(30)	57%	(103)	182
Top TV watcher	3%	(10)	5%	(15)	11%	(32)	81%	(241)	298

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

Table BRD11_21: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Stan lee

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(39)	7%	(84)	14%	(160)	75%	(841)	1124
Gender: Male	5%	(27)	10%	(48)	15%	(74)	70%	(350)	499
Gender: Female	2%	(12)	6%	(36)	14%	(86)	79%	(491)	625
Age: 18-29	4%	(9)	12%	(27)	17%	(39)	68%	(157)	232
Age: 30-44	5%	(16)	7%	(22)	13%	(43)	76%	(252)	333
Age: 45-54	2%	(4)	8%	(14)	18%	(31)	71%	(121)	170
Age: 55-64	4%	(9)	7%	(15)	13%	(26)	75%	(151)	201
Age: 65+	1%	(1)	3%	(6)	11%	(21)	85%	(160)	188
Generation Z: 18-21	4%	(3)	11%	(8)	13%	(10)	72%	(54)	75
Millennial: Age 22-37	5%	(16)	9%	(30)	16%	(55)	70%	(237)	338
Generation X: Age 38-53	3%	(9)	8%	(25)	16%	(47)	73%	(220)	301
Boomers: Age 54-72	3%	(10)	6%	(20)	12%	(41)	80%	(280)	351
PID: Dem (no lean)	3%	(11)	10%	(36)	14%	(53)	73%	(267)	367
PID: Ind (no lean)	3%	(13)	7%	(27)	16%	(66)	74%	(296)	402
PID: Rep (no lean)	4%	(15)	6%	(21)	12%	(41)	78%	(278)	355
PID/Gender: Dem Men	5%	(7)	12%	(17)	13%	(19)	70%	(99)	142
PID/Gender: Dem Women	2%	(4)	8%	(19)	15%	(34)	75%	(168)	225
PID/Gender: Ind Men	3%	(6)	9%	(17)	18%	(32)	69%	(124)	179
PID/Gender: Ind Women	3%	(7)	4%	(10)	15%	(34)	77%	(172)	223
PID/Gender: Rep Men	8%	(14)	8%	(14)	13%	(23)	71%	(127)	178
PID/Gender: Rep Women	1%	(1)	4%	(7)	10%	(18)	85%	(151)	177
Ideo: Liberal (1-3)	6%	(19)	13%	(44)	14%	(47)	67%	(220)	330
Ideo: Moderate (4)	3%	(8)	5%	(13)	14%	(37)	78%	(205)	263
Ideo: Conservative (5-7)	3%	(11)	6%	(21)	15%	(57)	76%	(289)	378
Educ: < College	4%	(33)	8%	(61)	12%	(92)	76%	(596)	782
Educ: Bachelors degree	1%	(3)	7%	(16)	21%	(46)	70%	(149)	214
Educ: Post-grad	2%	(3)	5%	(7)	17%	(22)	75%	(96)	128

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Table BRD11_21: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Stan lee

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(39)	7%	(84)	14%	(160)	75%	(841)	1124
Income: Under 50k	3%	(20)	7%	(46)	12%	(74)	77%	(476)	616
Income: 50k-100k	5%	(17)	8%	(27)	14%	(49)	73%	(253)	346
Income: 100k+	1%	(2)	7%	(11)	23%	(37)	69%	(112)	162
Ethnicity: White	4%	(32)	8%	(70)	14%	(129)	74%	(674)	905
Ethnicity: Hispanic	13%	(14)	15%	(16)	14%	(15)	58%	(62)	107
Ethnicity: Afr. Am.	5%	(6)	7%	(8)	9%	(11)	79%	(95)	120
Ethnicity: Other	1%	(1)	6%	(6)	20%	(20)	73%	(72)	99
Relig: Protestant	2%	(5)	5%	(14)	16%	(45)	77%	(215)	279
Relig: Roman Catholic	2%	(3)	5%	(9)	15%	(27)	78%	(141)	180
Relig: Ath./Agn./None	4%	(12)	9%	(30)	16%	(50)	71%	(227)	319
Relig: Something Else	9%	(17)	10%	(20)	14%	(27)	68%	(133)	197
Relig: Evangelical	1%	(3)	6%	(18)	10%	(32)	83%	(252)	305
Relig: Non-Evang. Catholics	2%	(7)	5%	(16)	17%	(51)	75%	(228)	302
Relig: All Christian	2%	(10)	6%	(34)	14%	(83)	79%	(480)	607
Relig: All Non-Christian	6%	(29)	10%	(50)	15%	(77)	70%	(360)	516
Community: Urban	5%	(13)	10%	(27)	13%	(37)	73%	(205)	282
Community: Suburban	2%	(10)	7%	(36)	15%	(72)	76%	(375)	493
Community: Rural	5%	(16)	6%	(21)	15%	(51)	75%	(261)	349
Employ: Private Sector	5%	(18)	8%	(30)	17%	(60)	69%	(245)	353
Employ: Government	8%	(7)	7%	(6)	9%	(8)	76%	(65)	86
Employ: Self-Employed	4%	(4)	6%	(6)	13%	(14)	77%	(80)	104
Employ: Homemaker	4%	(4)	6%	(6)	10%	(9)	80%	(75)	94
Employ: Student	2%	(1)	15%	(10)	17%	(11)	66%	(43)	65
Employ: Retired	—	(1)	4%	(9)	12%	(27)	83%	(186)	223
Employ: Unemployed	1%	(1)	10%	(10)	12%	(12)	78%	(80)	103
Employ: Other	3%	(3)	7%	(7)	20%	(19)	70%	(67)	96
Military HH: Yes	6%	(13)	4%	(8)	10%	(21)	80%	(163)	205
Military HH: No	3%	(26)	8%	(76)	15%	(139)	74%	(678)	919
RD/WT: Right Direction	5%	(24)	5%	(21)	13%	(59)	77%	(346)	450
RD/WT: Wrong Track	2%	(15)	9%	(63)	15%	(101)	73%	(495)	674

Continued on next page

Table BRD11_21: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*
Image: Stan lee

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(39)	7%	(84)	14%	(160)	75%	(841)	1124
Trump Job Approve	5%	(24)	6%	(27)	13%	(61)	76%	(355)	467
Trump Job Disapprove	3%	(15)	9%	(55)	16%	(93)	72%	(424)	587
Trump Job Strongly Approve	7%	(16)	7%	(16)	11%	(26)	74%	(169)	227
Trump Job Somewhat Approve	3%	(8)	5%	(11)	15%	(35)	78%	(186)	240
Trump Job Somewhat Disapprove	2%	(4)	6%	(11)	13%	(23)	78%	(135)	173
Trump Job Strongly Disapprove	3%	(11)	11%	(44)	17%	(70)	70%	(289)	414
#1 Issue: Economy	3%	(11)	8%	(30)	15%	(52)	74%	(262)	355
#1 Issue: Security	3%	(6)	8%	(17)	14%	(31)	75%	(162)	216
#1 Issue: Health Care	3%	(5)	6%	(11)	17%	(29)	74%	(126)	171
#1 Issue: Medicare / Social Security	3%	(5)	6%	(10)	11%	(17)	80%	(125)	157
#1 Issue: Women's Issues	8%	(4)	13%	(7)	19%	(10)	60%	(32)	53
#1 Issue: Education	4%	(3)	12%	(9)	11%	(8)	73%	(53)	73
#1 Issue: Other	4%	(2)	—	(0)	13%	(7)	84%	(46)	55
2016 Vote: Democrat Hillary Clinton	2%	(9)	10%	(36)	17%	(62)	71%	(260)	367
2016 Vote: Republican Donald Trump	5%	(17)	7%	(24)	12%	(43)	77%	(285)	369
2016 Vote: Someone else	4%	(4)	6%	(6)	20%	(22)	71%	(77)	109
Voted in 2014: Yes	3%	(20)	8%	(56)	15%	(105)	74%	(516)	697
Voted in 2014: No	4%	(19)	7%	(28)	13%	(55)	76%	(325)	427
2012 Vote: Barack Obama	3%	(13)	7%	(33)	17%	(76)	73%	(324)	446
2012 Vote: Mitt Romney	2%	(5)	6%	(17)	10%	(27)	81%	(215)	264
2012 Vote: Other	4%	(2)	7%	(4)	24%	(13)	65%	(36)	55
2012 Vote: Didn't Vote	5%	(19)	8%	(30)	12%	(44)	74%	(265)	358
4-Region: Northeast	3%	(7)	8%	(17)	12%	(25)	77%	(160)	209
4-Region: Midwest	6%	(16)	8%	(21)	16%	(40)	70%	(180)	257
4-Region: South	2%	(11)	8%	(34)	13%	(61)	77%	(347)	453
4-Region: West	2%	(5)	6%	(12)	17%	(34)	75%	(154)	205
Favorable of Trump	6%	(27)	6%	(29)	12%	(59)	76%	(361)	476
Unfavorable of Trump	2%	(11)	9%	(51)	16%	(94)	73%	(429)	585

Continued on next page

Table BRD11_21: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image:Stan lee

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	3%	(39)	7%	(84)	14%	(160)	75%	(841)	1124
Very Favorable of Trump	5%	(13)	7%	(19)	12%	(30)	76%	(193)	255
Somewhat Favorable of Trump	6%	(14)	5%	(10)	13%	(29)	76%	(168)	221
Somewhat Unfavorable of Trump	—	(0)	7%	(8)	16%	(18)	77%	(89)	115
Very Unfavorable of Trump	2%	(11)	9%	(43)	16%	(76)	72%	(340)	470
Frequent Movie Watcher	12%	(22)	15%	(28)	14%	(26)	58%	(106)	182
Top TV watcher	4%	(12)	6%	(19)	10%	(29)	80%	(238)	298

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

Table BRD11_22: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Casey affleck

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	5%	(60)	12%	(137)	15%	(166)	68%	(761)	1124
Gender: Male	6%	(30)	15%	(77)	17%	(85)	62%	(307)	499
Gender: Female	5%	(30)	10%	(60)	13%	(81)	73%	(454)	625
Age: 18-29	8%	(18)	11%	(25)	15%	(35)	66%	(154)	232
Age: 30-44	7%	(23)	13%	(43)	13%	(42)	68%	(225)	333
Age: 45-54	3%	(5)	17%	(29)	13%	(22)	67%	(114)	170
Age: 55-64	5%	(11)	13%	(26)	14%	(29)	67%	(135)	201
Age: 65+	2%	(3)	7%	(14)	20%	(38)	71%	(133)	188
Generation Z: 18-21	11%	(8)	13%	(10)	9%	(7)	67%	(50)	75
Millennial: Age 22-37	7%	(23)	12%	(40)	14%	(49)	67%	(226)	338
Generation X: Age 38-53	5%	(15)	15%	(46)	14%	(42)	66%	(198)	301
Boomers: Age 54-72	4%	(14)	11%	(37)	16%	(56)	70%	(244)	351
PID: Dem (no lean)	7%	(27)	12%	(44)	16%	(58)	65%	(238)	367
PID: Ind (no lean)	4%	(18)	11%	(43)	15%	(59)	70%	(282)	402
PID: Rep (no lean)	4%	(15)	14%	(50)	14%	(49)	68%	(241)	355
PID/Gender: Dem Men	6%	(9)	15%	(21)	17%	(24)	62%	(88)	142
PID/Gender: Dem Women	8%	(18)	10%	(23)	15%	(34)	67%	(150)	225
PID/Gender: Ind Men	5%	(9)	13%	(23)	18%	(32)	64%	(115)	179
PID/Gender: Ind Women	4%	(9)	9%	(20)	12%	(27)	75%	(167)	223
PID/Gender: Rep Men	7%	(12)	19%	(33)	16%	(29)	58%	(104)	178
PID/Gender: Rep Women	2%	(3)	10%	(17)	11%	(20)	77%	(137)	177
Ideo: Liberal (1-3)	11%	(36)	17%	(55)	15%	(49)	58%	(190)	330
Ideo: Moderate (4)	4%	(10)	12%	(32)	15%	(40)	69%	(181)	263
Ideo: Conservative (5-7)	3%	(13)	12%	(44)	16%	(62)	69%	(259)	378
Educ: < College	4%	(33)	10%	(80)	13%	(100)	73%	(569)	782
Educ: Bachelors degree	9%	(20)	17%	(36)	19%	(40)	55%	(118)	214
Educ: Post-grad	5%	(7)	16%	(21)	20%	(26)	58%	(74)	128

Continued on next page

Table BRD11_22: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Casey affleck

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	5%	(60)	12%	(137)	15%	(166)	68%	(761)	1124
Income: Under 50k	3%	(20)	10%	(63)	12%	(77)	74%	(456)	616
Income: 50k-100k	9%	(30)	12%	(40)	15%	(52)	65%	(224)	346
Income: 100k+	6%	(10)	21%	(34)	23%	(37)	50%	(81)	162
Ethnicity: White	6%	(52)	13%	(115)	14%	(131)	67%	(607)	905
Ethnicity: Hispanic	12%	(13)	21%	(23)	10%	(11)	56%	(60)	107
Ethnicity: Afr. Am.	2%	(3)	12%	(14)	13%	(16)	72%	(87)	120
Ethnicity: Other	5%	(5)	8%	(8)	19%	(19)	68%	(67)	99
Relig: Protestant	3%	(7)	15%	(41)	18%	(49)	65%	(182)	279
Relig: Roman Catholic	5%	(9)	13%	(23)	18%	(33)	64%	(115)	180
Relig: Ath./Agn./None	7%	(22)	13%	(42)	12%	(39)	68%	(216)	319
Relig: Something Else	10%	(20)	11%	(21)	13%	(26)	66%	(130)	197
Relig: Evangelical	2%	(7)	9%	(28)	14%	(44)	74%	(226)	305
Relig: Non-Evang. Catholics	4%	(11)	15%	(46)	19%	(57)	62%	(188)	302
Relig: All Christian	3%	(18)	12%	(74)	17%	(101)	68%	(414)	607
Relig: All Non-Christian	8%	(42)	12%	(63)	13%	(65)	67%	(346)	516
Community: Urban	8%	(23)	13%	(37)	14%	(40)	65%	(182)	282
Community: Suburban	5%	(23)	13%	(63)	16%	(79)	67%	(328)	493
Community: Rural	4%	(14)	11%	(37)	13%	(47)	72%	(251)	349
Employ: Private Sector	9%	(33)	14%	(48)	15%	(54)	62%	(218)	353
Employ: Government	8%	(7)	15%	(13)	13%	(11)	64%	(55)	86
Employ: Self-Employed	2%	(2)	13%	(14)	14%	(15)	70%	(73)	104
Employ: Homemaker	2%	(2)	11%	(10)	10%	(9)	78%	(73)	94
Employ: Student	11%	(7)	12%	(8)	14%	(9)	63%	(41)	65
Employ: Retired	1%	(2)	10%	(22)	19%	(43)	70%	(156)	223
Employ: Unemployed	3%	(3)	11%	(11)	10%	(10)	77%	(79)	103
Employ: Other	4%	(4)	11%	(11)	16%	(15)	69%	(66)	96
Military HH: Yes	6%	(12)	11%	(22)	13%	(26)	71%	(145)	205
Military HH: No	5%	(48)	13%	(115)	15%	(140)	67%	(616)	919
RD/WT: Right Direction	4%	(20)	11%	(49)	15%	(66)	70%	(315)	450
RD/WT: Wrong Track	6%	(40)	13%	(88)	15%	(100)	66%	(446)	674

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Table BRD11_22: How much have you seen, read or heard about allegations of sexual misconduct against each of the following?

Image: Casey affleck

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	5%	(60)	12%	(137)	15%	(166)	68%	(761)	1124
Trump Job Approve	4%	(20)	11%	(52)	14%	(67)	70%	(328)	467
Trump Job Disapprove	7%	(40)	14%	(82)	16%	(96)	63%	(369)	587
Trump Job Strongly Approve	5%	(12)	11%	(26)	15%	(34)	68%	(155)	227
Trump Job Somewhat Approve	3%	(8)	11%	(26)	14%	(33)	72%	(173)	240
Trump Job Somewhat Disapprove	2%	(4)	13%	(22)	16%	(28)	69%	(119)	173
Trump Job Strongly Disapprove	9%	(36)	14%	(60)	16%	(68)	60%	(250)	414
#1 Issue: Economy	6%	(20)	12%	(42)	12%	(41)	71%	(252)	355
#1 Issue: Security	6%	(12)	8%	(18)	20%	(43)	66%	(143)	216
#1 Issue: Health Care	2%	(4)	17%	(29)	15%	(26)	65%	(112)	171
#1 Issue: Medicare / Social Security	2%	(3)	10%	(16)	18%	(28)	70%	(110)	157
#1 Issue: Women's Issues	25%	(13)	11%	(6)	9%	(5)	55%	(29)	53
#1 Issue: Education	5%	(4)	14%	(10)	16%	(12)	64%	(47)	73
#1 Issue: Other	2%	(1)	9%	(5)	9%	(5)	80%	(44)	55
2016 Vote: Democrat Hillary Clinton	8%	(31)	14%	(51)	18%	(66)	60%	(219)	367
2016 Vote: Republican Donald Trump	4%	(14)	11%	(40)	15%	(57)	70%	(258)	369
2016 Vote: Someone else	5%	(5)	16%	(17)	17%	(18)	63%	(69)	109
Voted in 2014: Yes	5%	(36)	13%	(93)	17%	(120)	64%	(448)	697
Voted in 2014: No	6%	(24)	10%	(44)	11%	(46)	73%	(313)	427
2012 Vote: Barack Obama	6%	(27)	15%	(65)	17%	(77)	62%	(277)	446
2012 Vote: Mitt Romney	3%	(8)	11%	(30)	16%	(41)	70%	(185)	264
2012 Vote: Other	2%	(1)	7%	(4)	16%	(9)	75%	(41)	55
2012 Vote: Didn't Vote	7%	(24)	11%	(38)	11%	(39)	72%	(257)	358
4-Region: Northeast	9%	(19)	11%	(24)	12%	(25)	67%	(141)	209
4-Region: Midwest	6%	(16)	14%	(37)	17%	(44)	62%	(160)	257
4-Region: South	3%	(13)	13%	(57)	13%	(60)	71%	(323)	453
4-Region: West	6%	(12)	9%	(19)	18%	(37)	67%	(137)	205
Favorable of Trump	5%	(23)	12%	(55)	14%	(67)	70%	(331)	476
Unfavorable of Trump	6%	(36)	13%	(78)	16%	(93)	65%	(378)	585

Continued on next page

Table BRD11_22: *How much have you seen, read or heard about allegations of sexual misconduct against each of the following?*

Image: Casey affleck

Demographic	A lot		Some		Not too much		Nothing at all		Total N
Adults	5%	(60)	12%	(137)	15%	(166)	68%	(761)	1124
Very Favorable of Trump	4%	(11)	11%	(29)	16%	(41)	68%	(174)	255
Somewhat Favorable of Trump	5%	(12)	12%	(26)	12%	(26)	71%	(157)	221
Somewhat Unfavorable of Trump	3%	(3)	11%	(13)	20%	(23)	66%	(76)	115
Very Unfavorable of Trump	7%	(33)	14%	(65)	15%	(70)	64%	(302)	470
Frequent Movie Watcher	14%	(26)	23%	(41)	13%	(24)	50%	(91)	182
Top TV watcher	5%	(15)	15%	(44)	15%	(45)	65%	(194)	298

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

Table BRD12_1: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image:Aziz ansari

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(135)	18%	(192)	38%	(406)	13%	(141)	19%	(204)	1078
Gender: Male	11%	(52)	19%	(89)	41%	(197)	13%	(61)	16%	(78)	477
Gender: Female	14%	(83)	17%	(103)	35%	(209)	13%	(80)	21%	(126)	601
Age: 18-29	14%	(31)	19%	(42)	32%	(69)	12%	(26)	23%	(51)	219
Age: 30-44	13%	(36)	18%	(52)	44%	(126)	10%	(29)	14%	(41)	284
Age: 45-54	13%	(23)	17%	(31)	41%	(74)	15%	(27)	15%	(27)	182
Age: 55-64	12%	(23)	21%	(39)	37%	(70)	13%	(25)	16%	(31)	188
Age: 65+	11%	(22)	14%	(28)	33%	(67)	17%	(34)	26%	(54)	205
Generation Z: 18-21	20%	(12)	25%	(15)	26%	(16)	8%	(5)	21%	(13)	61
Millennial: Age 22-37	14%	(43)	18%	(57)	39%	(121)	10%	(32)	19%	(59)	312
Generation X: Age 38-53	11%	(32)	17%	(49)	43%	(125)	15%	(43)	15%	(44)	293
Boomers: Age 54-72	12%	(44)	18%	(65)	36%	(129)	14%	(51)	20%	(72)	361
PID: Dem (no lean)	14%	(48)	22%	(76)	36%	(127)	14%	(49)	14%	(48)	348
PID: Ind (no lean)	11%	(44)	14%	(55)	40%	(159)	12%	(49)	23%	(90)	397
PID: Rep (no lean)	13%	(43)	18%	(61)	36%	(120)	13%	(43)	20%	(66)	333
PID/Gender: Dem Men	9%	(11)	18%	(23)	43%	(54)	19%	(24)	11%	(14)	126
PID/Gender: Dem Women	17%	(37)	24%	(53)	33%	(73)	11%	(25)	15%	(34)	222
PID/Gender: Ind Men	10%	(18)	16%	(30)	43%	(79)	10%	(18)	22%	(40)	185
PID/Gender: Ind Women	12%	(26)	12%	(25)	38%	(80)	15%	(31)	24%	(50)	212
PID/Gender: Rep Men	14%	(23)	22%	(36)	39%	(64)	11%	(19)	14%	(24)	166
PID/Gender: Rep Women	12%	(20)	15%	(25)	34%	(56)	14%	(24)	25%	(42)	167
Ideo: Liberal (1-3)	13%	(48)	25%	(91)	36%	(128)	11%	(40)	14%	(52)	359
Ideo: Moderate (4)	12%	(26)	17%	(37)	38%	(83)	16%	(34)	17%	(36)	216
Ideo: Conservative (5-7)	13%	(45)	15%	(54)	39%	(138)	13%	(46)	20%	(70)	353
Educ: < College	14%	(96)	16%	(112)	37%	(259)	14%	(96)	20%	(138)	701
Educ: Bachelors degree	11%	(23)	19%	(42)	43%	(93)	8%	(18)	19%	(42)	218
Educ: Post-grad	10%	(16)	24%	(38)	34%	(54)	17%	(27)	15%	(24)	159

Continued on next page

Table BRD12_1: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Aziz ansari

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(135)	18%	(192)	38%	(406)	13%	(141)	19%	(204)	1078
Income: Under 50k	13%	(73)	15%	(88)	35%	(200)	16%	(91)	21%	(117)	569
Income: 50k-100k	13%	(46)	22%	(77)	38%	(135)	10%	(35)	18%	(63)	356
Income: 100k+	10%	(16)	18%	(27)	46%	(71)	10%	(15)	16%	(24)	153
Ethnicity: White	12%	(102)	18%	(159)	39%	(338)	12%	(108)	19%	(167)	874
Ethnicity: Hispanic	17%	(19)	25%	(28)	35%	(38)	10%	(11)	13%	(14)	110
Ethnicity: Afr. Am.	10%	(10)	19%	(18)	33%	(32)	22%	(21)	16%	(16)	97
Ethnicity: Other	21%	(23)	14%	(15)	34%	(36)	11%	(12)	20%	(21)	107
Relig: Protestant	11%	(27)	21%	(52)	37%	(94)	13%	(33)	19%	(47)	253
Relig: Roman Catholic	9%	(18)	19%	(38)	40%	(79)	13%	(26)	19%	(38)	199
Relig: Ath./Agn./None	12%	(35)	16%	(46)	39%	(111)	13%	(37)	20%	(57)	286
Relig: Something Else	16%	(31)	16%	(32)	38%	(74)	13%	(26)	16%	(32)	195
Relig: Evangelical	12%	(35)	21%	(59)	32%	(92)	13%	(36)	22%	(62)	284
Relig: Non-Evang. Catholics	11%	(33)	18%	(55)	41%	(129)	13%	(41)	17%	(53)	311
Relig: All Christian	11%	(68)	19%	(114)	37%	(221)	13%	(77)	19%	(115)	595
Relig: All Non-Christian	14%	(66)	16%	(78)	38%	(185)	13%	(63)	19%	(89)	481
Community: Urban	12%	(31)	18%	(47)	36%	(95)	14%	(38)	21%	(55)	266
Community: Suburban	13%	(64)	18%	(91)	40%	(201)	12%	(59)	17%	(86)	501
Community: Rural	13%	(40)	17%	(54)	35%	(110)	14%	(44)	20%	(63)	311
Employ: Private Sector	11%	(38)	21%	(73)	42%	(145)	11%	(37)	15%	(52)	345
Employ: Government	18%	(15)	25%	(21)	29%	(24)	12%	(10)	16%	(13)	83
Employ: Self-Employed	17%	(16)	16%	(15)	39%	(36)	11%	(10)	16%	(15)	92
Employ: Homemaker	10%	(9)	7%	(6)	46%	(42)	15%	(14)	22%	(20)	91
Employ: Retired	10%	(24)	15%	(35)	35%	(81)	17%	(39)	24%	(55)	234
Employ: Unemployed	13%	(12)	14%	(13)	36%	(34)	13%	(12)	24%	(23)	94
Employ: Other	13%	(12)	17%	(15)	37%	(33)	11%	(10)	22%	(20)	90
Military HH: Yes	15%	(29)	17%	(32)	38%	(73)	15%	(28)	16%	(31)	193
Military HH: No	12%	(106)	18%	(160)	38%	(333)	13%	(113)	20%	(173)	885
RD/WT: Right Direction	13%	(58)	15%	(67)	40%	(182)	12%	(53)	21%	(97)	457
RD/WT: Wrong Track	12%	(77)	20%	(125)	36%	(224)	14%	(88)	17%	(107)	621

Continued on next page

Table BRD12_1: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image:Aziz ansari

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(135)	18%	(192)	38%	(406)	13%	(141)	19%	(204)	1078
Trump Job Approve	11%	(53)	16%	(75)	40%	(185)	12%	(55)	20%	(94)	462
Trump Job Disapprove	14%	(74)	21%	(111)	37%	(198)	14%	(74)	15%	(80)	537
Trump Job Strongly Approve	16%	(37)	14%	(33)	37%	(85)	12%	(27)	22%	(50)	232
Trump Job Somewhat Approve	7%	(16)	18%	(42)	43%	(100)	12%	(28)	19%	(44)	230
Trump Job Somewhat Disapprove	15%	(23)	13%	(20)	41%	(63)	14%	(21)	17%	(26)	153
Trump Job Strongly Disapprove	13%	(51)	24%	(91)	35%	(135)	14%	(53)	14%	(54)	384
#1 Issue: Economy	11%	(33)	19%	(57)	41%	(123)	12%	(35)	17%	(50)	298
#1 Issue: Security	14%	(26)	14%	(26)	37%	(69)	16%	(29)	19%	(36)	186
#1 Issue: Health Care	11%	(20)	20%	(36)	43%	(79)	12%	(23)	14%	(26)	184
#1 Issue: Medicare / Social Security	12%	(19)	16%	(26)	30%	(50)	15%	(24)	28%	(46)	165
#1 Issue: Women's Issues	22%	(14)	28%	(18)	28%	(18)	6%	(4)	16%	(10)	64
#1 Issue: Education	11%	(9)	19%	(15)	36%	(29)	15%	(12)	20%	(16)	81
#1 Issue: Other	12%	(6)	13%	(7)	35%	(18)	21%	(11)	19%	(10)	52
2016 Vote: Democrat Hillary Clinton	13%	(45)	21%	(74)	38%	(132)	12%	(43)	15%	(53)	347
2016 Vote: Republican Donald Trump	13%	(48)	15%	(57)	39%	(143)	12%	(45)	21%	(77)	370
2016 Vote: Someone else	12%	(12)	21%	(21)	29%	(29)	21%	(21)	16%	(16)	99
Voted in 2014: Yes	13%	(89)	18%	(128)	37%	(257)	14%	(98)	18%	(123)	695
Voted in 2014: No	12%	(46)	17%	(64)	39%	(149)	11%	(43)	21%	(81)	383
2012 Vote: Barack Obama	13%	(56)	20%	(83)	40%	(168)	13%	(56)	15%	(62)	425
2012 Vote: Mitt Romney	11%	(30)	18%	(50)	36%	(101)	13%	(36)	23%	(66)	283
2012 Vote: Other	10%	(5)	20%	(10)	33%	(17)	18%	(9)	20%	(10)	51
2012 Vote: Didn't Vote	14%	(44)	15%	(49)	38%	(120)	13%	(40)	20%	(65)	318
4-Region: Northeast	12%	(25)	15%	(31)	40%	(82)	15%	(32)	18%	(37)	207
4-Region: Midwest	13%	(32)	16%	(39)	40%	(99)	10%	(26)	21%	(53)	249
4-Region: South	13%	(58)	19%	(84)	37%	(159)	14%	(61)	17%	(73)	435
4-Region: West	11%	(20)	20%	(38)	35%	(66)	12%	(22)	22%	(41)	187
Favorable of Trump	12%	(55)	17%	(77)	40%	(185)	12%	(56)	19%	(90)	463
Unfavorable of Trump	14%	(75)	21%	(110)	36%	(195)	14%	(76)	15%	(79)	535

Continued on next page

Table BRD12_1: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image:Aziz ansari

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(135)	18%	(192)	38%	(406)	13%	(141)	19%	(204)	1078
Very Favorable of Trump	16%	(41)	13%	(33)	39%	(99)	10%	(26)	21%	(54)	253
Somewhat Favorable of Trump	7%	(14)	21%	(44)	41%	(86)	14%	(30)	17%	(36)	210
Somewhat Unfavorable of Trump	14%	(16)	13%	(15)	38%	(44)	20%	(23)	16%	(18)	116
Very Unfavorable of Trump	14%	(59)	23%	(95)	36%	(151)	13%	(53)	15%	(61)	419
Frequent Movie Watcher	15%	(27)	28%	(50)	40%	(71)	7%	(12)	11%	(19)	179
Top TV watcher	11%	(28)	17%	(46)	41%	(109)	14%	(36)	18%	(47)	266

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

Table BRD12_4: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: James Franco

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(161)	21%	(221)	41%	(443)	6%	(65)	17%	(188)	1078
Gender: Male	12%	(58)	22%	(106)	46%	(219)	5%	(23)	15%	(71)	477
Gender: Female	17%	(103)	19%	(115)	37%	(224)	7%	(42)	19%	(117)	601
Age: 18-29	19%	(41)	18%	(39)	36%	(79)	9%	(19)	19%	(41)	219
Age: 30-44	18%	(52)	19%	(54)	42%	(118)	5%	(14)	16%	(46)	284
Age: 45-54	12%	(21)	21%	(38)	47%	(85)	6%	(11)	15%	(27)	182
Age: 55-64	15%	(28)	23%	(44)	43%	(81)	3%	(6)	15%	(29)	188
Age: 65+	9%	(19)	22%	(46)	39%	(80)	7%	(15)	22%	(45)	205
Generation Z: 18-21	28%	(17)	15%	(9)	31%	(19)	8%	(5)	18%	(11)	61
Millennial: Age 22-37	18%	(56)	20%	(61)	40%	(125)	6%	(18)	17%	(52)	312
Generation X: Age 38-53	13%	(39)	19%	(55)	44%	(129)	7%	(21)	17%	(49)	293
Boomers: Age 54-72	13%	(46)	24%	(87)	42%	(152)	4%	(16)	17%	(60)	361
PID: Dem (no lean)	17%	(58)	23%	(79)	41%	(143)	7%	(23)	13%	(45)	348
PID: Ind (no lean)	13%	(53)	17%	(66)	44%	(174)	5%	(20)	21%	(84)	397
PID: Rep (no lean)	15%	(50)	23%	(76)	38%	(126)	7%	(22)	18%	(59)	333
PID/Gender: Dem Men	8%	(10)	23%	(29)	52%	(65)	9%	(11)	9%	(11)	126
PID/Gender: Dem Women	22%	(48)	23%	(50)	35%	(78)	5%	(12)	15%	(34)	222
PID/Gender: Ind Men	11%	(21)	17%	(32)	49%	(91)	2%	(4)	20%	(37)	185
PID/Gender: Ind Women	15%	(32)	16%	(34)	39%	(83)	8%	(16)	22%	(47)	212
PID/Gender: Rep Men	16%	(27)	27%	(45)	38%	(63)	5%	(8)	14%	(23)	166
PID/Gender: Rep Women	14%	(23)	19%	(31)	38%	(63)	8%	(14)	22%	(36)	167
Ideo: Liberal (1-3)	17%	(62)	26%	(92)	39%	(140)	4%	(16)	14%	(49)	359
Ideo: Moderate (4)	15%	(33)	19%	(42)	45%	(98)	7%	(16)	12%	(27)	216
Ideo: Conservative (5-7)	13%	(46)	21%	(74)	41%	(143)	6%	(21)	20%	(69)	353
Educ: < College	15%	(107)	18%	(126)	41%	(290)	7%	(50)	18%	(128)	701
Educ: Bachelors degree	11%	(25)	26%	(57)	44%	(95)	2%	(5)	17%	(36)	218
Educ: Post-grad	18%	(29)	24%	(38)	36%	(58)	6%	(10)	15%	(24)	159

Continued on next page

Table BRD12_4: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: James Franco

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	15%	(161)	21%	(221)	41%	(443)	6%	(65)	17% (188)	1078
Income: Under 50k	14%	(82)	17%	(99)	42%	(238)	7%	(40)	19% (110)	569
Income: 50k-100k	16%	(57)	24%	(87)	38%	(137)	5%	(19)	16% (56)	356
Income: 100k+	14%	(22)	23%	(35)	44%	(68)	4%	(6)	14% (22)	153
Ethnicity: White	13%	(117)	21%	(186)	42%	(365)	5%	(47)	18% (159)	874
Ethnicity: Hispanic	25%	(27)	26%	(29)	35%	(38)	4%	(4)	11% (12)	110
Ethnicity: Afr. Am.	14%	(14)	21%	(20)	37%	(36)	13%	(13)	14% (14)	97
Ethnicity: Other	28%	(30)	14%	(15)	39%	(42)	5%	(5)	14% (15)	107
Relig: Protestant	14%	(35)	26%	(66)	39%	(98)	6%	(15)	15% (39)	253
Relig: Roman Catholic	15%	(30)	26%	(52)	39%	(78)	6%	(12)	14% (27)	199
Relig: Ath./Agn./None	13%	(36)	17%	(50)	43%	(123)	5%	(15)	22% (62)	286
Relig: Something Else	20%	(39)	14%	(28)	44%	(86)	7%	(14)	14% (28)	195
Relig: Evangelical	12%	(35)	25%	(70)	36%	(103)	6%	(16)	21% (60)	284
Relig: Non-Evang. Catholics	16%	(50)	23%	(73)	42%	(131)	6%	(19)	12% (38)	311
Relig: All Christian	14%	(85)	24%	(143)	39%	(234)	6%	(35)	16% (98)	595
Relig: All Non-Christian	16%	(75)	16%	(78)	43%	(209)	6%	(29)	19% (90)	481
Community: Urban	15%	(41)	21%	(55)	38%	(102)	7%	(18)	19% (50)	266
Community: Suburban	15%	(76)	22%	(110)	41%	(206)	5%	(26)	17% (83)	501
Community: Rural	14%	(44)	18%	(56)	43%	(135)	7%	(21)	18% (55)	311
Employ: Private Sector	15%	(53)	23%	(78)	43%	(147)	4%	(14)	15% (53)	345
Employ: Government	23%	(19)	27%	(22)	31%	(26)	4%	(3)	16% (13)	83
Employ: Self-Employed	17%	(16)	18%	(17)	45%	(41)	5%	(5)	14% (13)	92
Employ: Homemaker	12%	(11)	16%	(15)	44%	(40)	9%	(8)	19% (17)	91
Employ: Retired	9%	(20)	23%	(53)	41%	(95)	7%	(16)	21% (50)	234
Employ: Unemployed	17%	(16)	12%	(11)	45%	(42)	7%	(7)	19% (18)	94
Employ: Other	12%	(11)	19%	(17)	43%	(39)	6%	(5)	20% (18)	90
Military HH: Yes	16%	(31)	18%	(35)	47%	(90)	5%	(10)	14% (27)	193
Military HH: No	15%	(130)	21%	(186)	40%	(353)	6%	(55)	18% (161)	885
RD/WT: Right Direction	13%	(61)	18%	(80)	43%	(197)	6%	(29)	20% (90)	457
RD/WT: Wrong Track	16%	(100)	23%	(141)	40%	(246)	6%	(36)	16% (98)	621

Continued on next page

Table BRD12_4: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: James Franco

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	15%	(161)	21%	(221)	41%	(443)	6%	(65)	17% (188)	1078
Trump Job Approve	13%	(60)	19%	(89)	44%	(201)	6%	(26)	19% (86)	462
Trump Job Disapprove	17%	(92)	23%	(122)	40%	(214)	6%	(32)	14% (77)	537
Trump Job Strongly Approve	17%	(39)	19%	(45)	36%	(84)	7%	(16)	21% (48)	232
Trump Job Somewhat Approve	9%	(21)	19%	(44)	51%	(117)	4%	(10)	17% (38)	230
Trump Job Somewhat Disapprove	16%	(25)	16%	(25)	41%	(63)	8%	(12)	18% (28)	153
Trump Job Strongly Disapprove	17%	(67)	25%	(97)	39%	(151)	5%	(20)	13% (49)	384
#1 Issue: Economy	14%	(42)	22%	(67)	44%	(132)	6%	(17)	13% (40)	298
#1 Issue: Security	14%	(26)	15%	(28)	41%	(76)	8%	(15)	22% (41)	186
#1 Issue: Health Care	13%	(24)	24%	(44)	42%	(77)	7%	(12)	15% (27)	184
#1 Issue: Medicare / Social Security	12%	(20)	24%	(39)	35%	(57)	5%	(9)	24% (40)	165
#1 Issue: Women's Issues	31%	(20)	20%	(13)	31%	(20)	2%	(1)	16% (10)	64
#1 Issue: Education	15%	(12)	21%	(17)	46%	(37)	6%	(5)	12% (10)	81
#1 Issue: Other	12%	(6)	12%	(6)	44%	(23)	8%	(4)	25% (13)	52
2016 Vote: Democrat Hillary Clinton	16%	(57)	23%	(81)	40%	(140)	4%	(15)	16% (54)	347
2016 Vote: Republican Donald Trump	14%	(50)	20%	(73)	43%	(158)	6%	(21)	18% (68)	370
2016 Vote: Someone else	12%	(12)	21%	(21)	40%	(40)	11%	(11)	15% (15)	99
Voted in 2014: Yes	14%	(100)	22%	(156)	42%	(290)	5%	(34)	17% (115)	695
Voted in 2014: No	16%	(61)	17%	(65)	40%	(153)	8%	(31)	19% (73)	383
2012 Vote: Barack Obama	15%	(65)	23%	(96)	42%	(180)	5%	(22)	15% (62)	425
2012 Vote: Mitt Romney	13%	(37)	22%	(62)	40%	(113)	4%	(12)	21% (59)	283
2012 Vote: Other	6%	(3)	18%	(9)	47%	(24)	6%	(3)	24% (12)	51
2012 Vote: Didn't Vote	18%	(56)	17%	(54)	39%	(125)	9%	(28)	17% (55)	318
4-Region: Northeast	13%	(27)	20%	(41)	44%	(92)	6%	(13)	16% (34)	207
4-Region: Midwest	15%	(37)	21%	(52)	40%	(100)	6%	(14)	18% (46)	249
4-Region: South	15%	(67)	20%	(87)	41%	(180)	7%	(29)	17% (72)	435
4-Region: West	16%	(30)	22%	(41)	38%	(71)	5%	(9)	19% (36)	187
Favorable of Trump	13%	(60)	19%	(89)	44%	(203)	6%	(27)	18% (84)	463
Unfavorable of Trump	17%	(93)	23%	(122)	40%	(216)	6%	(32)	13% (72)	535

Continued on next page

Table BRD12_4: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: James Franco

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(161)	21%	(221)	41%	(443)	6%	(65)	17%	(188)	1078
Very Favorable of Trump	16%	(41)	19%	(48)	40%	(102)	6%	(15)	19%	(47)	253
Somewhat Favorable of Trump	9%	(19)	20%	(41)	48%	(101)	6%	(12)	18%	(37)	210
Somewhat Unfavorable of Trump	15%	(17)	21%	(24)	42%	(49)	9%	(11)	13%	(15)	116
Very Unfavorable of Trump	18%	(76)	23%	(98)	40%	(167)	5%	(21)	14%	(57)	419
Frequent Movie Watcher	20%	(36)	28%	(51)	40%	(72)	4%	(7)	7%	(13)	179
Top TV watcher	12%	(31)	24%	(65)	42%	(113)	6%	(17)	15%	(40)	266

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

Table BRD12_5: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Jeffrey Tambor

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	14%	(150)	19%	(207)	40%	(428)	8%	(84)	19% (209)	1078
Gender: Male	11%	(52)	21%	(100)	45%	(214)	7%	(34)	16% (77)	477
Gender: Female	16%	(98)	18%	(107)	36%	(214)	8%	(50)	22% (132)	601
Age: 18-29	15%	(33)	19%	(42)	30%	(65)	13%	(28)	23% (51)	219
Age: 30-44	15%	(42)	18%	(52)	41%	(116)	8%	(23)	18% (51)	284
Age: 45-54	13%	(23)	17%	(31)	49%	(90)	5%	(9)	16% (29)	182
Age: 55-64	16%	(31)	21%	(40)	42%	(79)	5%	(9)	15% (29)	188
Age: 65+	10%	(21)	20%	(42)	38%	(78)	7%	(15)	24% (49)	205
Generation Z: 18-21	25%	(15)	13%	(8)	21%	(13)	20%	(12)	21% (13)	61
Millennial: Age 22-37	14%	(45)	19%	(60)	38%	(120)	7%	(23)	21% (64)	312
Generation X: Age 38-53	12%	(34)	18%	(52)	45%	(131)	8%	(24)	18% (52)	293
Boomers: Age 54-72	14%	(52)	21%	(77)	41%	(149)	5%	(18)	18% (65)	361
PID: Dem (no lean)	17%	(59)	20%	(69)	37%	(130)	10%	(36)	16% (54)	348
PID: Ind (no lean)	14%	(54)	15%	(60)	43%	(170)	7%	(26)	22% (87)	397
PID: Rep (no lean)	11%	(37)	23%	(78)	38%	(128)	7%	(22)	20% (68)	333
PID/Gender: Dem Men	12%	(15)	21%	(26)	40%	(51)	14%	(18)	13% (16)	126
PID/Gender: Dem Women	20%	(44)	19%	(43)	36%	(79)	8%	(18)	17% (38)	222
PID/Gender: Ind Men	10%	(19)	15%	(28)	51%	(94)	4%	(7)	20% (37)	185
PID/Gender: Ind Women	17%	(35)	15%	(32)	36%	(76)	9%	(19)	24% (50)	212
PID/Gender: Rep Men	11%	(18)	28%	(46)	42%	(69)	5%	(9)	14% (24)	166
PID/Gender: Rep Women	11%	(19)	19%	(32)	35%	(59)	8%	(13)	26% (44)	167
Ideo: Liberal (1-3)	17%	(61)	22%	(80)	38%	(136)	9%	(32)	14% (50)	359
Ideo: Moderate (4)	12%	(27)	18%	(39)	43%	(93)	10%	(22)	16% (35)	216
Ideo: Conservative (5-7)	12%	(43)	22%	(77)	41%	(143)	5%	(16)	21% (74)	353
Educ: < College	14%	(97)	17%	(116)	40%	(279)	9%	(60)	21% (149)	701
Educ: Bachelors degree	14%	(31)	22%	(48)	43%	(93)	5%	(10)	17% (36)	218
Educ: Post-grad	14%	(22)	27%	(43)	35%	(56)	9%	(14)	15% (24)	159

Continued on next page

Table BRD12_5: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Jeffrey Tambor

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	14%	(150)	19%	(207)	40%	(428)	8%	(84)	19% (209)	1078
Income: Under 50k	14%	(78)	16%	(91)	38%	(219)	9%	(53)	22% (128)	569
Income: 50k-100k	14%	(49)	24%	(84)	40%	(144)	6%	(23)	16% (56)	356
Income: 100k+	15%	(23)	21%	(32)	42%	(65)	5%	(8)	16% (25)	153
Ethnicity: White	12%	(109)	20%	(173)	41%	(361)	7%	(57)	20% (174)	874
Ethnicity: Hispanic	16%	(18)	22%	(24)	40%	(44)	8%	(9)	14% (15)	110
Ethnicity: Afr. Am.	20%	(19)	14%	(14)	34%	(33)	16%	(16)	15% (15)	97
Ethnicity: Other	21%	(22)	19%	(20)	32%	(34)	10%	(11)	19% (20)	107
Relig: Protestant	11%	(28)	24%	(60)	38%	(97)	8%	(19)	19% (49)	253
Relig: Roman Catholic	14%	(27)	18%	(36)	42%	(83)	10%	(19)	17% (34)	199
Relig: Ath./Agn./None	14%	(39)	17%	(50)	39%	(112)	8%	(24)	21% (61)	286
Relig: Something Else	17%	(33)	17%	(33)	42%	(82)	7%	(14)	17% (33)	195
Relig: Evangelical	12%	(35)	24%	(68)	35%	(100)	6%	(16)	23% (65)	284
Relig: Non-Evang. Catholics	14%	(42)	18%	(56)	43%	(134)	9%	(29)	16% (50)	311
Relig: All Christian	13%	(77)	21%	(124)	39%	(234)	8%	(45)	19% (115)	595
Relig: All Non-Christian	15%	(72)	17%	(83)	40%	(194)	8%	(38)	20% (94)	481
Community: Urban	14%	(38)	19%	(50)	38%	(101)	11%	(28)	18% (49)	266
Community: Suburban	14%	(71)	19%	(97)	41%	(204)	7%	(33)	19% (96)	501
Community: Rural	13%	(41)	19%	(60)	40%	(123)	7%	(23)	21% (64)	311
Employ: Private Sector	14%	(47)	22%	(75)	43%	(150)	6%	(22)	15% (51)	345
Employ: Government	18%	(15)	25%	(21)	31%	(26)	8%	(7)	17% (14)	83
Employ: Self-Employed	18%	(17)	17%	(16)	39%	(36)	5%	(5)	20% (18)	92
Employ: Homemaker	11%	(10)	15%	(14)	44%	(40)	5%	(5)	24% (22)	91
Employ: Retired	11%	(25)	21%	(48)	40%	(93)	7%	(17)	22% (51)	234
Employ: Unemployed	16%	(15)	10%	(9)	37%	(35)	13%	(12)	24% (23)	94
Employ: Other	10%	(9)	18%	(16)	42%	(38)	7%	(6)	23% (21)	90
Military HH: Yes	13%	(26)	20%	(38)	42%	(82)	8%	(15)	17% (32)	193
Military HH: No	14%	(124)	19%	(169)	39%	(346)	8%	(69)	20% (177)	885
RD/WT: Right Direction	11%	(52)	17%	(79)	44%	(200)	6%	(27)	22% (99)	457
RD/WT: Wrong Track	16%	(98)	21%	(128)	37%	(228)	9%	(57)	18% (110)	621

Continued on next page

Table BRD12_5: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Jeffrey Tambor

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	14%	(150)	19%	(207)	40%	(428)	8%	(84)	19% (209)	1078
Trump Job Approve	11%	(50)	19%	(90)	43%	(200)	4%	(20)	22% (102)	462
Trump Job Disapprove	17%	(91)	20%	(109)	37%	(201)	10%	(55)	15% (81)	537
Trump Job Strongly Approve	13%	(31)	21%	(49)	37%	(86)	5%	(11)	24% (55)	232
Trump Job Somewhat Approve	8%	(19)	18%	(41)	50%	(114)	4%	(9)	20% (47)	230
Trump Job Somewhat Disapprove	15%	(23)	18%	(28)	38%	(58)	9%	(14)	20% (30)	153
Trump Job Strongly Disapprove	18%	(68)	21%	(81)	37%	(143)	11%	(41)	13% (51)	384
#1 Issue: Economy	11%	(33)	20%	(61)	42%	(125)	8%	(24)	18% (55)	298
#1 Issue: Security	16%	(30)	17%	(31)	41%	(77)	5%	(10)	20% (38)	186
#1 Issue: Health Care	10%	(19)	24%	(44)	45%	(82)	7%	(12)	15% (27)	184
#1 Issue: Medicare / Social Security	11%	(18)	19%	(32)	37%	(61)	7%	(12)	25% (42)	165
#1 Issue: Women's Issues	30%	(19)	19%	(12)	27%	(17)	5%	(3)	20% (13)	64
#1 Issue: Education	14%	(11)	21%	(17)	38%	(31)	14%	(11)	14% (11)	81
#1 Issue: Other	17%	(9)	10%	(5)	38%	(20)	10%	(5)	25% (13)	52
2016 Vote: Democrat Hillary Clinton	18%	(61)	21%	(74)	39%	(137)	7%	(24)	15% (51)	347
2016 Vote: Republican Donald Trump	12%	(43)	21%	(77)	40%	(148)	5%	(18)	23% (84)	370
2016 Vote: Someone else	11%	(11)	19%	(19)	37%	(37)	15%	(15)	17% (17)	99
Voted in 2014: Yes	14%	(97)	21%	(149)	40%	(281)	6%	(42)	18% (126)	695
Voted in 2014: No	14%	(53)	15%	(58)	38%	(147)	11%	(42)	22% (83)	383
2012 Vote: Barack Obama	16%	(67)	21%	(89)	41%	(173)	8%	(33)	15% (63)	425
2012 Vote: Mitt Romney	12%	(33)	22%	(61)	38%	(108)	6%	(16)	23% (65)	283
2012 Vote: Other	6%	(3)	22%	(11)	43%	(22)	2%	(1)	27% (14)	51
2012 Vote: Didn't Vote	15%	(47)	14%	(46)	39%	(125)	11%	(34)	21% (66)	318
4-Region: Northeast	14%	(30)	16%	(33)	41%	(85)	8%	(16)	21% (43)	207
4-Region: Midwest	16%	(40)	19%	(47)	42%	(104)	7%	(17)	16% (41)	249
4-Region: South	12%	(54)	22%	(94)	39%	(169)	8%	(35)	19% (83)	435
4-Region: West	14%	(26)	18%	(33)	37%	(70)	9%	(16)	22% (42)	187
Favorable of Trump	11%	(50)	20%	(93)	43%	(200)	5%	(21)	21% (99)	463
Unfavorable of Trump	17%	(91)	20%	(108)	38%	(202)	11%	(57)	14% (77)	535

Continued on next page

Table BRD12_5: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Jeffrey Tambor

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(150)	19%	(207)	40%	(428)	8%	(84)	19%	(209)	1078
Very Favorable of Trump	13%	(34)	20%	(50)	40%	(100)	5%	(12)	23%	(57)	253
Somewhat Favorable of Trump	8%	(16)	20%	(43)	48%	(100)	4%	(9)	20%	(42)	210
Somewhat Unfavorable of Trump	15%	(17)	18%	(21)	42%	(49)	10%	(12)	15%	(17)	116
Very Unfavorable of Trump	18%	(74)	21%	(87)	37%	(153)	11%	(45)	14%	(60)	419
Frequent Movie Watcher	18%	(32)	27%	(48)	42%	(75)	4%	(8)	9%	(16)	179
Top TV watcher	12%	(31)	21%	(55)	43%	(114)	6%	(16)	19%	(50)	266

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

Table BRD12_6: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Ben affleck

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(172)	21%	(227)	42%	(453)	4%	(47)	17%	(179)	1078
Gender: Male	13%	(64)	22%	(106)	46%	(219)	4%	(20)	14%	(68)	477
Gender: Female	18%	(108)	20%	(121)	39%	(234)	4%	(27)	18%	(111)	601
Age: 18-29	21%	(45)	17%	(37)	35%	(77)	7%	(15)	21%	(45)	219
Age: 30-44	17%	(48)	21%	(61)	41%	(116)	5%	(13)	16%	(46)	284
Age: 45-54	14%	(25)	22%	(40)	48%	(88)	4%	(7)	12%	(22)	182
Age: 55-64	16%	(30)	24%	(45)	44%	(83)	2%	(4)	14%	(26)	188
Age: 65+	12%	(24)	21%	(44)	43%	(89)	4%	(8)	20%	(40)	205
Generation Z: 18-21	28%	(17)	16%	(10)	26%	(16)	10%	(6)	20%	(12)	61
Millennial: Age 22-37	19%	(58)	20%	(62)	41%	(127)	4%	(12)	17%	(53)	312
Generation X: Age 38-53	14%	(40)	21%	(62)	44%	(128)	6%	(17)	16%	(46)	293
Boomers: Age 54-72	14%	(51)	23%	(83)	45%	(161)	3%	(12)	15%	(54)	361
PID: Dem (no lean)	18%	(63)	24%	(84)	40%	(139)	5%	(18)	13%	(44)	348
PID: Ind (no lean)	16%	(65)	16%	(62)	44%	(176)	5%	(18)	19%	(76)	397
PID: Rep (no lean)	13%	(44)	24%	(81)	41%	(138)	3%	(11)	18%	(59)	333
PID/Gender: Dem Men	13%	(16)	24%	(30)	47%	(59)	6%	(8)	10%	(13)	126
PID/Gender: Dem Women	21%	(47)	24%	(54)	36%	(80)	5%	(10)	14%	(31)	222
PID/Gender: Ind Men	14%	(26)	16%	(29)	50%	(93)	3%	(5)	17%	(32)	185
PID/Gender: Ind Women	18%	(39)	16%	(33)	39%	(83)	6%	(13)	21%	(44)	212
PID/Gender: Rep Men	13%	(22)	28%	(47)	40%	(67)	4%	(7)	14%	(23)	166
PID/Gender: Rep Women	13%	(22)	20%	(34)	43%	(71)	2%	(4)	22%	(36)	167
Ideo: Liberal (1-3)	20%	(72)	25%	(89)	37%	(134)	4%	(15)	14%	(49)	359
Ideo: Moderate (4)	19%	(40)	17%	(37)	48%	(103)	6%	(13)	11%	(23)	216
Ideo: Conservative (5-7)	11%	(39)	24%	(86)	44%	(157)	2%	(7)	18%	(64)	353
Educ: < College	16%	(114)	17%	(121)	43%	(301)	5%	(36)	18%	(129)	701
Educ: Bachelors degree	13%	(29)	28%	(60)	44%	(97)	1%	(3)	13%	(29)	218
Educ: Post-grad	18%	(29)	29%	(46)	35%	(55)	5%	(8)	13%	(21)	159

Continued on next page

Table BRD12_6: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Ben Affleck

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	16%	(172)	21%	(227)	42%	(453)	4%	(47)	17% (179)	1078
Income: Under 50k	16%	(92)	18%	(100)	41%	(233)	6%	(32)	20% (112)	569
Income: 50k-100k	16%	(58)	25%	(90)	42%	(150)	3%	(10)	13% (48)	356
Income: 100k+	14%	(22)	24%	(37)	46%	(70)	3%	(5)	12% (19)	153
Ethnicity: White	15%	(128)	21%	(184)	44%	(384)	3%	(27)	17% (151)	874
Ethnicity: Hispanic	23%	(25)	27%	(30)	35%	(39)	5%	(5)	10% (11)	110
Ethnicity: Afr. Am.	15%	(15)	26%	(25)	34%	(33)	12%	(12)	12% (12)	97
Ethnicity: Other	27%	(29)	17%	(18)	34%	(36)	7%	(8)	15% (16)	107
Relig: Protestant	13%	(32)	28%	(70)	41%	(104)	4%	(11)	14% (36)	253
Relig: Roman Catholic	17%	(34)	23%	(46)	47%	(93)	2%	(4)	11% (22)	199
Relig: Ath./Agn./None	15%	(43)	18%	(52)	40%	(115)	4%	(12)	22% (64)	286
Relig: Something Else	22%	(43)	15%	(30)	41%	(80)	7%	(14)	14% (28)	195
Relig: Evangelical	12%	(34)	25%	(71)	39%	(111)	5%	(13)	19% (55)	284
Relig: Non-Evang. Catholics	16%	(51)	24%	(74)	47%	(147)	2%	(7)	10% (32)	311
Relig: All Christian	14%	(85)	24%	(145)	43%	(258)	3%	(20)	15% (87)	595
Relig: All Non-Christian	18%	(86)	17%	(82)	41%	(195)	5%	(26)	19% (92)	481
Community: Urban	17%	(46)	21%	(56)	39%	(103)	6%	(17)	17% (44)	266
Community: Suburban	16%	(82)	20%	(102)	44%	(221)	3%	(17)	16% (79)	501
Community: Rural	14%	(44)	22%	(69)	41%	(129)	4%	(13)	18% (56)	311
Employ: Private Sector	17%	(58)	24%	(84)	42%	(145)	3%	(9)	14% (49)	345
Employ: Government	20%	(17)	34%	(28)	31%	(26)	4%	(3)	11% (9)	83
Employ: Self-Employed	20%	(18)	15%	(14)	43%	(40)	7%	(6)	15% (14)	92
Employ: Homemaker	10%	(9)	14%	(13)	51%	(46)	4%	(4)	21% (19)	91
Employ: Retired	11%	(26)	21%	(50)	45%	(106)	4%	(9)	18% (43)	234
Employ: Unemployed	19%	(18)	11%	(10)	39%	(37)	7%	(7)	23% (22)	94
Employ: Other	13%	(12)	20%	(18)	42%	(38)	6%	(5)	19% (17)	90
Military HH: Yes	16%	(31)	20%	(38)	47%	(90)	4%	(8)	13% (26)	193
Military HH: No	16%	(141)	21%	(189)	41%	(363)	4%	(39)	17% (153)	885
RD/WT: Right Direction	14%	(63)	19%	(85)	45%	(206)	4%	(18)	19% (85)	457
RD/WT: Wrong Track	18%	(109)	23%	(142)	40%	(247)	5%	(29)	15% (94)	621

Continued on next page

Table BRD12_6: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Ben Affleck

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	16%	(172)	21%	(227)	42%	(453)	4%	(47)	17% (179)	1078
Trump Job Approve	12%	(55)	21%	(97)	46%	(214)	3%	(13)	18% (83)	462
Trump Job Disapprove	20%	(108)	23%	(121)	39%	(209)	5%	(27)	13% (72)	537
Trump Job Strongly Approve	16%	(37)	23%	(54)	38%	(88)	2%	(5)	21% (48)	232
Trump Job Somewhat Approve	8%	(18)	19%	(43)	55%	(126)	3%	(8)	15% (35)	230
Trump Job Somewhat Disapprove	19%	(29)	19%	(29)	41%	(63)	5%	(8)	16% (24)	153
Trump Job Strongly Disapprove	21%	(79)	24%	(92)	38%	(146)	5%	(19)	12% (48)	384
#1 Issue: Economy	16%	(47)	22%	(67)	44%	(130)	4%	(13)	14% (41)	298
#1 Issue: Security	16%	(29)	17%	(32)	43%	(80)	4%	(7)	20% (38)	186
#1 Issue: Health Care	14%	(26)	25%	(46)	43%	(79)	3%	(6)	15% (27)	184
#1 Issue: Medicare / Social Security	10%	(17)	23%	(38)	40%	(66)	4%	(7)	22% (37)	165
#1 Issue: Women's Issues	33%	(21)	22%	(14)	28%	(18)	3%	(2)	14% (9)	64
#1 Issue: Education	16%	(13)	19%	(15)	46%	(37)	7%	(6)	12% (10)	81
#1 Issue: Other	13%	(7)	15%	(8)	44%	(23)	8%	(4)	19% (10)	52
2016 Vote: Democrat Hillary Clinton	18%	(63)	24%	(85)	39%	(137)	4%	(13)	14% (49)	347
2016 Vote: Republican Donald Trump	13%	(49)	22%	(81)	45%	(166)	2%	(7)	18% (67)	370
2016 Vote: Someone else	16%	(16)	20%	(20)	41%	(41)	10%	(10)	12% (12)	99
Voted in 2014: Yes	15%	(107)	24%	(164)	42%	(294)	4%	(27)	15% (103)	695
Voted in 2014: No	17%	(65)	16%	(63)	42%	(159)	5%	(20)	20% (76)	383
2012 Vote: Barack Obama	19%	(79)	23%	(97)	42%	(177)	4%	(17)	13% (55)	425
2012 Vote: Mitt Romney	12%	(34)	25%	(71)	43%	(122)	2%	(6)	18% (50)	283
2012 Vote: Other	8%	(4)	18%	(9)	45%	(23)	2%	(1)	27% (14)	51
2012 Vote: Didn't Vote	17%	(55)	16%	(50)	41%	(131)	7%	(23)	19% (59)	318
4-Region: Northeast	15%	(32)	18%	(37)	45%	(93)	5%	(11)	16% (34)	207
4-Region: Midwest	18%	(44)	23%	(58)	41%	(101)	3%	(7)	16% (39)	249
4-Region: South	15%	(66)	22%	(94)	42%	(183)	5%	(22)	16% (70)	435
4-Region: West	16%	(30)	20%	(38)	41%	(76)	4%	(7)	19% (36)	187
Favorable of Trump	13%	(59)	21%	(97)	46%	(211)	3%	(15)	17% (81)	463
Unfavorable of Trump	19%	(103)	22%	(119)	40%	(216)	5%	(29)	13% (68)	535

Continued on next page

Table BRD12_6: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Ben Affleck

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	16%	(172)	21%	(227)	42%	(453)	4%	(47)	17% (179)	1078
Very Favorable of Trump	16%	(40)	21%	(54)	40%	(102)	3%	(8)	19% (49)	253
Somewhat Favorable of Trump	9%	(19)	20%	(43)	52%	(109)	3%	(7)	15% (32)	210
Somewhat Unfavorable of Trump	16%	(19)	16%	(18)	49%	(57)	7%	(8)	12% (14)	116
Very Unfavorable of Trump	20%	(84)	24%	(101)	38%	(159)	5%	(21)	13% (54)	419
Frequent Movie Watcher	22%	(39)	27%	(48)	40%	(72)	4%	(7)	7% (13)	179
Top TV watcher	12%	(32)	25%	(67)	44%	(116)	4%	(10)	15% (41)	266

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

Table BRD12_7: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Louis C.K.

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	20%	(211)	18%	(190)	34%	(371)	11%	(117)	18% (189)	1078
Gender: Male	19%	(89)	21%	(98)	38%	(183)	9%	(44)	13% (63)	477
Gender: Female	20%	(122)	15%	(92)	31%	(188)	12%	(73)	21% (126)	601
Age: 18-29	19%	(42)	17%	(37)	29%	(64)	12%	(27)	22% (49)	219
Age: 30-44	19%	(55)	19%	(54)	35%	(100)	10%	(29)	16% (46)	284
Age: 45-54	18%	(32)	17%	(31)	42%	(76)	10%	(18)	14% (25)	182
Age: 55-64	24%	(45)	19%	(36)	36%	(68)	8%	(15)	13% (24)	188
Age: 65+	18%	(37)	16%	(32)	31%	(63)	14%	(28)	22% (45)	205
Generation Z: 18-21	23%	(14)	20%	(12)	26%	(16)	8%	(5)	23% (14)	61
Millennial: Age 22-37	19%	(59)	18%	(57)	34%	(106)	10%	(31)	19% (59)	312
Generation X: Age 38-53	17%	(50)	17%	(51)	38%	(111)	13%	(37)	15% (44)	293
Boomers: Age 54-72	22%	(79)	18%	(64)	35%	(125)	10%	(36)	16% (57)	361
PID: Dem (no lean)	25%	(86)	18%	(63)	31%	(107)	12%	(42)	14% (50)	348
PID: Ind (no lean)	16%	(62)	16%	(64)	39%	(153)	11%	(43)	19% (75)	397
PID: Rep (no lean)	19%	(63)	19%	(63)	33%	(111)	10%	(32)	19% (64)	333
PID/Gender: Dem Men	19%	(24)	22%	(28)	34%	(43)	15%	(19)	10% (12)	126
PID/Gender: Dem Women	28%	(62)	16%	(35)	29%	(64)	10%	(23)	17% (38)	222
PID/Gender: Ind Men	13%	(24)	21%	(38)	44%	(81)	7%	(13)	16% (29)	185
PID/Gender: Ind Women	18%	(38)	12%	(26)	34%	(72)	14%	(30)	22% (46)	212
PID/Gender: Rep Men	25%	(41)	19%	(32)	36%	(59)	7%	(12)	13% (22)	166
PID/Gender: Rep Women	13%	(22)	19%	(31)	31%	(52)	12%	(20)	25% (42)	167
Ideo: Liberal (1-3)	25%	(89)	22%	(79)	32%	(116)	8%	(30)	13% (45)	359
Ideo: Moderate (4)	19%	(41)	15%	(32)	38%	(82)	14%	(31)	14% (30)	216
Ideo: Conservative (5-7)	18%	(65)	18%	(64)	35%	(125)	9%	(32)	19% (67)	353
Educ: < College	18%	(129)	15%	(105)	35%	(247)	12%	(86)	19% (134)	701
Educ: Bachelors degree	20%	(43)	23%	(51)	34%	(74)	6%	(14)	17% (36)	218
Educ: Post-grad	25%	(39)	21%	(34)	31%	(50)	11%	(17)	12% (19)	159

Continued on next page

Table BRD12_7: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Louis C.K.

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	20%	(211)	18%	(190)	34%	(371)	11%	(117)	18% (189)	1078
Income: Under 50k	17%	(96)	16%	(92)	35%	(197)	12%	(69)	20% (115)	569
Income: 50k-100k	23%	(83)	19%	(69)	33%	(118)	9%	(33)	15% (53)	356
Income: 100k+	21%	(32)	19%	(29)	37%	(56)	10%	(15)	14% (21)	153
Ethnicity: White	19%	(170)	18%	(156)	35%	(310)	9%	(82)	18% (156)	874
Ethnicity: Hispanic	24%	(26)	23%	(25)	31%	(34)	12%	(13)	11% (12)	110
Ethnicity: Afr. Am.	14%	(14)	19%	(18)	32%	(31)	19%	(18)	16% (16)	97
Ethnicity: Other	25%	(27)	15%	(16)	28%	(30)	16%	(17)	16% (17)	107
Relig: Protestant	17%	(44)	23%	(59)	33%	(84)	9%	(23)	17% (43)	253
Relig: Roman Catholic	20%	(39)	14%	(28)	37%	(74)	14%	(28)	15% (30)	199
Relig: Ath./Agn./None	22%	(62)	16%	(45)	35%	(101)	9%	(26)	18% (52)	286
Relig: Something Else	21%	(41)	16%	(32)	35%	(68)	11%	(22)	16% (32)	195
Relig: Evangelical	17%	(47)	20%	(58)	30%	(85)	10%	(29)	23% (65)	284
Relig: Non-Evang. Catholics	19%	(60)	18%	(55)	38%	(117)	13%	(39)	13% (40)	311
Relig: All Christian	18%	(107)	19%	(113)	34%	(202)	11%	(68)	18% (105)	595
Relig: All Non-Christian	21%	(103)	16%	(77)	35%	(169)	10%	(48)	17% (84)	481
Community: Urban	20%	(53)	16%	(42)	34%	(90)	14%	(36)	17% (45)	266
Community: Suburban	22%	(108)	19%	(96)	34%	(171)	9%	(44)	16% (82)	501
Community: Rural	16%	(50)	17%	(52)	35%	(110)	12%	(37)	20% (62)	311
Employ: Private Sector	21%	(74)	21%	(74)	36%	(124)	7%	(25)	14% (48)	345
Employ: Government	27%	(22)	20%	(17)	31%	(26)	11%	(9)	11% (9)	83
Employ: Self-Employed	24%	(22)	22%	(20)	32%	(29)	10%	(9)	13% (12)	92
Employ: Homemaker	14%	(13)	13%	(12)	37%	(34)	15%	(14)	20% (18)	91
Employ: Retired	17%	(39)	16%	(37)	33%	(78)	13%	(31)	21% (49)	234
Employ: Unemployed	17%	(16)	13%	(12)	37%	(35)	12%	(11)	21% (20)	94
Employ: Other	13%	(12)	11%	(10)	40%	(36)	10%	(9)	26% (23)	90
Military HH: Yes	22%	(42)	17%	(33)	35%	(67)	11%	(22)	15% (29)	193
Military HH: No	19%	(169)	18%	(157)	34%	(304)	11%	(95)	18% (160)	885
RD/WT: Right Direction	17%	(78)	16%	(72)	38%	(173)	10%	(47)	19% (87)	457
RD/WT: Wrong Track	21%	(133)	19%	(118)	32%	(198)	11%	(70)	16% (102)	621

Continued on next page

Table BRD12_7: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Louis C.K.

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	20%	(211)	18%	(190)	34%	(371)	11%	(117)	18% (189)	1078
Trump Job Approve	16%	(73)	17%	(79)	39%	(179)	9%	(43)	19% (88)	462
Trump Job Disapprove	25%	(132)	19%	(104)	31%	(167)	11%	(58)	14% (76)	537
Trump Job Strongly Approve	20%	(47)	18%	(42)	34%	(79)	9%	(21)	19% (43)	232
Trump Job Somewhat Approve	11%	(26)	16%	(37)	43%	(100)	10%	(22)	20% (45)	230
Trump Job Somewhat Disapprove	20%	(31)	19%	(29)	30%	(46)	13%	(20)	18% (27)	153
Trump Job Strongly Disapprove	26%	(101)	20%	(75)	32%	(121)	10%	(38)	13% (49)	384
#1 Issue: Economy	17%	(51)	20%	(61)	36%	(107)	12%	(37)	14% (42)	298
#1 Issue: Security	20%	(37)	19%	(35)	31%	(57)	10%	(18)	21% (39)	186
#1 Issue: Health Care	16%	(30)	18%	(33)	39%	(72)	12%	(23)	14% (26)	184
#1 Issue: Medicare / Social Security	19%	(31)	15%	(24)	32%	(53)	10%	(17)	24% (40)	165
#1 Issue: Women's Issues	36%	(23)	19%	(12)	20%	(13)	8%	(5)	17% (11)	64
#1 Issue: Education	22%	(18)	12%	(10)	41%	(33)	11%	(9)	14% (11)	81
#1 Issue: Other	17%	(9)	13%	(7)	37%	(19)	12%	(6)	21% (11)	52
2016 Vote: Democrat Hillary Clinton	26%	(89)	19%	(66)	32%	(112)	9%	(30)	14% (50)	347
2016 Vote: Republican Donald Trump	18%	(66)	18%	(66)	36%	(134)	9%	(32)	19% (72)	370
2016 Vote: Someone else	19%	(19)	17%	(17)	33%	(33)	16%	(16)	14% (14)	99
Voted in 2014: Yes	21%	(143)	19%	(135)	35%	(240)	10%	(69)	16% (108)	695
Voted in 2014: No	18%	(68)	14%	(55)	34%	(131)	13%	(48)	21% (81)	383
2012 Vote: Barack Obama	21%	(91)	20%	(83)	35%	(148)	12%	(50)	12% (53)	425
2012 Vote: Mitt Romney	18%	(51)	20%	(57)	32%	(91)	9%	(26)	20% (58)	283
2012 Vote: Other	16%	(8)	18%	(9)	39%	(20)	6%	(3)	22% (11)	51
2012 Vote: Didn't Vote	19%	(61)	13%	(41)	35%	(112)	12%	(38)	21% (66)	318
4-Region: Northeast	20%	(42)	14%	(28)	36%	(74)	13%	(26)	18% (37)	207
4-Region: Midwest	22%	(54)	17%	(43)	35%	(87)	10%	(24)	16% (41)	249
4-Region: South	18%	(78)	20%	(88)	34%	(146)	11%	(47)	17% (76)	435
4-Region: West	20%	(37)	17%	(31)	34%	(64)	11%	(20)	19% (35)	187
Favorable of Trump	16%	(74)	18%	(82)	39%	(179)	10%	(45)	18% (83)	463
Unfavorable of Trump	25%	(133)	19%	(103)	31%	(167)	11%	(60)	13% (72)	535

Continued on next page

Table BRD12_7: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Louis C.K.

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	20%	(211)	18%	(190)	34%	(371)	11%	(117)	18% (189)	1078
Very Favorable of Trump	18%	(45)	18%	(45)	38%	(95)	8%	(20)	19% (48)	253
Somewhat Favorable of Trump	14%	(29)	18%	(37)	40%	(84)	12%	(25)	17% (35)	210
Somewhat Unfavorable of Trump	20%	(23)	17%	(20)	35%	(41)	14%	(16)	14% (16)	116
Very Unfavorable of Trump	26%	(110)	20%	(83)	30%	(126)	11%	(44)	13% (56)	419
Frequent Movie Watcher	28%	(51)	25%	(44)	36%	(65)	6%	(11)	4% (8)	179
Top TV watcher	19%	(50)	18%	(47)	38%	(100)	10%	(26)	16% (43)	266

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

Table BRD12_8: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Ed Westwick

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(126)	11%	(115)	32%	(342)	23%	(249)	23%	(246)	1078
Gender: Male	10%	(49)	11%	(52)	37%	(176)	21%	(102)	21%	(98)	477
Gender: Female	13%	(77)	10%	(63)	28%	(166)	24%	(147)	25%	(148)	601
Age: 18-29	12%	(26)	13%	(29)	28%	(62)	21%	(45)	26%	(57)	219
Age: 30-44	13%	(38)	10%	(27)	34%	(96)	22%	(63)	21%	(60)	284
Age: 45-54	8%	(15)	9%	(16)	38%	(70)	24%	(43)	21%	(38)	182
Age: 55-64	15%	(28)	12%	(22)	32%	(60)	19%	(36)	22%	(42)	188
Age: 65+	9%	(19)	10%	(21)	26%	(54)	30%	(62)	24%	(49)	205
Generation Z: 18-21	16%	(10)	15%	(9)	25%	(15)	15%	(9)	30%	(18)	61
Millennial: Age 22-37	12%	(37)	12%	(37)	32%	(101)	21%	(67)	22%	(70)	312
Generation X: Age 38-53	10%	(30)	9%	(25)	36%	(105)	24%	(70)	22%	(63)	293
Boomers: Age 54-72	12%	(45)	11%	(38)	30%	(108)	25%	(90)	22%	(80)	361
PID: Dem (no lean)	13%	(45)	13%	(44)	28%	(98)	27%	(95)	19%	(66)	348
PID: Ind (no lean)	10%	(41)	6%	(25)	34%	(134)	22%	(89)	27%	(108)	397
PID: Rep (no lean)	12%	(40)	14%	(46)	33%	(110)	20%	(65)	22%	(72)	333
PID/Gender: Dem Men	8%	(10)	11%	(14)	34%	(43)	32%	(40)	15%	(19)	126
PID/Gender: Dem Women	16%	(35)	14%	(30)	25%	(55)	25%	(55)	21%	(47)	222
PID/Gender: Ind Men	9%	(17)	6%	(12)	36%	(67)	22%	(40)	26%	(49)	185
PID/Gender: Ind Women	11%	(24)	6%	(13)	32%	(67)	23%	(49)	28%	(59)	212
PID/Gender: Rep Men	13%	(22)	16%	(26)	40%	(66)	13%	(22)	18%	(30)	166
PID/Gender: Rep Women	11%	(18)	12%	(20)	26%	(44)	26%	(43)	25%	(42)	167
Ideo: Liberal (1-3)	13%	(46)	14%	(49)	26%	(93)	27%	(97)	21%	(74)	359
Ideo: Moderate (4)	11%	(24)	12%	(25)	36%	(77)	22%	(47)	20%	(43)	216
Ideo: Conservative (5-7)	12%	(41)	10%	(34)	35%	(124)	21%	(73)	23%	(81)	353
Educ: < College	12%	(84)	10%	(70)	32%	(227)	23%	(163)	22%	(157)	701
Educ: Bachelors degree	11%	(23)	11%	(25)	33%	(73)	21%	(45)	24%	(52)	218
Educ: Post-grad	12%	(19)	13%	(20)	26%	(42)	26%	(41)	23%	(37)	159

Continued on next page

Table BRD12_8: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Ed Westwick

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(126)	11%	(115)	32%	(342)	23%	(249)	23%	(246)	1078
Income: Under 50k	11%	(64)	10%	(57)	31%	(179)	23%	(133)	24%	(136)	569
Income: 50k-100k	13%	(46)	13%	(46)	30%	(108)	23%	(81)	21%	(75)	356
Income: 100k+	10%	(16)	8%	(12)	36%	(55)	23%	(35)	23%	(35)	153
Ethnicity: White	11%	(94)	10%	(88)	32%	(283)	23%	(198)	24%	(211)	874
Ethnicity: Hispanic	18%	(20)	18%	(20)	29%	(32)	19%	(21)	15%	(17)	110
Ethnicity: Afr. Am.	10%	(10)	15%	(15)	32%	(31)	28%	(27)	14%	(14)	97
Ethnicity: Other	21%	(22)	11%	(12)	26%	(28)	22%	(24)	20%	(21)	107
Relig: Protestant	8%	(21)	17%	(43)	32%	(82)	22%	(55)	21%	(52)	253
Relig: Roman Catholic	10%	(19)	7%	(14)	34%	(68)	24%	(48)	25%	(50)	199
Relig: Ath./Agn./None	13%	(38)	7%	(21)	30%	(85)	24%	(69)	26%	(73)	286
Relig: Something Else	15%	(30)	10%	(20)	31%	(60)	24%	(47)	19%	(38)	195
Relig: Evangelical	10%	(27)	15%	(42)	30%	(85)	21%	(61)	24%	(69)	284
Relig: Non-Evang. Catholics	10%	(30)	10%	(32)	36%	(112)	23%	(71)	21%	(66)	311
Relig: All Christian	10%	(57)	12%	(74)	33%	(197)	22%	(132)	23%	(135)	595
Relig: All Non-Christian	14%	(68)	9%	(41)	30%	(145)	24%	(116)	23%	(111)	481
Community: Urban	13%	(35)	12%	(31)	30%	(81)	23%	(61)	22%	(58)	266
Community: Suburban	11%	(57)	8%	(42)	31%	(155)	25%	(126)	24%	(121)	501
Community: Rural	11%	(34)	14%	(42)	34%	(106)	20%	(62)	22%	(67)	311
Employ: Private Sector	13%	(44)	13%	(44)	36%	(123)	20%	(68)	19%	(66)	345
Employ: Government	20%	(17)	16%	(13)	24%	(20)	14%	(12)	25%	(21)	83
Employ: Self-Employed	13%	(12)	10%	(9)	37%	(34)	22%	(20)	18%	(17)	92
Employ: Homemaker	8%	(7)	3%	(3)	32%	(29)	29%	(26)	29%	(26)	91
Employ: Retired	9%	(20)	10%	(23)	28%	(65)	29%	(68)	25%	(58)	234
Employ: Unemployed	12%	(11)	7%	(7)	32%	(30)	21%	(20)	28%	(26)	94
Employ: Other	7%	(6)	9%	(8)	34%	(31)	24%	(22)	26%	(23)	90
Military HH: Yes	15%	(28)	13%	(25)	32%	(61)	24%	(47)	17%	(32)	193
Military HH: No	11%	(98)	10%	(90)	32%	(281)	23%	(202)	24%	(214)	885
RD/WT: Right Direction	12%	(54)	11%	(49)	36%	(166)	18%	(82)	23%	(106)	457
RD/WT: Wrong Track	12%	(72)	11%	(66)	28%	(176)	27%	(167)	23%	(140)	621

Continued on next page

Table BRD12_8: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?
Ed Westwick

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(126)	11%	(115)	32%	(342)	23%	(249)	23%	(246)	1078
Trump Job Approve	10%	(48)	11%	(52)	37%	(169)	18%	(85)	23%	(108)	462
Trump Job Disapprove	13%	(71)	11%	(60)	27%	(147)	27%	(146)	21%	(113)	537
Trump Job Strongly Approve	14%	(33)	11%	(26)	33%	(76)	16%	(38)	25%	(59)	232
Trump Job Somewhat Approve	7%	(15)	11%	(26)	40%	(93)	20%	(47)	21%	(49)	230
Trump Job Somewhat Disapprove	14%	(22)	12%	(19)	28%	(43)	24%	(37)	21%	(32)	153
Trump Job Strongly Disapprove	13%	(49)	11%	(41)	27%	(104)	28%	(109)	21%	(81)	384
#1 Issue: Economy	11%	(33)	12%	(37)	33%	(98)	25%	(74)	19%	(56)	298
#1 Issue: Security	13%	(25)	7%	(13)	33%	(62)	21%	(39)	25%	(47)	186
#1 Issue: Health Care	10%	(18)	8%	(15)	37%	(68)	25%	(46)	20%	(37)	184
#1 Issue: Medicare / Social Security	10%	(16)	12%	(19)	26%	(43)	25%	(41)	28%	(46)	165
#1 Issue: Women's Issues	22%	(14)	19%	(12)	22%	(14)	11%	(7)	27%	(17)	64
#1 Issue: Education	9%	(7)	10%	(8)	36%	(29)	27%	(22)	19%	(15)	81
#1 Issue: Other	8%	(4)	12%	(6)	31%	(16)	21%	(11)	29%	(15)	52
2016 Vote: Democrat Hillary Clinton	12%	(42)	11%	(39)	28%	(98)	25%	(87)	23%	(81)	347
2016 Vote: Republican Donald Trump	12%	(43)	12%	(43)	35%	(129)	18%	(67)	24%	(88)	370
2016 Vote: Someone else	13%	(13)	8%	(8)	29%	(29)	30%	(30)	19%	(19)	99
Voted in 2014: Yes	12%	(80)	11%	(77)	31%	(217)	24%	(167)	22%	(154)	695
Voted in 2014: No	12%	(46)	10%	(38)	33%	(125)	21%	(82)	24%	(92)	383
2012 Vote: Barack Obama	13%	(57)	9%	(38)	29%	(123)	27%	(113)	22%	(94)	425
2012 Vote: Mitt Romney	9%	(25)	12%	(35)	33%	(94)	20%	(56)	26%	(73)	283
2012 Vote: Other	6%	(3)	14%	(7)	33%	(17)	22%	(11)	25%	(13)	51
2012 Vote: Didn't Vote	13%	(41)	11%	(35)	34%	(108)	22%	(69)	20%	(65)	318
4-Region: Northeast	13%	(27)	6%	(12)	33%	(69)	27%	(55)	21%	(44)	207
4-Region: Midwest	11%	(28)	7%	(18)	32%	(80)	24%	(60)	25%	(63)	249
4-Region: South	11%	(50)	14%	(60)	32%	(138)	22%	(97)	21%	(90)	435
4-Region: West	11%	(21)	13%	(25)	29%	(55)	20%	(37)	26%	(49)	187
Favorable of Trump	10%	(48)	13%	(58)	36%	(165)	19%	(90)	22%	(102)	463
Unfavorable of Trump	14%	(73)	10%	(53)	28%	(152)	27%	(145)	21%	(112)	535

Continued on next page

Table BRD12_8: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Ed Westwick

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(126)	11%	(115)	32%	(342)	23%	(249)	23%	(246)	1078
Very Favorable of Trump	11%	(29)	13%	(32)	36%	(90)	17%	(44)	23%	(58)	253
Somewhat Favorable of Trump	9%	(19)	12%	(26)	36%	(75)	22%	(46)	21%	(44)	210
Somewhat Unfavorable of Trump	13%	(15)	10%	(12)	36%	(42)	21%	(24)	20%	(23)	116
Very Unfavorable of Trump	14%	(58)	10%	(41)	26%	(110)	29%	(121)	21%	(89)	419
Frequent Movie Watcher	18%	(32)	17%	(30)	34%	(60)	18%	(32)	14%	(25)	179
Top TV watcher	9%	(24)	10%	(26)	35%	(93)	24%	(64)	22%	(59)	266

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

Table BRD12_9: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image:Dustin hoffman

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(157)	21%	(228)	42%	(455)	5%	(52)	17%	(186)	1078
Gender: Male	13%	(60)	21%	(102)	48%	(229)	4%	(18)	14%	(68)	477
Gender: Female	16%	(97)	21%	(126)	38%	(226)	6%	(34)	20%	(118)	601
Age: 18-29	16%	(36)	14%	(31)	33%	(73)	12%	(27)	24%	(52)	219
Age: 30-44	15%	(43)	25%	(71)	40%	(113)	4%	(12)	16%	(45)	284
Age: 45-54	12%	(21)	21%	(39)	50%	(91)	4%	(7)	13%	(24)	182
Age: 55-64	17%	(32)	24%	(45)	46%	(87)	1%	(2)	12%	(22)	188
Age: 65+	12%	(25)	20%	(42)	44%	(91)	2%	(4)	21%	(43)	205
Generation Z: 18-21	25%	(15)	13%	(8)	26%	(16)	15%	(9)	21%	(13)	61
Millennial: Age 22-37	16%	(49)	19%	(59)	39%	(123)	7%	(21)	19%	(60)	312
Generation X: Age 38-53	12%	(34)	23%	(68)	44%	(129)	5%	(16)	16%	(46)	293
Boomers: Age 54-72	15%	(53)	23%	(83)	47%	(168)	2%	(6)	14%	(51)	361
PID: Dem (no lean)	15%	(52)	23%	(80)	41%	(142)	7%	(23)	15%	(51)	348
PID: Ind (no lean)	14%	(57)	18%	(72)	44%	(175)	4%	(14)	20%	(79)	397
PID: Rep (no lean)	14%	(48)	23%	(76)	41%	(138)	5%	(15)	17%	(56)	333
PID/Gender: Dem Men	8%	(10)	22%	(28)	49%	(62)	8%	(10)	13%	(16)	126
PID/Gender: Dem Women	19%	(42)	23%	(52)	36%	(80)	6%	(13)	16%	(35)	222
PID/Gender: Ind Men	12%	(22)	18%	(33)	51%	(95)	2%	(4)	17%	(31)	185
PID/Gender: Ind Women	17%	(35)	18%	(39)	38%	(80)	5%	(10)	23%	(48)	212
PID/Gender: Rep Men	17%	(28)	25%	(41)	43%	(72)	2%	(4)	13%	(21)	166
PID/Gender: Rep Women	12%	(20)	21%	(35)	40%	(66)	7%	(11)	21%	(35)	167
Ideo: Liberal (1-3)	14%	(51)	27%	(98)	38%	(137)	6%	(20)	15%	(53)	359
Ideo: Moderate (4)	16%	(34)	19%	(41)	46%	(99)	6%	(12)	14%	(30)	216
Ideo: Conservative (5-7)	14%	(50)	22%	(77)	44%	(156)	3%	(10)	17%	(60)	353
Educ: < College	15%	(106)	18%	(127)	42%	(295)	5%	(38)	19%	(135)	701
Educ: Bachelors degree	14%	(31)	23%	(51)	46%	(100)	3%	(7)	13%	(29)	218
Educ: Post-grad	13%	(20)	31%	(50)	38%	(60)	4%	(7)	14%	(22)	159

Continued on next page

Table BRD12_9: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Dustin hoffman

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	15%	(157)	21%	(228)	42%	(455)	5%	(52)	17% (186)	1078
Income: Under 50k	15%	(87)	18%	(104)	41%	(232)	6%	(33)	20% (113)	569
Income: 50k-100k	14%	(49)	24%	(87)	43%	(153)	4%	(16)	14% (51)	356
Income: 100k+	14%	(21)	24%	(37)	46%	(70)	2%	(3)	14% (22)	153
Ethnicity: White	13%	(115)	22%	(194)	44%	(384)	4%	(31)	17% (150)	874
Ethnicity: Hispanic	25%	(27)	15%	(17)	37%	(41)	7%	(8)	15% (17)	110
Ethnicity: Afr. Am.	15%	(15)	20%	(19)	37%	(36)	10%	(10)	18% (17)	97
Ethnicity: Other	25%	(27)	14%	(15)	33%	(35)	10%	(11)	18% (19)	107
Relig: Protestant	13%	(34)	24%	(61)	44%	(111)	3%	(8)	15% (39)	253
Relig: Roman Catholic	18%	(35)	21%	(41)	44%	(87)	6%	(11)	13% (25)	199
Relig: Ath./Agn./None	13%	(36)	19%	(55)	41%	(118)	5%	(15)	22% (62)	286
Relig: Something Else	16%	(32)	21%	(40)	42%	(82)	6%	(12)	15% (29)	195
Relig: Evangelical	13%	(37)	25%	(72)	37%	(104)	4%	(11)	21% (60)	284
Relig: Non-Evang. Catholics	16%	(51)	20%	(61)	49%	(151)	4%	(13)	11% (35)	311
Relig: All Christian	15%	(88)	22%	(133)	43%	(255)	4%	(24)	16% (95)	595
Relig: All Non-Christian	14%	(68)	20%	(95)	42%	(200)	6%	(27)	19% (91)	481
Community: Urban	15%	(39)	20%	(53)	39%	(104)	8%	(20)	19% (50)	266
Community: Suburban	14%	(68)	23%	(114)	44%	(218)	4%	(19)	16% (82)	501
Community: Rural	16%	(50)	20%	(61)	43%	(133)	4%	(13)	17% (54)	311
Employ: Private Sector	14%	(47)	26%	(91)	43%	(148)	3%	(10)	14% (49)	345
Employ: Government	23%	(19)	25%	(21)	35%	(29)	5%	(4)	12% (10)	83
Employ: Self-Employed	17%	(16)	20%	(18)	41%	(38)	5%	(5)	16% (15)	92
Employ: Homemaker	13%	(12)	13%	(12)	46%	(42)	7%	(6)	21% (19)	91
Employ: Retired	10%	(24)	19%	(45)	49%	(115)	3%	(6)	19% (44)	234
Employ: Unemployed	16%	(15)	14%	(13)	41%	(39)	7%	(7)	21% (20)	94
Employ: Other	11%	(10)	22%	(20)	37%	(33)	7%	(6)	23% (21)	90
Military HH: Yes	18%	(34)	19%	(37)	45%	(87)	4%	(7)	15% (28)	193
Military HH: No	14%	(123)	22%	(191)	42%	(368)	5%	(45)	18% (158)	885
RD/WT: Right Direction	14%	(64)	18%	(81)	45%	(207)	5%	(22)	18% (83)	457
RD/WT: Wrong Track	15%	(93)	24%	(147)	40%	(248)	5%	(30)	17% (103)	621

Continued on next page

Table BRD12_9: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Dustin hoffman

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(157)	21%	(228)	42%	(455)	5%	(52)	17%	(186)	1078
Trump Job Approve	13%	(60)	21%	(96)	45%	(209)	3%	(16)	18%	(81)	462
Trump Job Disapprove	16%	(86)	23%	(126)	40%	(215)	6%	(30)	15%	(80)	537
Trump Job Strongly Approve	18%	(42)	19%	(44)	40%	(93)	3%	(6)	20%	(47)	232
Trump Job Somewhat Approve	8%	(18)	23%	(52)	50%	(116)	4%	(10)	15%	(34)	230
Trump Job Somewhat Disapprove	18%	(27)	20%	(30)	40%	(61)	7%	(10)	16%	(25)	153
Trump Job Strongly Disapprove	15%	(59)	25%	(96)	40%	(154)	5%	(20)	14%	(55)	384
#1 Issue: Economy	13%	(38)	22%	(66)	45%	(135)	5%	(16)	14%	(43)	298
#1 Issue: Security	16%	(29)	23%	(43)	40%	(74)	2%	(4)	19%	(36)	186
#1 Issue: Health Care	11%	(20)	23%	(43)	45%	(82)	7%	(12)	15%	(27)	184
#1 Issue: Medicare / Social Security	12%	(20)	19%	(31)	44%	(72)	4%	(6)	22%	(36)	165
#1 Issue: Women's Issues	28%	(18)	23%	(15)	23%	(15)	8%	(5)	17%	(11)	64
#1 Issue: Education	19%	(15)	20%	(16)	43%	(35)	5%	(4)	14%	(11)	81
#1 Issue: Other	15%	(8)	10%	(5)	46%	(24)	6%	(3)	23%	(12)	52
2016 Vote: Democrat Hillary Clinton	15%	(51)	24%	(84)	41%	(142)	3%	(12)	17%	(58)	347
2016 Vote: Republican Donald Trump	15%	(57)	19%	(72)	45%	(167)	3%	(10)	17%	(64)	370
2016 Vote: Someone else	12%	(12)	29%	(29)	40%	(40)	6%	(6)	12%	(12)	99
Voted in 2014: Yes	14%	(99)	23%	(163)	43%	(299)	3%	(23)	16%	(111)	695
Voted in 2014: No	15%	(58)	17%	(65)	41%	(156)	8%	(29)	20%	(75)	383
2012 Vote: Barack Obama	16%	(67)	23%	(98)	43%	(184)	4%	(17)	14%	(59)	425
2012 Vote: Mitt Romney	12%	(34)	23%	(65)	44%	(125)	2%	(6)	19%	(53)	283
2012 Vote: Other	8%	(4)	22%	(11)	47%	(24)	—	(0)	24%	(12)	51
2012 Vote: Didn't Vote	16%	(52)	17%	(54)	38%	(122)	9%	(29)	19%	(61)	318
4-Region: Northeast	16%	(33)	19%	(39)	45%	(93)	5%	(11)	15%	(31)	207
4-Region: Midwest	16%	(39)	23%	(57)	41%	(102)	4%	(11)	16%	(40)	249
4-Region: South	14%	(61)	21%	(93)	43%	(186)	5%	(22)	17%	(73)	435
4-Region: West	13%	(24)	21%	(39)	40%	(74)	4%	(8)	22%	(42)	187
Favorable of Trump	13%	(60)	21%	(99)	45%	(208)	4%	(17)	17%	(79)	463
Unfavorable of Trump	16%	(85)	23%	(123)	41%	(220)	6%	(30)	14%	(77)	535

Continued on next page

Table BRD12_9: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Dustin Hoffman

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(157)	21%	(228)	42%	(455)	5%	(52)	17%	(186)	1078
Very Favorable of Trump	17%	(42)	20%	(50)	42%	(106)	3%	(8)	19%	(47)	253
Somewhat Favorable of Trump	9%	(18)	23%	(49)	49%	(102)	4%	(9)	15%	(32)	210
Somewhat Unfavorable of Trump	16%	(18)	20%	(23)	44%	(51)	9%	(10)	12%	(14)	116
Very Unfavorable of Trump	16%	(67)	24%	(100)	40%	(169)	5%	(20)	15%	(63)	419
Frequent Movie Watcher	16%	(29)	30%	(53)	43%	(77)	2%	(4)	9%	(16)	179
Top TV watcher	12%	(31)	25%	(67)	44%	(118)	5%	(12)	14%	(38)	266

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

Table BRD12_10: *Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?*
Image: Jeremy piven

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(147)	17%	(185)	37%	(398)	13%	(142)	19%	(206)	1078
Gender: Male	11%	(54)	18%	(85)	42%	(202)	12%	(57)	17%	(79)	477
Gender: Female	15%	(93)	17%	(100)	33%	(196)	14%	(85)	21%	(127)	601
Age: 18-29	14%	(31)	13%	(29)	29%	(64)	21%	(45)	23%	(50)	219
Age: 30-44	16%	(45)	20%	(56)	39%	(112)	7%	(21)	18%	(50)	284
Age: 45-54	12%	(22)	15%	(27)	46%	(83)	11%	(20)	16%	(30)	182
Age: 55-64	15%	(29)	21%	(40)	38%	(72)	10%	(18)	15%	(29)	188
Age: 65+	10%	(20)	16%	(33)	33%	(67)	19%	(38)	23%	(47)	205
Generation Z: 18-21	20%	(12)	13%	(8)	23%	(14)	23%	(14)	21%	(13)	61
Millennial: Age 22-37	15%	(46)	18%	(55)	36%	(112)	12%	(39)	19%	(60)	312
Generation X: Age 38-53	12%	(36)	16%	(47)	42%	(123)	11%	(33)	18%	(54)	293
Boomers: Age 54-72	13%	(48)	19%	(68)	37%	(135)	12%	(45)	18%	(65)	361
PID: Dem (no lean)	17%	(58)	19%	(67)	35%	(121)	14%	(48)	16%	(54)	348
PID: Ind (no lean)	12%	(48)	13%	(53)	39%	(155)	13%	(52)	22%	(89)	397
PID: Rep (no lean)	12%	(41)	20%	(65)	37%	(122)	13%	(42)	19%	(63)	333
PID/Gender: Dem Men	10%	(12)	19%	(24)	42%	(53)	17%	(21)	13%	(16)	126
PID/Gender: Dem Women	21%	(46)	19%	(43)	31%	(68)	12%	(27)	17%	(38)	222
PID/Gender: Ind Men	11%	(20)	13%	(24)	45%	(83)	10%	(18)	22%	(40)	185
PID/Gender: Ind Women	13%	(28)	14%	(29)	34%	(72)	16%	(34)	23%	(49)	212
PID/Gender: Rep Men	13%	(22)	22%	(37)	40%	(66)	11%	(18)	14%	(23)	166
PID/Gender: Rep Women	11%	(19)	17%	(28)	34%	(56)	14%	(24)	24%	(40)	167
Ideo: Liberal (1-3)	16%	(59)	20%	(72)	35%	(127)	12%	(44)	16%	(57)	359
Ideo: Moderate (4)	13%	(28)	18%	(39)	40%	(86)	17%	(36)	12%	(27)	216
Ideo: Conservative (5-7)	12%	(43)	18%	(63)	37%	(129)	13%	(45)	21%	(73)	353
Educ: < College	14%	(99)	14%	(99)	38%	(263)	15%	(104)	19%	(136)	701
Educ: Bachelors degree	11%	(25)	22%	(49)	38%	(83)	8%	(17)	20%	(44)	218
Educ: Post-grad	14%	(23)	23%	(37)	33%	(52)	13%	(21)	16%	(26)	159

Continued on next page

Table BRD12_10: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Jeremy piven

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(147)	17%	(185)	37%	(398)	13%	(142)	19%	(206)	1078
Income: Under 50k	14%	(77)	14%	(77)	37%	(208)	15%	(86)	21%	(121)	569
Income: 50k-100k	14%	(50)	21%	(73)	36%	(128)	12%	(42)	18%	(63)	356
Income: 100k+	13%	(20)	23%	(35)	41%	(62)	9%	(14)	14%	(22)	153
Ethnicity: White	12%	(103)	18%	(155)	38%	(330)	13%	(110)	20%	(176)	874
Ethnicity: Hispanic	20%	(22)	20%	(22)	32%	(35)	14%	(15)	15%	(16)	110
Ethnicity: Afr. Am.	16%	(16)	15%	(15)	36%	(35)	20%	(19)	12%	(12)	97
Ethnicity: Other	26%	(28)	14%	(15)	31%	(33)	12%	(13)	17%	(18)	107
Relig: Protestant	11%	(28)	19%	(49)	37%	(94)	16%	(41)	16%	(41)	253
Relig: Roman Catholic	12%	(24)	18%	(36)	39%	(78)	14%	(28)	17%	(33)	199
Relig: Ath./Agn./None	15%	(43)	14%	(39)	36%	(102)	11%	(32)	24%	(70)	286
Relig: Something Else	16%	(31)	19%	(37)	37%	(72)	12%	(24)	16%	(31)	195
Relig: Evangelical	13%	(36)	19%	(55)	34%	(96)	14%	(39)	20%	(58)	284
Relig: Non-Evang. Catholics	12%	(36)	17%	(54)	41%	(128)	15%	(46)	15%	(47)	311
Relig: All Christian	12%	(72)	18%	(109)	38%	(224)	14%	(85)	18%	(105)	595
Relig: All Non-Christian	15%	(74)	16%	(76)	36%	(174)	12%	(56)	21%	(101)	481
Community: Urban	15%	(41)	17%	(45)	36%	(95)	14%	(38)	18%	(47)	266
Community: Suburban	13%	(66)	19%	(94)	38%	(188)	13%	(63)	18%	(90)	501
Community: Rural	13%	(40)	15%	(46)	37%	(115)	13%	(41)	22%	(69)	311
Employ: Private Sector	14%	(47)	20%	(69)	41%	(142)	8%	(29)	17%	(58)	345
Employ: Government	17%	(14)	27%	(22)	28%	(23)	14%	(12)	14%	(12)	83
Employ: Self-Employed	17%	(16)	16%	(15)	38%	(35)	9%	(8)	20%	(18)	92
Employ: Homemaker	10%	(9)	15%	(14)	40%	(36)	11%	(10)	24%	(22)	91
Employ: Retired	11%	(25)	15%	(36)	36%	(84)	17%	(39)	21%	(50)	234
Employ: Unemployed	15%	(14)	9%	(8)	35%	(33)	17%	(16)	24%	(23)	94
Employ: Other	11%	(10)	13%	(12)	40%	(36)	16%	(14)	20%	(18)	90
Military HH: Yes	13%	(26)	16%	(30)	39%	(75)	16%	(31)	16%	(31)	193
Military HH: No	14%	(121)	18%	(155)	36%	(323)	13%	(111)	20%	(175)	885
RD/WT: Right Direction	12%	(57)	15%	(68)	42%	(191)	10%	(46)	21%	(95)	457
RD/WT: Wrong Track	14%	(90)	19%	(117)	33%	(207)	15%	(96)	18%	(111)	621

Continued on next page

Table BRD12_10: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Jeremy piven

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(147)	17%	(185)	37%	(398)	13%	(142)	19%	(206)	1078
Trump Job Approve	11%	(52)	17%	(77)	41%	(189)	11%	(52)	20%	(92)	462
Trump Job Disapprove	16%	(87)	19%	(101)	34%	(183)	15%	(79)	16%	(87)	537
Trump Job Strongly Approve	16%	(37)	16%	(37)	38%	(87)	9%	(20)	22%	(51)	232
Trump Job Somewhat Approve	7%	(15)	17%	(40)	44%	(102)	14%	(32)	18%	(41)	230
Trump Job Somewhat Disapprove	13%	(20)	16%	(25)	32%	(49)	18%	(28)	20%	(31)	153
Trump Job Strongly Disapprove	17%	(67)	20%	(76)	35%	(134)	13%	(51)	15%	(56)	384
#1 Issue: Economy	12%	(35)	20%	(60)	40%	(118)	11%	(34)	17%	(51)	298
#1 Issue: Security	16%	(29)	14%	(26)	39%	(73)	12%	(22)	19%	(36)	186
#1 Issue: Health Care	11%	(20)	18%	(34)	39%	(72)	14%	(26)	17%	(32)	184
#1 Issue: Medicare / Social Security	12%	(20)	15%	(25)	35%	(58)	12%	(20)	25%	(42)	165
#1 Issue: Women's Issues	25%	(16)	22%	(14)	22%	(14)	11%	(7)	20%	(13)	64
#1 Issue: Education	12%	(10)	16%	(13)	40%	(32)	19%	(15)	14%	(11)	81
#1 Issue: Other	17%	(9)	8%	(4)	31%	(16)	21%	(11)	23%	(12)	52
2016 Vote: Democrat Hillary Clinton	16%	(55)	20%	(70)	36%	(126)	11%	(37)	17%	(59)	347
2016 Vote: Republican Donald Trump	12%	(45)	18%	(65)	39%	(143)	12%	(43)	20%	(74)	370
2016 Vote: Someone else	13%	(13)	17%	(17)	32%	(32)	20%	(20)	17%	(17)	99
Voted in 2014: Yes	14%	(94)	18%	(128)	37%	(260)	12%	(86)	18%	(127)	695
Voted in 2014: No	14%	(53)	15%	(57)	36%	(138)	15%	(56)	21%	(79)	383
2012 Vote: Barack Obama	16%	(66)	20%	(84)	36%	(153)	13%	(54)	16%	(68)	425
2012 Vote: Mitt Romney	12%	(33)	17%	(48)	38%	(108)	12%	(33)	22%	(61)	283
2012 Vote: Other	8%	(4)	22%	(11)	35%	(18)	14%	(7)	22%	(11)	51
2012 Vote: Didn't Vote	14%	(44)	13%	(42)	37%	(119)	15%	(47)	21%	(66)	318
4-Region: Northeast	15%	(31)	14%	(30)	39%	(80)	15%	(31)	17%	(35)	207
4-Region: Midwest	14%	(35)	16%	(41)	37%	(93)	13%	(32)	19%	(48)	249
4-Region: South	14%	(59)	18%	(80)	36%	(158)	14%	(60)	18%	(78)	435
4-Region: West	12%	(22)	18%	(34)	36%	(67)	10%	(19)	24%	(45)	187
Favorable of Trump	11%	(53)	17%	(78)	41%	(190)	11%	(53)	19%	(89)	463
Unfavorable of Trump	16%	(87)	19%	(102)	34%	(182)	15%	(79)	16%	(85)	535

Continued on next page

Table BRD12_10: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Jeremy piven

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(147)	17%	(185)	37%	(398)	13%	(142)	19%	(206)	1078
Very Favorable of Trump	14%	(36)	16%	(40)	42%	(105)	9%	(22)	20%	(50)	253
Somewhat Favorable of Trump	8%	(17)	18%	(38)	40%	(85)	15%	(31)	19%	(39)	210
Somewhat Unfavorable of Trump	11%	(13)	19%	(22)	34%	(40)	19%	(22)	16%	(19)	116
Very Unfavorable of Trump	18%	(74)	19%	(80)	34%	(142)	14%	(57)	16%	(66)	419
Frequent Movie Watcher	19%	(34)	25%	(45)	39%	(69)	8%	(14)	9%	(17)	179
Top TV watcher	10%	(26)	21%	(55)	40%	(107)	10%	(27)	19%	(51)	266

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

Table BRD12_11: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Kevin spacey

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	26%	(284)	20%	(215)	36%	(388)	4%	(40)	14%	(151)	1078
Gender: Male	24%	(113)	22%	(104)	40%	(193)	3%	(16)	11%	(51)	477
Gender: Female	28%	(171)	18%	(111)	32%	(195)	4%	(24)	17%	(100)	601
Age: 18-29	24%	(52)	19%	(41)	31%	(67)	8%	(18)	19%	(41)	219
Age: 30-44	28%	(79)	19%	(55)	38%	(107)	4%	(10)	12%	(33)	284
Age: 45-54	25%	(46)	21%	(38)	39%	(71)	2%	(4)	13%	(23)	182
Age: 55-64	27%	(51)	21%	(40)	38%	(72)	1%	(2)	12%	(23)	188
Age: 65+	27%	(56)	20%	(41)	35%	(71)	3%	(6)	15%	(31)	205
Generation Z: 18-21	31%	(19)	18%	(11)	25%	(15)	8%	(5)	18%	(11)	61
Millennial: Age 22-37	25%	(78)	20%	(62)	36%	(112)	5%	(17)	14%	(43)	312
Generation X: Age 38-53	25%	(74)	20%	(58)	37%	(109)	3%	(10)	14%	(42)	293
Boomers: Age 54-72	28%	(100)	20%	(71)	38%	(138)	2%	(6)	13%	(46)	361
PID: Dem (no lean)	31%	(109)	22%	(75)	33%	(115)	5%	(18)	9%	(31)	348
PID: Ind (no lean)	23%	(91)	17%	(69)	39%	(156)	4%	(15)	17%	(66)	397
PID: Rep (no lean)	25%	(84)	21%	(71)	35%	(117)	2%	(7)	16%	(54)	333
PID/Gender: Dem Men	27%	(34)	21%	(27)	39%	(49)	6%	(8)	6%	(8)	126
PID/Gender: Dem Women	34%	(75)	22%	(48)	30%	(66)	5%	(10)	10%	(23)	222
PID/Gender: Ind Men	19%	(36)	19%	(36)	45%	(83)	3%	(5)	14%	(25)	185
PID/Gender: Ind Women	26%	(55)	16%	(33)	34%	(73)	5%	(10)	19%	(41)	212
PID/Gender: Rep Men	26%	(43)	25%	(41)	37%	(61)	2%	(3)	11%	(18)	166
PID/Gender: Rep Women	25%	(41)	18%	(30)	34%	(56)	2%	(4)	22%	(36)	167
Ideo: Liberal (1-3)	31%	(111)	25%	(88)	31%	(111)	4%	(16)	9%	(33)	359
Ideo: Moderate (4)	29%	(62)	14%	(31)	40%	(87)	6%	(12)	11%	(24)	216
Ideo: Conservative (5-7)	25%	(88)	22%	(78)	37%	(130)	1%	(5)	15%	(52)	353
Educ: < College	24%	(168)	18%	(126)	38%	(265)	5%	(32)	16%	(110)	701
Educ: Bachelors degree	26%	(56)	26%	(56)	36%	(79)	1%	(3)	11%	(24)	218
Educ: Post-grad	38%	(60)	21%	(33)	28%	(44)	3%	(5)	11%	(17)	159

Continued on next page

Table BRD12_11: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image:Kevin spacey

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	26%	(284)	20%	(215)	36%	(388)	4%	(40)	14% (151)	1078
Income: Under 50k	23%	(130)	19%	(109)	36%	(206)	5%	(31)	16% (93)	569
Income: 50k-100k	30%	(106)	22%	(77)	34%	(122)	2%	(8)	12% (43)	356
Income: 100k+	31%	(48)	19%	(29)	39%	(60)	1%	(1)	10% (15)	153
Ethnicity: White	25%	(222)	21%	(182)	37%	(324)	3%	(26)	14% (120)	874
Ethnicity: Hispanic	30%	(33)	25%	(28)	34%	(37)	3%	(3)	8% (9)	110
Ethnicity: Afr. Am.	24%	(23)	19%	(18)	35%	(34)	9%	(9)	13% (13)	97
Ethnicity: Other	36%	(39)	14%	(15)	28%	(30)	5%	(5)	17% (18)	107
Relig: Protestant	26%	(65)	26%	(67)	34%	(85)	3%	(7)	11% (29)	253
Relig: Roman Catholic	32%	(64)	17%	(34)	39%	(77)	2%	(4)	10% (20)	199
Relig: Ath./Agn./None	24%	(70)	17%	(48)	37%	(107)	6%	(16)	16% (45)	286
Relig: Something Else	28%	(55)	18%	(36)	35%	(69)	4%	(8)	14% (27)	195
Relig: Evangelical	24%	(67)	25%	(70)	31%	(87)	2%	(7)	19% (53)	284
Relig: Non-Evang. Catholics	29%	(91)	20%	(61)	40%	(125)	3%	(8)	8% (26)	311
Relig: All Christian	27%	(158)	22%	(131)	36%	(212)	3%	(15)	13% (79)	595
Relig: All Non-Christian	26%	(125)	17%	(84)	37%	(176)	5%	(24)	15% (72)	481
Community: Urban	26%	(68)	20%	(53)	33%	(89)	5%	(14)	16% (42)	266
Community: Suburban	30%	(152)	19%	(93)	37%	(184)	2%	(12)	12% (60)	501
Community: Rural	21%	(64)	22%	(69)	37%	(115)	5%	(14)	16% (49)	311
Employ: Private Sector	28%	(95)	24%	(84)	37%	(126)	1%	(5)	10% (35)	345
Employ: Government	34%	(28)	23%	(19)	29%	(24)	4%	(3)	11% (9)	83
Employ: Self-Employed	32%	(29)	17%	(16)	33%	(30)	7%	(6)	12% (11)	92
Employ: Homemaker	19%	(17)	13%	(12)	40%	(36)	5%	(5)	23% (21)	91
Employ: Retired	24%	(56)	19%	(45)	39%	(92)	3%	(8)	14% (33)	234
Employ: Unemployed	26%	(24)	7%	(7)	40%	(38)	5%	(5)	21% (20)	94
Employ: Other	20%	(18)	23%	(21)	34%	(31)	2%	(2)	20% (18)	90
Military HH: Yes	25%	(49)	19%	(37)	39%	(76)	4%	(7)	12% (24)	193
Military HH: No	27%	(235)	20%	(178)	35%	(312)	4%	(33)	14% (127)	885
RD/WT: Right Direction	23%	(104)	17%	(76)	41%	(187)	3%	(15)	16% (75)	457
RD/WT: Wrong Track	29%	(180)	22%	(139)	32%	(201)	4%	(25)	12% (76)	621

Continued on next page

Table BRD12_11: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image:Kevin spacey

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	26%	(284)	20%	(215)	36%	(388)	4%	(40)	14%	(151)	1078
Trump Job Approve	22%	(100)	21%	(96)	40%	(184)	2%	(8)	16%	(74)	462
Trump Job Disapprove	31%	(169)	21%	(112)	33%	(176)	5%	(26)	10%	(54)	537
Trump Job Strongly Approve	25%	(59)	20%	(47)	34%	(79)	1%	(3)	19%	(44)	232
Trump Job Somewhat Approve	18%	(41)	21%	(49)	46%	(105)	2%	(5)	13%	(30)	230
Trump Job Somewhat Disapprove	25%	(39)	14%	(22)	39%	(59)	7%	(10)	15%	(23)	153
Trump Job Strongly Disapprove	34%	(130)	23%	(90)	30%	(117)	4%	(16)	8%	(31)	384
#1 Issue: Economy	26%	(76)	21%	(62)	38%	(113)	4%	(12)	12%	(35)	298
#1 Issue: Security	25%	(46)	22%	(41)	35%	(65)	2%	(3)	17%	(31)	186
#1 Issue: Health Care	26%	(47)	22%	(41)	35%	(65)	4%	(8)	12%	(23)	184
#1 Issue: Medicare / Social Security	22%	(37)	19%	(32)	35%	(57)	4%	(7)	19%	(32)	165
#1 Issue: Women's Issues	42%	(27)	22%	(14)	19%	(12)	3%	(2)	14%	(9)	64
#1 Issue: Education	30%	(24)	16%	(13)	42%	(34)	4%	(3)	9%	(7)	81
#1 Issue: Other	21%	(11)	15%	(8)	42%	(22)	6%	(3)	15%	(8)	52
2016 Vote: Democrat Hillary Clinton	32%	(110)	22%	(77)	33%	(114)	4%	(13)	10%	(33)	347
2016 Vote: Republican Donald Trump	24%	(88)	21%	(76)	39%	(145)	1%	(4)	15%	(57)	370
2016 Vote: Someone else	30%	(30)	18%	(18)	33%	(33)	6%	(6)	12%	(12)	99
Voted in 2014: Yes	28%	(193)	22%	(153)	35%	(246)	3%	(21)	12%	(82)	695
Voted in 2014: No	24%	(91)	16%	(62)	37%	(142)	5%	(19)	18%	(69)	383
2012 Vote: Barack Obama	31%	(132)	23%	(96)	34%	(144)	4%	(16)	9%	(37)	425
2012 Vote: Mitt Romney	24%	(67)	21%	(60)	37%	(106)	1%	(4)	16%	(46)	283
2012 Vote: Other	16%	(8)	20%	(10)	39%	(20)	—	(0)	25%	(13)	51
2012 Vote: Didn't Vote	24%	(76)	15%	(49)	37%	(118)	6%	(20)	17%	(55)	318
4-Region: Northeast	28%	(57)	20%	(41)	36%	(74)	4%	(8)	13%	(27)	207
4-Region: Midwest	27%	(68)	18%	(45)	38%	(94)	4%	(10)	13%	(32)	249
4-Region: South	25%	(109)	22%	(97)	36%	(155)	3%	(15)	14%	(59)	435
4-Region: West	27%	(50)	17%	(32)	35%	(65)	4%	(7)	18%	(33)	187
Favorable of Trump	21%	(99)	22%	(100)	40%	(187)	2%	(8)	15%	(69)	463
Unfavorable of Trump	33%	(175)	20%	(108)	33%	(175)	5%	(27)	9%	(50)	535

Continued on next page

Table BRD12_11: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Kevin spacey

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	26%	(284)	20%	(215)	36%	(388)	4%	(40)	14%	(151)	1078
Very Favorable of Trump	25%	(64)	19%	(48)	36%	(92)	1%	(3)	18%	(46)	253
Somewhat Favorable of Trump	17%	(35)	25%	(52)	45%	(95)	2%	(5)	11%	(23)	210
Somewhat Unfavorable of Trump	28%	(33)	16%	(18)	37%	(43)	8%	(9)	11%	(13)	116
Very Unfavorable of Trump	34%	(142)	21%	(90)	32%	(132)	4%	(18)	9%	(37)	419
Frequent Movie Watcher	35%	(63)	24%	(43)	35%	(62)	3%	(5)	3%	(6)	179
Top TV watcher	27%	(73)	20%	(53)	38%	(100)	3%	(8)	12%	(32)	266

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

Table BRD12_12: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Scott Baio

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(174)	17%	(183)	39%	(420)	8%	(89)	20%	(212)	1078
Gender: Male	14%	(66)	15%	(71)	44%	(210)	8%	(40)	19%	(90)	477
Gender: Female	18%	(108)	19%	(112)	35%	(210)	8%	(49)	20%	(122)	601
Age: 18-29	17%	(37)	11%	(25)	25%	(55)	23%	(50)	24%	(52)	219
Age: 30-44	18%	(51)	15%	(44)	40%	(115)	6%	(18)	20%	(56)	284
Age: 45-54	16%	(29)	16%	(29)	49%	(90)	4%	(7)	15%	(27)	182
Age: 55-64	18%	(34)	23%	(43)	42%	(79)	2%	(3)	15%	(29)	188
Age: 65+	11%	(23)	20%	(42)	40%	(81)	5%	(11)	23%	(48)	205
Generation Z: 18-21	25%	(15)	11%	(7)	20%	(12)	23%	(14)	21%	(13)	61
Millennial: Age 22-37	16%	(51)	13%	(40)	34%	(107)	14%	(43)	23%	(71)	312
Generation X: Age 38-53	16%	(46)	16%	(48)	45%	(132)	6%	(18)	17%	(49)	293
Boomers: Age 54-72	16%	(58)	22%	(78)	42%	(151)	3%	(11)	17%	(63)	361
PID: Dem (no lean)	22%	(75)	19%	(66)	32%	(112)	12%	(42)	15%	(53)	348
PID: Ind (no lean)	14%	(56)	11%	(44)	43%	(170)	7%	(29)	25%	(98)	397
PID: Rep (no lean)	13%	(43)	22%	(73)	41%	(138)	5%	(18)	18%	(61)	333
PID/Gender: Dem Men	15%	(19)	16%	(20)	39%	(49)	17%	(21)	13%	(17)	126
PID/Gender: Dem Women	25%	(56)	21%	(46)	28%	(63)	9%	(21)	16%	(36)	222
PID/Gender: Ind Men	11%	(21)	10%	(18)	48%	(89)	5%	(10)	25%	(47)	185
PID/Gender: Ind Women	17%	(35)	12%	(26)	38%	(81)	9%	(19)	24%	(51)	212
PID/Gender: Rep Men	16%	(26)	20%	(33)	43%	(72)	5%	(9)	16%	(26)	166
PID/Gender: Rep Women	10%	(17)	24%	(40)	40%	(66)	5%	(9)	21%	(35)	167
Ideo: Liberal (1-3)	23%	(82)	18%	(66)	32%	(115)	11%	(39)	16%	(57)	359
Ideo: Moderate (4)	14%	(31)	17%	(37)	44%	(95)	10%	(22)	14%	(31)	216
Ideo: Conservative (5-7)	12%	(43)	20%	(69)	42%	(150)	4%	(15)	22%	(76)	353
Educ: < College	16%	(111)	15%	(106)	39%	(273)	10%	(67)	21%	(144)	701
Educ: Bachelors degree	16%	(34)	21%	(46)	41%	(90)	6%	(12)	17%	(36)	218
Educ: Post-grad	18%	(29)	19%	(31)	36%	(57)	6%	(10)	20%	(32)	159

Continued on next page

Table BRD12_12: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Scott Baio

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	16%	(174)	17%	(183)	39%	(420)	8%	(89)	20% (212)	1078
Income: Under 50k	15%	(86)	14%	(82)	38%	(215)	11%	(63)	22% (123)	569
Income: 50k-100k	18%	(65)	19%	(68)	38%	(137)	6%	(21)	18% (65)	356
Income: 100k+	15%	(23)	22%	(33)	44%	(68)	3%	(5)	16% (24)	153
Ethnicity: White	15%	(129)	18%	(156)	40%	(353)	6%	(56)	21% (180)	874
Ethnicity: Hispanic	27%	(30)	13%	(14)	33%	(36)	14%	(15)	14% (15)	110
Ethnicity: Afr. Am.	15%	(15)	19%	(18)	33%	(32)	21%	(20)	12% (12)	97
Ethnicity: Other	28%	(30)	8%	(9)	33%	(35)	12%	(13)	19% (20)	107
Relig: Protestant	15%	(37)	23%	(59)	40%	(102)	4%	(11)	17% (44)	253
Relig: Roman Catholic	14%	(27)	19%	(37)	41%	(82)	11%	(21)	16% (32)	199
Relig: Ath./Agn./None	19%	(53)	11%	(31)	37%	(105)	9%	(27)	24% (70)	286
Relig: Something Else	19%	(37)	14%	(27)	41%	(79)	10%	(19)	17% (33)	195
Relig: Evangelical	13%	(36)	24%	(68)	35%	(99)	7%	(19)	22% (62)	284
Relig: Non-Evang. Catholics	15%	(47)	18%	(57)	44%	(137)	7%	(23)	15% (47)	311
Relig: All Christian	14%	(83)	21%	(125)	40%	(236)	7%	(42)	18% (109)	595
Relig: All Non-Christian	19%	(90)	12%	(58)	38%	(184)	10%	(46)	21% (103)	481
Community: Urban	19%	(50)	16%	(43)	33%	(89)	11%	(29)	21% (55)	266
Community: Suburban	16%	(79)	16%	(81)	41%	(206)	8%	(39)	19% (96)	501
Community: Rural	14%	(45)	19%	(59)	40%	(125)	7%	(21)	20% (61)	311
Employ: Private Sector	18%	(62)	19%	(67)	39%	(135)	6%	(20)	18% (61)	345
Employ: Government	23%	(19)	23%	(19)	33%	(27)	6%	(5)	16% (13)	83
Employ: Self-Employed	16%	(15)	14%	(13)	43%	(40)	10%	(9)	16% (15)	92
Employ: Homemaker	13%	(12)	12%	(11)	43%	(39)	10%	(9)	22% (20)	91
Employ: Retired	11%	(26)	21%	(48)	42%	(99)	6%	(13)	21% (48)	234
Employ: Unemployed	15%	(14)	9%	(8)	38%	(36)	12%	(11)	27% (25)	94
Employ: Other	16%	(14)	10%	(9)	42%	(38)	8%	(7)	24% (22)	90
Military HH: Yes	19%	(36)	16%	(30)	46%	(88)	5%	(9)	16% (30)	193
Military HH: No	16%	(138)	17%	(153)	38%	(332)	9%	(80)	21% (182)	885
RD/WT: Right Direction	13%	(59)	16%	(71)	45%	(204)	6%	(28)	21% (95)	457
RD/WT: Wrong Track	19%	(115)	18%	(112)	35%	(216)	10%	(61)	19% (117)	621

Continued on next page

Table BRD12_12: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Scott baio

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	16%	(174)	17%	(183)	39%	(420)	8%	(89)	20% (212)	1078
Trump Job Approve	11%	(52)	17%	(78)	47%	(215)	5%	(22)	21% (95)	462
Trump Job Disapprove	21%	(112)	19%	(101)	33%	(179)	10%	(56)	17% (89)	537
Trump Job Strongly Approve	15%	(34)	18%	(41)	42%	(97)	3%	(7)	23% (53)	232
Trump Job Somewhat Approve	8%	(18)	16%	(37)	51%	(118)	7%	(15)	18% (42)	230
Trump Job Somewhat Disapprove	14%	(21)	22%	(33)	33%	(51)	11%	(17)	20% (31)	153
Trump Job Strongly Disapprove	24%	(91)	18%	(68)	33%	(128)	10%	(39)	15% (58)	384
#1 Issue: Economy	14%	(43)	15%	(46)	44%	(130)	10%	(29)	17% (50)	298
#1 Issue: Security	16%	(29)	15%	(27)	42%	(78)	8%	(14)	20% (38)	186
#1 Issue: Health Care	15%	(28)	20%	(37)	39%	(72)	7%	(13)	18% (34)	184
#1 Issue: Medicare / Social Security	12%	(20)	22%	(36)	36%	(59)	5%	(8)	25% (42)	165
#1 Issue: Women's Issues	34%	(22)	16%	(10)	22%	(14)	8%	(5)	20% (13)	64
#1 Issue: Education	17%	(14)	20%	(16)	37%	(30)	12%	(10)	14% (11)	81
#1 Issue: Other	15%	(8)	10%	(5)	40%	(21)	10%	(5)	25% (13)	52
2016 Vote: Democrat Hillary Clinton	21%	(74)	20%	(69)	34%	(118)	7%	(26)	17% (60)	347
2016 Vote: Republican Donald Trump	12%	(46)	18%	(65)	46%	(172)	4%	(14)	20% (73)	370
2016 Vote: Someone else	17%	(17)	16%	(16)	35%	(35)	13%	(13)	18% (18)	99
Voted in 2014: Yes	16%	(109)	19%	(135)	40%	(280)	6%	(43)	18% (128)	695
Voted in 2014: No	17%	(65)	13%	(48)	37%	(140)	12%	(46)	22% (84)	383
2012 Vote: Barack Obama	20%	(86)	19%	(79)	37%	(158)	8%	(32)	16% (70)	425
2012 Vote: Mitt Romney	10%	(28)	21%	(59)	45%	(127)	3%	(9)	21% (60)	283
2012 Vote: Other	10%	(5)	18%	(9)	45%	(23)	2%	(1)	25% (13)	51
2012 Vote: Didn't Vote	17%	(55)	11%	(36)	35%	(112)	15%	(47)	21% (68)	318
4-Region: Northeast	17%	(35)	15%	(32)	41%	(84)	10%	(21)	17% (35)	207
4-Region: Midwest	18%	(45)	15%	(38)	40%	(99)	8%	(21)	18% (46)	249
4-Region: South	15%	(66)	18%	(79)	40%	(173)	7%	(32)	20% (85)	435
4-Region: West	15%	(28)	18%	(34)	34%	(64)	8%	(15)	25% (46)	187
Favorable of Trump	12%	(56)	17%	(78)	46%	(214)	5%	(23)	20% (92)	463
Unfavorable of Trump	21%	(110)	19%	(101)	34%	(180)	11%	(58)	16% (86)	535

Continued on next page

Table BRD12_12: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Scott baio

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(174)	17%	(183)	39%	(420)	8%	(89)	20%	(212)	1078
Very Favorable of Trump	14%	(36)	17%	(44)	43%	(110)	4%	(11)	21%	(52)	253
Somewhat Favorable of Trump	10%	(20)	16%	(34)	50%	(104)	6%	(12)	19%	(40)	210
Somewhat Unfavorable of Trump	13%	(15)	19%	(22)	36%	(42)	15%	(17)	17%	(20)	116
Very Unfavorable of Trump	23%	(95)	19%	(79)	33%	(138)	10%	(41)	16%	(66)	419
Frequent Movie Watcher	22%	(39)	21%	(38)	40%	(72)	7%	(13)	9%	(17)	179
Top TV watcher	13%	(35)	23%	(60)	41%	(110)	5%	(14)	18%	(47)	266

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

Table BRD12_13: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Michael Douglas

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(167)	17%	(187)	44%	(500)	7%	(76)	17%	(194)	1124
Gender: Male	14%	(70)	18%	(90)	49%	(246)	5%	(27)	13%	(66)	499
Gender: Female	16%	(97)	16%	(97)	41%	(254)	8%	(49)	20%	(128)	625
Age: 18-29	17%	(39)	16%	(36)	33%	(76)	17%	(39)	18%	(42)	232
Age: 30-44	14%	(45)	17%	(58)	49%	(163)	6%	(19)	14%	(48)	333
Age: 45-54	15%	(26)	18%	(30)	49%	(83)	3%	(5)	15%	(26)	170
Age: 55-64	17%	(35)	14%	(28)	46%	(92)	3%	(7)	19%	(39)	201
Age: 65+	12%	(22)	19%	(35)	46%	(86)	3%	(6)	21%	(39)	188
Generation Z: 18-21	23%	(17)	13%	(10)	23%	(17)	24%	(18)	17%	(13)	75
Millennial: Age 22-37	14%	(49)	17%	(56)	43%	(147)	9%	(32)	16%	(54)	338
Generation X: Age 38-53	14%	(41)	19%	(58)	48%	(145)	4%	(13)	15%	(44)	301
Boomers: Age 54-72	15%	(54)	16%	(55)	46%	(160)	3%	(11)	20%	(71)	351
PID: Dem (no lean)	18%	(67)	19%	(68)	40%	(145)	8%	(29)	16%	(58)	367
PID: Ind (no lean)	11%	(46)	17%	(67)	44%	(176)	7%	(30)	21%	(83)	402
PID: Rep (no lean)	15%	(54)	15%	(52)	50%	(179)	5%	(17)	15%	(53)	355
PID/Gender: Dem Men	14%	(20)	18%	(25)	45%	(64)	9%	(13)	14%	(20)	142
PID/Gender: Dem Women	21%	(47)	19%	(43)	36%	(81)	7%	(16)	17%	(38)	225
PID/Gender: Ind Men	10%	(18)	22%	(40)	49%	(87)	4%	(8)	15%	(26)	179
PID/Gender: Ind Women	13%	(28)	12%	(27)	40%	(89)	10%	(22)	26%	(57)	223
PID/Gender: Rep Men	18%	(32)	14%	(25)	53%	(95)	3%	(6)	11%	(20)	178
PID/Gender: Rep Women	12%	(22)	15%	(27)	47%	(84)	6%	(11)	19%	(33)	177
Ideo: Liberal (1-3)	20%	(67)	20%	(67)	38%	(124)	6%	(20)	16%	(52)	330
Ideo: Moderate (4)	11%	(30)	16%	(42)	49%	(129)	8%	(21)	16%	(41)	263
Ideo: Conservative (5-7)	15%	(57)	18%	(67)	50%	(188)	4%	(14)	14%	(52)	378
Educ: < College	15%	(118)	15%	(114)	43%	(338)	8%	(59)	20%	(153)	782
Educ: Bachelors degree	14%	(30)	21%	(45)	48%	(103)	4%	(8)	13%	(28)	214
Educ: Post-grad	15%	(19)	22%	(28)	46%	(59)	7%	(9)	10%	(13)	128

Continued on next page

Table BRD12_13: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Michael Douglas

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	15%	(167)	17%	(187)	44%	(500)	7%	(76)	17% (194)	1124
Income: Under 50k	15%	(93)	15%	(90)	41%	(250)	7%	(45)	22% (138)	616
Income: 50k-100k	14%	(48)	18%	(64)	49%	(168)	7%	(23)	12% (43)	346
Income: 100k+	16%	(26)	20%	(33)	51%	(82)	5%	(8)	8% (13)	162
Ethnicity: White	14%	(131)	18%	(159)	46%	(417)	6%	(50)	16% (148)	905
Ethnicity: Hispanic	26%	(28)	17%	(18)	36%	(38)	9%	(10)	12% (13)	107
Ethnicity: Afr. Am.	17%	(20)	13%	(16)	38%	(46)	12%	(14)	20% (24)	120
Ethnicity: Other	16%	(16)	12%	(12)	37%	(37)	12%	(12)	22% (22)	99
Relig: Protestant	15%	(41)	19%	(53)	46%	(127)	4%	(12)	16% (46)	279
Relig: Roman Catholic	16%	(28)	17%	(31)	50%	(90)	7%	(12)	11% (19)	180
Relig: Ath./Agn./None	12%	(38)	18%	(59)	41%	(132)	7%	(21)	22% (69)	319
Relig: Something Else	21%	(42)	12%	(24)	40%	(78)	10%	(19)	17% (34)	197
Relig: Evangelical	14%	(42)	16%	(48)	47%	(144)	6%	(18)	17% (53)	305
Relig: Non-Evang. Catholics	15%	(45)	19%	(56)	48%	(145)	6%	(18)	13% (38)	302
Relig: All Christian	14%	(87)	17%	(104)	48%	(289)	6%	(36)	15% (91)	607
Relig: All Non-Christian	16%	(80)	16%	(83)	41%	(210)	8%	(40)	20% (103)	516
Community: Urban	18%	(50)	17%	(47)	44%	(125)	7%	(19)	15% (41)	282
Community: Suburban	16%	(78)	15%	(75)	44%	(218)	8%	(37)	17% (85)	493
Community: Rural	11%	(39)	19%	(65)	45%	(157)	6%	(20)	19% (68)	349
Employ: Private Sector	16%	(57)	17%	(61)	48%	(168)	5%	(16)	14% (51)	353
Employ: Government	16%	(14)	21%	(18)	44%	(38)	8%	(7)	10% (9)	86
Employ: Self-Employed	16%	(17)	15%	(16)	48%	(50)	5%	(5)	15% (16)	104
Employ: Homemaker	14%	(13)	15%	(14)	40%	(38)	11%	(10)	20% (19)	94
Employ: Student	25%	(16)	15%	(10)	25%	(16)	23%	(15)	12% (8)	65
Employ: Retired	12%	(27)	16%	(35)	50%	(111)	4%	(8)	19% (42)	223
Employ: Unemployed	10%	(10)	15%	(15)	46%	(47)	10%	(10)	20% (21)	103
Employ: Other	14%	(13)	19%	(18)	33%	(32)	5%	(5)	29% (28)	96
Military HH: Yes	17%	(35)	17%	(34)	49%	(101)	4%	(9)	13% (26)	205
Military HH: No	14%	(132)	17%	(153)	43%	(399)	7%	(67)	18% (168)	919

Continued on next page

Table BRD12_13: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Michael Douglas

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	15%	(167)	17%	(187)	44%	(500)	7%	(76)	17% (194)	1124
RD/WT: Right Direction	15%	(68)	13%	(59)	50%	(226)	6%	(29)	15% (68)	450
RD/WT: Wrong Track	15%	(99)	19%	(128)	41%	(274)	7%	(47)	19% (126)	674
Trump Job Approve	14%	(64)	14%	(65)	53%	(247)	4%	(19)	15% (72)	467
Trump Job Disapprove	17%	(100)	19%	(112)	40%	(233)	8%	(46)	16% (96)	587
Trump Job Strongly Approve	18%	(41)	13%	(29)	56%	(126)	3%	(7)	11% (24)	227
Trump Job Somewhat Approve	10%	(23)	15%	(36)	50%	(121)	5%	(12)	20% (48)	240
Trump Job Somewhat Disapprove	16%	(27)	18%	(31)	47%	(82)	9%	(15)	10% (18)	173
Trump Job Strongly Disapprove	18%	(73)	20%	(81)	36%	(151)	7%	(31)	19% (78)	414
#1 Issue: Economy	14%	(49)	15%	(52)	48%	(169)	7%	(24)	17% (61)	355
#1 Issue: Security	17%	(36)	14%	(30)	52%	(112)	6%	(12)	12% (26)	216
#1 Issue: Health Care	14%	(24)	19%	(32)	37%	(63)	9%	(15)	22% (37)	171
#1 Issue: Medicare / Social Security	13%	(21)	14%	(22)	48%	(76)	2%	(3)	22% (35)	157
#1 Issue: Women's Issues	11%	(6)	28%	(15)	28%	(15)	15%	(8)	17% (9)	53
#1 Issue: Education	21%	(15)	21%	(15)	38%	(28)	4%	(3)	16% (12)	73
#1 Issue: Other	18%	(10)	16%	(9)	35%	(19)	13%	(7)	18% (10)	55
2016 Vote: Democrat Hillary Clinton	17%	(61)	20%	(75)	38%	(141)	7%	(27)	17% (63)	367
2016 Vote: Republican Donald Trump	13%	(49)	16%	(59)	54%	(199)	4%	(16)	12% (46)	369
2016 Vote: Someone else	21%	(23)	15%	(16)	40%	(44)	8%	(9)	16% (17)	109
Voted in 2014: Yes	14%	(97)	17%	(118)	49%	(340)	5%	(35)	15% (107)	697
Voted in 2014: No	16%	(70)	16%	(69)	37%	(160)	10%	(41)	20% (87)	427
2012 Vote: Barack Obama	16%	(71)	19%	(83)	43%	(194)	6%	(28)	16% (70)	446
2012 Vote: Mitt Romney	12%	(33)	15%	(40)	55%	(146)	3%	(7)	14% (38)	264
2012 Vote: Other	16%	(9)	13%	(7)	53%	(29)	5%	(3)	13% (7)	55
2012 Vote: Didn't Vote	15%	(54)	16%	(57)	36%	(130)	11%	(38)	22% (79)	358
4-Region: Northeast	16%	(33)	19%	(39)	40%	(84)	6%	(12)	20% (41)	209
4-Region: Midwest	15%	(39)	17%	(43)	44%	(112)	7%	(19)	17% (44)	257
4-Region: South	13%	(61)	17%	(79)	47%	(212)	7%	(33)	15% (68)	453
4-Region: West	17%	(34)	13%	(26)	45%	(92)	6%	(12)	20% (41)	205

Continued on next page

Table BRD12_13: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Michael Douglas

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	15%	(167)	17%	(187)	44%	(500)	7%	(76)	17% (194)	1124
Favorable of Trump	14%	(66)	14%	(68)	53%	(250)	4%	(20)	15% (72)	476
Unfavorable of Trump	16%	(96)	19%	(112)	39%	(229)	8%	(47)	17% (101)	585
Very Favorable of Trump	16%	(41)	12%	(31)	55%	(140)	4%	(11)	13% (32)	255
Somewhat Favorable of Trump	11%	(25)	17%	(37)	50%	(110)	4%	(9)	18% (40)	221
Somewhat Unfavorable of Trump	10%	(12)	19%	(22)	51%	(59)	10%	(11)	10% (11)	115
Very Unfavorable of Trump	18%	(84)	19%	(90)	36%	(170)	8%	(36)	19% (90)	470
Frequent Movie Watcher	23%	(41)	24%	(44)	37%	(68)	6%	(11)	10% (18)	182
Top TV watcher	16%	(47)	18%	(54)	41%	(122)	7%	(21)	18% (54)	298

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

Table BRD12_14: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Andy dick

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(175)	14%	(160)	38%	(427)	14%	(155)	18%	(207)	1124
Gender: Male	15%	(73)	17%	(86)	43%	(216)	9%	(45)	16%	(79)	499
Gender: Female	16%	(102)	12%	(74)	34%	(211)	18%	(110)	20%	(128)	625
Age: 18-29	18%	(42)	11%	(26)	33%	(76)	19%	(43)	19%	(45)	232
Age: 30-44	14%	(48)	18%	(59)	38%	(128)	12%	(39)	18%	(59)	333
Age: 45-54	18%	(31)	14%	(23)	44%	(75)	9%	(16)	15%	(25)	170
Age: 55-64	16%	(32)	14%	(28)	39%	(78)	13%	(27)	18%	(36)	201
Age: 65+	12%	(22)	13%	(24)	37%	(70)	16%	(30)	22%	(42)	188
Generation Z: 18-21	21%	(16)	11%	(8)	25%	(19)	19%	(14)	24%	(18)	75
Millennial: Age 22-37	17%	(56)	14%	(49)	36%	(123)	16%	(53)	17%	(57)	338
Generation X: Age 38-53	15%	(46)	16%	(49)	42%	(127)	10%	(30)	16%	(49)	301
Boomers: Age 54-72	15%	(51)	14%	(50)	38%	(132)	14%	(48)	20%	(70)	351
PID: Dem (no lean)	19%	(69)	14%	(50)	35%	(130)	15%	(54)	17%	(64)	367
PID: Ind (no lean)	13%	(53)	17%	(67)	36%	(146)	12%	(49)	22%	(87)	402
PID: Rep (no lean)	15%	(53)	12%	(43)	43%	(151)	15%	(52)	16%	(56)	355
PID/Gender: Dem Men	15%	(22)	15%	(22)	42%	(59)	13%	(18)	15%	(21)	142
PID/Gender: Dem Women	21%	(47)	12%	(28)	32%	(71)	16%	(36)	19%	(43)	225
PID/Gender: Ind Men	12%	(22)	20%	(36)	43%	(77)	7%	(13)	17%	(31)	179
PID/Gender: Ind Women	14%	(31)	14%	(31)	31%	(69)	16%	(36)	25%	(56)	223
PID/Gender: Rep Men	16%	(29)	16%	(28)	45%	(80)	8%	(14)	15%	(27)	178
PID/Gender: Rep Women	14%	(24)	8%	(15)	40%	(71)	21%	(38)	16%	(29)	177
Ideo: Liberal (1-3)	21%	(68)	18%	(60)	32%	(106)	11%	(35)	18%	(61)	330
Ideo: Moderate (4)	13%	(34)	16%	(41)	40%	(105)	16%	(43)	15%	(40)	263
Ideo: Conservative (5-7)	15%	(58)	14%	(52)	42%	(160)	14%	(52)	15%	(56)	378
Educ: < College	15%	(119)	13%	(99)	37%	(288)	16%	(123)	20%	(153)	782
Educ: Bachelors degree	16%	(34)	19%	(41)	40%	(85)	7%	(15)	18%	(39)	214
Educ: Post-grad	17%	(22)	16%	(20)	42%	(54)	13%	(17)	12%	(15)	128

Continued on next page

Table BRD12_14: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Andy Dick

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(175)	14%	(160)	38%	(427)	14%	(155)	18%	(207)	1124
Income: Under 50k	14%	(88)	13%	(82)	34%	(211)	16%	(97)	22%	(138)	616
Income: 50k-100k	17%	(58)	14%	(48)	42%	(144)	12%	(42)	16%	(54)	346
Income: 100k+	18%	(29)	19%	(30)	44%	(72)	10%	(16)	9%	(15)	162
Ethnicity: White	16%	(145)	15%	(136)	39%	(350)	12%	(111)	18%	(163)	905
Ethnicity: Hispanic	26%	(28)	16%	(17)	32%	(34)	13%	(14)	13%	(14)	107
Ethnicity: Afr. Am.	12%	(15)	12%	(14)	35%	(42)	20%	(24)	21%	(25)	120
Ethnicity: Other	15%	(15)	10%	(10)	35%	(35)	20%	(20)	19%	(19)	99
Relig: Protestant	14%	(40)	19%	(54)	35%	(97)	15%	(41)	17%	(47)	279
Relig: Roman Catholic	13%	(24)	13%	(23)	48%	(86)	12%	(21)	14%	(26)	180
Relig: Ath./Agn./None	16%	(52)	15%	(48)	35%	(113)	10%	(32)	23%	(74)	319
Relig: Something Else	21%	(41)	9%	(18)	39%	(76)	16%	(32)	15%	(30)	197
Relig: Evangelical	15%	(45)	14%	(42)	37%	(112)	17%	(52)	18%	(54)	305
Relig: Non-Evang. Catholics	12%	(37)	17%	(52)	42%	(126)	13%	(39)	16%	(48)	302
Relig: All Christian	14%	(82)	15%	(94)	39%	(238)	15%	(91)	17%	(102)	607
Relig: All Non-Christian	18%	(93)	13%	(66)	37%	(189)	12%	(64)	20%	(104)	516
Community: Urban	15%	(41)	16%	(44)	39%	(110)	16%	(45)	15%	(42)	282
Community: Suburban	18%	(89)	13%	(65)	39%	(190)	12%	(58)	18%	(91)	493
Community: Rural	13%	(45)	15%	(51)	36%	(127)	15%	(52)	21%	(74)	349
Employ: Private Sector	18%	(65)	14%	(51)	41%	(146)	11%	(38)	15%	(53)	353
Employ: Government	17%	(15)	21%	(18)	35%	(30)	15%	(13)	12%	(10)	86
Employ: Self-Employed	13%	(14)	13%	(14)	38%	(40)	14%	(15)	20%	(21)	104
Employ: Homemaker	12%	(11)	11%	(10)	34%	(32)	21%	(20)	22%	(21)	94
Employ: Student	26%	(17)	14%	(9)	28%	(18)	14%	(9)	18%	(12)	65
Employ: Retired	13%	(28)	11%	(24)	40%	(90)	17%	(38)	19%	(43)	223
Employ: Unemployed	13%	(13)	14%	(14)	39%	(40)	16%	(16)	19%	(20)	103
Employ: Other	12%	(12)	21%	(20)	32%	(31)	6%	(6)	28%	(27)	96
Military HH: Yes	17%	(35)	16%	(33)	38%	(78)	15%	(31)	14%	(28)	205
Military HH: No	15%	(140)	14%	(127)	38%	(349)	13%	(124)	19%	(179)	919

Continued on next page

Table BRD12_14: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Andy Dick

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(175)	14%	(160)	38%	(427)	14%	(155)	18%	(207)	1124
RD/WT: Right Direction	14%	(63)	11%	(50)	42%	(191)	16%	(70)	17%	(76)	450
RD/WT: Wrong Track	17%	(112)	16%	(110)	35%	(236)	13%	(85)	19%	(131)	674
Trump Job Approve	14%	(67)	12%	(55)	43%	(203)	13%	(62)	17%	(80)	467
Trump Job Disapprove	18%	(105)	17%	(99)	35%	(204)	13%	(78)	17%	(101)	587
Trump Job Strongly Approve	17%	(38)	12%	(27)	46%	(104)	12%	(27)	14%	(31)	227
Trump Job Somewhat Approve	12%	(29)	12%	(28)	41%	(99)	15%	(35)	20%	(49)	240
Trump Job Somewhat Disapprove	13%	(23)	22%	(38)	39%	(67)	15%	(26)	11%	(19)	173
Trump Job Strongly Disapprove	20%	(82)	15%	(61)	33%	(137)	13%	(52)	20%	(82)	414
#1 Issue: Economy	17%	(60)	12%	(43)	42%	(150)	12%	(42)	17%	(60)	355
#1 Issue: Security	15%	(32)	14%	(31)	42%	(90)	12%	(27)	17%	(36)	216
#1 Issue: Health Care	15%	(25)	17%	(29)	30%	(51)	16%	(28)	22%	(38)	171
#1 Issue: Medicare / Social Security	11%	(18)	10%	(16)	43%	(67)	15%	(23)	21%	(33)	157
#1 Issue: Women's Issues	17%	(9)	11%	(6)	28%	(15)	26%	(14)	17%	(9)	53
#1 Issue: Education	23%	(17)	22%	(16)	29%	(21)	8%	(6)	18%	(13)	73
#1 Issue: Other	15%	(8)	13%	(7)	33%	(18)	18%	(10)	22%	(12)	55
2016 Vote: Democrat Hillary Clinton	18%	(65)	17%	(63)	34%	(124)	15%	(54)	17%	(61)	367
2016 Vote: Republican Donald Trump	14%	(51)	13%	(48)	44%	(164)	16%	(59)	13%	(47)	369
2016 Vote: Someone else	21%	(23)	17%	(19)	31%	(34)	11%	(12)	19%	(21)	109
Voted in 2014: Yes	15%	(107)	15%	(106)	40%	(278)	13%	(93)	16%	(113)	697
Voted in 2014: No	16%	(68)	13%	(54)	35%	(149)	15%	(62)	22%	(94)	427
2012 Vote: Barack Obama	17%	(75)	17%	(75)	38%	(169)	13%	(58)	15%	(69)	446
2012 Vote: Mitt Romney	12%	(31)	13%	(34)	47%	(123)	14%	(36)	15%	(40)	264
2012 Vote: Other	18%	(10)	13%	(7)	33%	(18)	16%	(9)	20%	(11)	55
2012 Vote: Didn't Vote	16%	(59)	12%	(44)	32%	(116)	15%	(52)	24%	(87)	358
4-Region: Northeast	18%	(37)	13%	(27)	33%	(69)	14%	(30)	22%	(46)	209
4-Region: Midwest	18%	(47)	16%	(42)	34%	(88)	12%	(32)	19%	(48)	257
4-Region: South	13%	(59)	15%	(68)	41%	(187)	14%	(64)	17%	(75)	453
4-Region: West	16%	(32)	11%	(23)	40%	(83)	14%	(29)	19%	(38)	205

Continued on next page

Table BRD12_14: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Andy dick

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(175)	14%	(160)	38%	(427)	14%	(155)	18%	(207)	1124
Favorable of Trump	13%	(63)	12%	(57)	44%	(211)	14%	(65)	17%	(80)	476
Unfavorable of Trump	18%	(107)	17%	(97)	34%	(196)	14%	(82)	18%	(103)	585
Very Favorable of Trump	13%	(33)	11%	(27)	47%	(120)	14%	(35)	16%	(40)	255
Somewhat Favorable of Trump	14%	(30)	14%	(30)	41%	(91)	14%	(30)	18%	(40)	221
Somewhat Unfavorable of Trump	10%	(12)	21%	(24)	38%	(44)	19%	(22)	11%	(13)	115
Very Unfavorable of Trump	20%	(95)	16%	(73)	32%	(152)	13%	(60)	19%	(90)	470
Frequent Movie Watcher	22%	(40)	23%	(41)	35%	(64)	8%	(15)	12%	(22)	182
Top TV watcher	18%	(53)	16%	(48)	35%	(103)	14%	(41)	18%	(53)	298

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

Table BRD12_15: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Danny Masterson

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(160)	16%	(180)	37%	(418)	16%	(177)	17%	(189)	1124
Gender: Male	13%	(66)	17%	(86)	42%	(212)	13%	(63)	14%	(72)	499
Gender: Female	15%	(94)	15%	(94)	33%	(206)	18%	(114)	19%	(117)	625
Age: 18-29	18%	(42)	13%	(31)	34%	(79)	19%	(45)	15%	(35)	232
Age: 30-44	13%	(44)	21%	(69)	38%	(128)	12%	(41)	15%	(51)	333
Age: 45-54	15%	(25)	14%	(24)	44%	(75)	11%	(19)	16%	(27)	170
Age: 55-64	14%	(29)	16%	(33)	36%	(72)	17%	(34)	16%	(33)	201
Age: 65+	11%	(20)	12%	(23)	34%	(64)	20%	(38)	23%	(43)	188
Generation Z: 18-21	21%	(16)	19%	(14)	24%	(18)	23%	(17)	13%	(10)	75
Millennial: Age 22-37	17%	(57)	15%	(50)	38%	(130)	15%	(50)	15%	(51)	338
Generation X: Age 38-53	12%	(36)	20%	(59)	41%	(124)	12%	(35)	16%	(47)	301
Boomers: Age 54-72	13%	(46)	15%	(53)	35%	(124)	17%	(60)	19%	(68)	351
PID: Dem (no lean)	18%	(67)	17%	(61)	33%	(122)	16%	(59)	16%	(58)	367
PID: Ind (no lean)	11%	(45)	18%	(73)	37%	(149)	15%	(60)	19%	(75)	402
PID: Rep (no lean)	14%	(48)	13%	(46)	41%	(147)	16%	(58)	16%	(56)	355
PID/Gender: Dem Men	15%	(22)	15%	(21)	41%	(58)	15%	(21)	14%	(20)	142
PID/Gender: Dem Women	20%	(45)	18%	(40)	28%	(64)	17%	(38)	17%	(38)	225
PID/Gender: Ind Men	10%	(18)	22%	(39)	45%	(80)	10%	(18)	13%	(24)	179
PID/Gender: Ind Women	12%	(27)	15%	(34)	31%	(69)	19%	(42)	23%	(51)	223
PID/Gender: Rep Men	15%	(26)	15%	(26)	42%	(74)	13%	(24)	16%	(28)	178
PID/Gender: Rep Women	12%	(22)	11%	(20)	41%	(73)	19%	(34)	16%	(28)	177
Ideo: Liberal (1-3)	20%	(65)	23%	(76)	28%	(92)	13%	(44)	16%	(53)	330
Ideo: Moderate (4)	13%	(33)	14%	(38)	40%	(106)	19%	(50)	14%	(36)	263
Ideo: Conservative (5-7)	13%	(48)	15%	(56)	42%	(160)	15%	(58)	15%	(56)	378
Educ: < College	13%	(105)	15%	(114)	37%	(287)	17%	(135)	18%	(141)	782
Educ: Bachelors degree	15%	(32)	20%	(43)	38%	(82)	11%	(23)	16%	(34)	214
Educ: Post-grad	18%	(23)	18%	(23)	38%	(49)	15%	(19)	11%	(14)	128

Continued on next page

Table BRD12_15: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Danny masterson

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(160)	16%	(180)	37%	(418)	16%	(177)	17%	(189)	1124
Income: Under 50k	13%	(82)	16%	(96)	33%	(206)	18%	(110)	20%	(122)	616
Income: 50k-100k	15%	(52)	16%	(54)	41%	(142)	15%	(52)	13%	(46)	346
Income: 100k+	16%	(26)	19%	(30)	43%	(70)	9%	(15)	13%	(21)	162
Ethnicity: White	15%	(132)	17%	(150)	39%	(350)	14%	(126)	16%	(147)	905
Ethnicity: Hispanic	22%	(24)	21%	(23)	29%	(31)	16%	(17)	11%	(12)	107
Ethnicity: Afr. Am.	12%	(14)	16%	(19)	31%	(37)	22%	(26)	20%	(24)	120
Ethnicity: Other	14%	(14)	11%	(11)	31%	(31)	25%	(25)	18%	(18)	99
Relig: Protestant	13%	(35)	17%	(48)	36%	(101)	17%	(47)	17%	(48)	279
Relig: Roman Catholic	12%	(22)	16%	(28)	42%	(76)	17%	(30)	13%	(24)	180
Relig: Ath./Agn./None	15%	(47)	17%	(55)	36%	(114)	13%	(43)	19%	(60)	319
Relig: Something Else	20%	(40)	14%	(28)	34%	(66)	16%	(31)	16%	(32)	197
Relig: Evangelical	11%	(35)	14%	(44)	41%	(124)	16%	(48)	18%	(54)	305
Relig: Non-Evang. Catholics	13%	(38)	18%	(53)	38%	(114)	18%	(55)	14%	(42)	302
Relig: All Christian	12%	(73)	16%	(97)	39%	(238)	17%	(103)	16%	(96)	607
Relig: All Non-Christian	17%	(87)	16%	(83)	35%	(180)	14%	(74)	18%	(92)	516
Community: Urban	13%	(38)	18%	(51)	38%	(107)	16%	(46)	14%	(40)	282
Community: Suburban	17%	(85)	15%	(72)	36%	(179)	15%	(75)	17%	(82)	493
Community: Rural	11%	(37)	16%	(57)	38%	(132)	16%	(56)	19%	(67)	349
Employ: Private Sector	17%	(61)	17%	(59)	41%	(146)	12%	(42)	13%	(45)	353
Employ: Government	16%	(14)	27%	(23)	33%	(28)	14%	(12)	10%	(9)	86
Employ: Self-Employed	14%	(15)	13%	(14)	40%	(42)	12%	(13)	19%	(20)	104
Employ: Homemaker	10%	(9)	16%	(15)	35%	(33)	21%	(20)	18%	(17)	94
Employ: Student	26%	(17)	17%	(11)	22%	(14)	23%	(15)	12%	(8)	65
Employ: Retired	10%	(22)	9%	(21)	39%	(86)	22%	(48)	21%	(46)	223
Employ: Unemployed	11%	(11)	17%	(18)	34%	(35)	18%	(19)	19%	(20)	103
Employ: Other	11%	(11)	20%	(19)	35%	(34)	8%	(8)	25%	(24)	96
Military HH: Yes	14%	(28)	15%	(30)	39%	(80)	20%	(40)	13%	(27)	205
Military HH: No	14%	(132)	16%	(150)	37%	(338)	15%	(137)	18%	(162)	919

Continued on next page

Table BRD12_15: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Danny masterson

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(160)	16%	(180)	37%	(418)	16%	(177)	17%	(189)	1124
RD/WT: Right Direction	13%	(58)	12%	(56)	43%	(192)	18%	(79)	14%	(65)	450
RD/WT: Wrong Track	15%	(102)	18%	(124)	34%	(226)	15%	(98)	18%	(124)	674
Trump Job Approve	12%	(56)	13%	(62)	44%	(207)	15%	(72)	15%	(70)	467
Trump Job Disapprove	17%	(100)	19%	(110)	33%	(191)	15%	(87)	17%	(99)	587
Trump Job Strongly Approve	16%	(36)	11%	(26)	43%	(98)	16%	(36)	14%	(31)	227
Trump Job Somewhat Approve	8%	(20)	15%	(36)	45%	(109)	15%	(36)	16%	(39)	240
Trump Job Somewhat Disapprove	13%	(22)	18%	(32)	39%	(68)	17%	(29)	13%	(22)	173
Trump Job Strongly Disapprove	19%	(78)	19%	(78)	30%	(123)	14%	(58)	19%	(77)	414
#1 Issue: Economy	14%	(50)	13%	(46)	40%	(141)	16%	(58)	17%	(60)	355
#1 Issue: Security	15%	(32)	14%	(30)	44%	(95)	13%	(28)	14%	(31)	216
#1 Issue: Health Care	15%	(25)	16%	(27)	31%	(53)	16%	(28)	22%	(38)	171
#1 Issue: Medicare / Social Security	9%	(14)	14%	(22)	39%	(61)	18%	(29)	20%	(31)	157
#1 Issue: Women's Issues	23%	(12)	25%	(13)	21%	(11)	21%	(11)	11%	(6)	53
#1 Issue: Education	22%	(16)	23%	(17)	33%	(24)	10%	(7)	12%	(9)	73
#1 Issue: Other	9%	(5)	20%	(11)	35%	(19)	20%	(11)	16%	(9)	55
2016 Vote: Democrat Hillary Clinton	18%	(67)	18%	(65)	31%	(115)	16%	(57)	17%	(63)	367
2016 Vote: Republican Donald Trump	12%	(43)	14%	(53)	44%	(161)	18%	(65)	13%	(47)	369
2016 Vote: Someone else	17%	(18)	16%	(17)	34%	(37)	17%	(19)	17%	(18)	109
Voted in 2014: Yes	14%	(97)	15%	(102)	40%	(276)	16%	(112)	16%	(110)	697
Voted in 2014: No	15%	(63)	18%	(78)	33%	(142)	15%	(65)	19%	(79)	427
2012 Vote: Barack Obama	17%	(76)	17%	(78)	35%	(157)	16%	(71)	14%	(64)	446
2012 Vote: Mitt Romney	10%	(27)	12%	(32)	46%	(121)	16%	(43)	16%	(41)	264
2012 Vote: Other	11%	(6)	15%	(8)	42%	(23)	16%	(9)	16%	(9)	55
2012 Vote: Didn't Vote	14%	(51)	17%	(62)	32%	(116)	15%	(54)	21%	(75)	358
4-Region: Northeast	13%	(28)	19%	(39)	30%	(62)	17%	(36)	21%	(44)	209
4-Region: Midwest	19%	(49)	17%	(43)	34%	(88)	14%	(37)	16%	(40)	257
4-Region: South	12%	(54)	15%	(68)	42%	(191)	17%	(78)	14%	(62)	453
4-Region: West	14%	(29)	15%	(30)	38%	(77)	13%	(26)	21%	(43)	205

Continued on next page

Table BRD12_15: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Danny masterson

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(160)	16%	(180)	37%	(418)	16%	(177)	17%	(189)	1124
Favorable of Trump	12%	(56)	14%	(68)	43%	(205)	16%	(74)	15%	(73)	476
Unfavorable of Trump	17%	(101)	18%	(104)	33%	(192)	16%	(92)	16%	(96)	585
Very Favorable of Trump	12%	(30)	12%	(31)	44%	(113)	16%	(41)	16%	(40)	255
Somewhat Favorable of Trump	12%	(26)	17%	(37)	42%	(92)	15%	(33)	15%	(33)	221
Somewhat Unfavorable of Trump	10%	(11)	17%	(20)	45%	(52)	20%	(23)	8%	(9)	115
Very Unfavorable of Trump	19%	(90)	18%	(84)	30%	(140)	15%	(69)	19%	(87)	470
Frequent Movie Watcher	23%	(41)	23%	(42)	34%	(62)	10%	(19)	10%	(18)	182
Top TV watcher	17%	(51)	14%	(41)	38%	(112)	14%	(41)	18%	(53)	298

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

Table BRD12_16: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?
Image: Richard Dreyfuss

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(148)	17%	(192)	43%	(481)	9%	(101)	18%	(202)	1124
Gender: Male	12%	(61)	19%	(93)	48%	(242)	7%	(35)	14%	(68)	499
Gender: Female	14%	(87)	16%	(99)	38%	(239)	11%	(66)	21%	(134)	625
Age: 18-29	14%	(33)	13%	(31)	34%	(78)	21%	(48)	18%	(42)	232
Age: 30-44	12%	(39)	20%	(66)	43%	(144)	9%	(31)	16%	(53)	333
Age: 45-54	16%	(27)	17%	(29)	49%	(83)	3%	(5)	15%	(26)	170
Age: 55-64	15%	(31)	15%	(30)	47%	(94)	4%	(9)	18%	(37)	201
Age: 65+	10%	(18)	19%	(36)	44%	(82)	4%	(8)	23%	(44)	188
Generation Z: 18-21	21%	(16)	13%	(10)	25%	(19)	23%	(17)	17%	(13)	75
Millennial: Age 22-37	12%	(39)	16%	(53)	41%	(139)	15%	(52)	16%	(55)	338
Generation X: Age 38-53	13%	(40)	21%	(63)	45%	(135)	5%	(15)	16%	(48)	301
Boomers: Age 54-72	14%	(48)	17%	(61)	45%	(159)	3%	(12)	20%	(71)	351
PID: Dem (no lean)	16%	(59)	17%	(63)	39%	(143)	11%	(40)	17%	(62)	367
PID: Ind (no lean)	10%	(39)	19%	(78)	41%	(166)	9%	(35)	21%	(84)	402
PID: Rep (no lean)	14%	(50)	14%	(51)	48%	(172)	7%	(26)	16%	(56)	355
PID/Gender: Dem Men	11%	(16)	18%	(25)	46%	(65)	11%	(16)	14%	(20)	142
PID/Gender: Dem Women	19%	(43)	17%	(38)	35%	(78)	11%	(24)	19%	(42)	225
PID/Gender: Ind Men	8%	(15)	24%	(43)	47%	(85)	6%	(11)	14%	(25)	179
PID/Gender: Ind Women	11%	(24)	16%	(35)	36%	(81)	11%	(24)	26%	(59)	223
PID/Gender: Rep Men	17%	(30)	14%	(25)	52%	(92)	4%	(8)	13%	(23)	178
PID/Gender: Rep Women	11%	(20)	15%	(26)	45%	(80)	10%	(18)	19%	(33)	177
Ideo: Liberal (1-3)	17%	(57)	22%	(71)	36%	(120)	9%	(29)	16%	(53)	330
Ideo: Moderate (4)	11%	(28)	18%	(48)	46%	(121)	10%	(25)	16%	(41)	263
Ideo: Conservative (5-7)	13%	(49)	17%	(65)	48%	(182)	6%	(23)	16%	(59)	378
Educ: < College	14%	(107)	15%	(115)	42%	(325)	10%	(81)	20%	(154)	782
Educ: Bachelors degree	11%	(24)	23%	(49)	46%	(99)	5%	(10)	15%	(32)	214
Educ: Post-grad	13%	(17)	22%	(28)	45%	(57)	8%	(10)	12%	(16)	128

Continued on next page

Table BRD12_16: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Richard dreyfuss

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	13%	(148)	17%	(192)	43%	(481)	9%	(101)	18% (202)	1124
Income: Under 50k	13%	(83)	14%	(86)	38%	(236)	12%	(71)	23% (140)	616
Income: 50k-100k	13%	(44)	20%	(70)	47%	(163)	6%	(21)	14% (48)	346
Income: 100k+	13%	(21)	22%	(36)	51%	(82)	6%	(9)	9% (14)	162
Ethnicity: White	13%	(118)	18%	(165)	44%	(401)	7%	(64)	17% (157)	905
Ethnicity: Hispanic	24%	(26)	16%	(17)	36%	(38)	11%	(12)	13% (14)	107
Ethnicity: Afr. Am.	13%	(16)	12%	(15)	39%	(47)	17%	(20)	18% (22)	120
Ethnicity: Other	14%	(14)	12%	(12)	33%	(33)	17%	(17)	23% (23)	99
Relig: Protestant	13%	(37)	20%	(55)	44%	(122)	6%	(16)	18% (49)	279
Relig: Roman Catholic	12%	(21)	17%	(31)	50%	(90)	8%	(15)	13% (23)	180
Relig: Ath./Agn./None	12%	(37)	19%	(60)	39%	(126)	8%	(26)	22% (70)	319
Relig: Something Else	19%	(37)	13%	(26)	38%	(74)	14%	(27)	17% (33)	197
Relig: Evangelical	12%	(37)	16%	(50)	45%	(137)	9%	(26)	18% (55)	305
Relig: Non-Evang. Catholics	12%	(37)	19%	(56)	48%	(144)	7%	(22)	14% (43)	302
Relig: All Christian	12%	(74)	17%	(106)	46%	(281)	8%	(48)	16% (98)	607
Relig: All Non-Christian	14%	(74)	17%	(86)	39%	(200)	10%	(53)	20% (103)	516
Community: Urban	15%	(42)	17%	(47)	43%	(122)	11%	(31)	14% (40)	282
Community: Suburban	15%	(73)	15%	(75)	42%	(209)	9%	(45)	18% (91)	493
Community: Rural	9%	(33)	20%	(70)	43%	(150)	7%	(25)	20% (71)	349
Employ: Private Sector	14%	(49)	18%	(65)	46%	(164)	7%	(23)	15% (52)	353
Employ: Government	16%	(14)	19%	(16)	47%	(40)	5%	(4)	14% (12)	86
Employ: Self-Employed	14%	(15)	19%	(20)	43%	(45)	9%	(9)	14% (15)	104
Employ: Homemaker	12%	(11)	13%	(12)	38%	(36)	18%	(17)	19% (18)	94
Employ: Student	25%	(16)	14%	(9)	28%	(18)	20%	(13)	14% (9)	65
Employ: Retired	11%	(24)	16%	(36)	46%	(103)	4%	(10)	22% (50)	223
Employ: Unemployed	10%	(10)	15%	(15)	41%	(42)	17%	(17)	18% (19)	103
Employ: Other	9%	(9)	20%	(19)	34%	(33)	8%	(8)	28% (27)	96
Military HH: Yes	16%	(33)	18%	(36)	47%	(97)	6%	(12)	13% (27)	205
Military HH: No	13%	(115)	17%	(156)	42%	(384)	10%	(89)	19% (175)	919

Continued on next page

Table BRD12_16: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Richard dreyfuss

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	13%	(148)	17%	(192)	43%	(481)	9%	(101)	18% (202)	1124
RD/WT: Right Direction	14%	(61)	13%	(59)	49%	(220)	8%	(35)	17% (75)	450
RD/WT: Wrong Track	13%	(87)	20%	(133)	39%	(261)	10%	(66)	19% (127)	674
Trump Job Approve	12%	(57)	15%	(68)	52%	(241)	6%	(26)	16% (75)	467
Trump Job Disapprove	15%	(88)	20%	(115)	37%	(220)	11%	(62)	17% (102)	587
Trump Job Strongly Approve	15%	(35)	14%	(32)	53%	(120)	6%	(13)	12% (27)	227
Trump Job Somewhat Approve	9%	(22)	15%	(36)	50%	(121)	5%	(13)	20% (48)	240
Trump Job Somewhat Disapprove	14%	(24)	18%	(32)	44%	(76)	10%	(17)	14% (24)	173
Trump Job Strongly Disapprove	15%	(64)	20%	(83)	35%	(144)	11%	(45)	19% (78)	414
#1 Issue: Economy	13%	(46)	14%	(48)	46%	(163)	10%	(35)	18% (63)	355
#1 Issue: Security	15%	(32)	16%	(35)	49%	(105)	6%	(14)	14% (30)	216
#1 Issue: Health Care	13%	(22)	19%	(32)	35%	(59)	12%	(20)	22% (38)	171
#1 Issue: Medicare / Social Security	11%	(17)	14%	(22)	46%	(73)	5%	(8)	24% (37)	157
#1 Issue: Women's Issues	11%	(6)	23%	(12)	32%	(17)	19%	(10)	15% (8)	53
#1 Issue: Education	16%	(12)	29%	(21)	33%	(24)	5%	(4)	16% (12)	73
#1 Issue: Other	15%	(8)	18%	(10)	36%	(20)	15%	(8)	16% (9)	55
2016 Vote: Democrat Hillary Clinton	15%	(54)	20%	(72)	37%	(136)	11%	(41)	17% (64)	367
2016 Vote: Republican Donald Trump	12%	(43)	17%	(63)	52%	(191)	6%	(22)	14% (50)	369
2016 Vote: Someone else	17%	(19)	18%	(20)	38%	(41)	8%	(9)	18% (20)	109
Voted in 2014: Yes	12%	(84)	19%	(130)	46%	(321)	7%	(51)	16% (111)	697
Voted in 2014: No	15%	(64)	15%	(62)	37%	(160)	12%	(50)	21% (91)	427
2012 Vote: Barack Obama	13%	(57)	21%	(92)	42%	(188)	8%	(37)	16% (72)	446
2012 Vote: Mitt Romney	11%	(29)	16%	(41)	53%	(140)	5%	(14)	15% (40)	264
2012 Vote: Other	13%	(7)	20%	(11)	45%	(25)	5%	(3)	16% (9)	55
2012 Vote: Didn't Vote	15%	(55)	13%	(48)	35%	(127)	13%	(47)	23% (81)	358
4-Region: Northeast	15%	(31)	18%	(38)	37%	(78)	8%	(17)	22% (45)	209
4-Region: Midwest	15%	(39)	18%	(46)	40%	(103)	9%	(24)	18% (45)	257
4-Region: South	12%	(54)	17%	(78)	46%	(210)	9%	(42)	15% (69)	453
4-Region: West	12%	(24)	15%	(30)	44%	(90)	9%	(18)	21% (43)	205

Continued on next page

Table BRD12_16: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Richard dreyfuss

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(148)	17%	(192)	43%	(481)	9%	(101)	18%	(202)	1124
Favorable of Trump	12%	(59)	15%	(70)	51%	(244)	6%	(28)	16%	(75)	476
Unfavorable of Trump	14%	(84)	20%	(116)	37%	(218)	11%	(62)	18%	(105)	585
Very Favorable of Trump	13%	(34)	12%	(30)	55%	(141)	6%	(15)	14%	(35)	255
Somewhat Favorable of Trump	11%	(25)	18%	(40)	47%	(103)	6%	(13)	18%	(40)	221
Somewhat Unfavorable of Trump	9%	(10)	23%	(27)	46%	(53)	10%	(11)	12%	(14)	115
Very Unfavorable of Trump	16%	(74)	19%	(89)	35%	(165)	11%	(51)	19%	(91)	470
Frequent Movie Watcher	20%	(37)	24%	(43)	40%	(73)	6%	(11)	10%	(18)	182
Top TV watcher	15%	(46)	20%	(59)	39%	(115)	8%	(25)	18%	(53)	298

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

Table BRD12_17: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image:Sylvester stallone

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(175)	16%	(185)	45%	(509)	5%	(53)	18%	(202)	1124
Gender: Male	15%	(75)	18%	(90)	49%	(247)	4%	(21)	13%	(66)	499
Gender: Female	16%	(100)	15%	(95)	42%	(262)	5%	(32)	22%	(136)	625
Age: 18-29	19%	(43)	15%	(35)	37%	(86)	9%	(21)	20%	(47)	232
Age: 30-44	13%	(43)	20%	(66)	48%	(161)	5%	(15)	14%	(48)	333
Age: 45-54	17%	(29)	18%	(30)	49%	(83)	2%	(3)	15%	(25)	170
Age: 55-64	17%	(35)	14%	(29)	46%	(92)	4%	(8)	18%	(37)	201
Age: 65+	13%	(25)	13%	(25)	46%	(87)	3%	(6)	24%	(45)	188
Generation Z: 18-21	23%	(17)	17%	(13)	23%	(17)	13%	(10)	24%	(18)	75
Millennial: Age 22-37	14%	(48)	17%	(59)	46%	(155)	6%	(20)	17%	(56)	338
Generation X: Age 38-53	16%	(47)	19%	(57)	49%	(146)	3%	(9)	14%	(42)	301
Boomers: Age 54-72	16%	(57)	15%	(51)	46%	(160)	4%	(13)	20%	(70)	351
PID: Dem (no lean)	17%	(64)	17%	(63)	44%	(160)	5%	(17)	17%	(63)	367
PID: Ind (no lean)	14%	(55)	18%	(71)	43%	(172)	5%	(21)	21%	(83)	402
PID: Rep (no lean)	16%	(56)	14%	(51)	50%	(177)	4%	(15)	16%	(56)	355
PID/Gender: Dem Men	15%	(22)	16%	(23)	47%	(67)	6%	(9)	15%	(21)	142
PID/Gender: Dem Women	19%	(42)	18%	(40)	41%	(93)	4%	(8)	19%	(42)	225
PID/Gender: Ind Men	12%	(22)	22%	(39)	48%	(86)	4%	(7)	14%	(25)	179
PID/Gender: Ind Women	15%	(33)	14%	(32)	39%	(86)	6%	(14)	26%	(58)	223
PID/Gender: Rep Men	17%	(31)	16%	(28)	53%	(94)	3%	(5)	11%	(20)	178
PID/Gender: Rep Women	14%	(25)	13%	(23)	47%	(83)	6%	(10)	20%	(36)	177
Ideo: Liberal (1-3)	20%	(65)	22%	(73)	36%	(119)	4%	(14)	18%	(59)	330
Ideo: Moderate (4)	13%	(34)	16%	(43)	49%	(130)	6%	(15)	16%	(41)	263
Ideo: Conservative (5-7)	16%	(60)	16%	(60)	51%	(194)	3%	(12)	14%	(52)	378
Educ: < College	16%	(129)	14%	(111)	45%	(350)	5%	(38)	20%	(154)	782
Educ: Bachelors degree	12%	(25)	23%	(49)	47%	(101)	3%	(7)	15%	(32)	214
Educ: Post-grad	16%	(21)	20%	(25)	45%	(58)	6%	(8)	12%	(16)	128

Continued on next page

Table BRD12_17: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Sylvester Stallone

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	16%	(175)	16%	(185)	45%	(509)	5%	(53)	18% (202)	1124
Income: Under 50k	16%	(97)	15%	(93)	41%	(255)	6%	(34)	22% (137)	616
Income: 50k-100k	15%	(51)	18%	(63)	48%	(167)	4%	(14)	15% (51)	346
Income: 100k+	17%	(27)	18%	(29)	54%	(87)	3%	(5)	9% (14)	162
Ethnicity: White	15%	(136)	18%	(159)	46%	(420)	4%	(34)	17% (156)	905
Ethnicity: Hispanic	25%	(27)	16%	(17)	40%	(43)	6%	(6)	13% (14)	107
Ethnicity: Afr. Am.	18%	(21)	12%	(14)	41%	(49)	8%	(9)	22% (27)	120
Ethnicity: Other	18%	(18)	12%	(12)	40%	(40)	10%	(10)	19% (19)	99
Relig: Protestant	14%	(40)	19%	(54)	46%	(128)	3%	(9)	17% (48)	279
Relig: Roman Catholic	17%	(30)	15%	(27)	51%	(92)	4%	(8)	13% (23)	180
Relig: Ath./Agn./None	15%	(48)	18%	(58)	41%	(130)	4%	(12)	22% (71)	319
Relig: Something Else	20%	(39)	14%	(28)	41%	(81)	8%	(16)	17% (33)	197
Relig: Evangelical	15%	(46)	14%	(42)	49%	(148)	4%	(13)	18% (56)	305
Relig: Non-Evang. Catholics	14%	(42)	19%	(57)	49%	(149)	4%	(12)	14% (42)	302
Relig: All Christian	14%	(88)	16%	(99)	49%	(297)	4%	(25)	16% (98)	607
Relig: All Non-Christian	17%	(87)	17%	(86)	41%	(211)	5%	(28)	20% (104)	516
Community: Urban	18%	(50)	17%	(49)	46%	(130)	4%	(12)	15% (41)	282
Community: Suburban	16%	(81)	15%	(74)	45%	(220)	5%	(25)	19% (93)	493
Community: Rural	13%	(44)	18%	(62)	46%	(159)	5%	(16)	19% (68)	349
Employ: Private Sector	16%	(58)	18%	(62)	48%	(168)	3%	(12)	15% (53)	353
Employ: Government	16%	(14)	23%	(20)	44%	(38)	3%	(3)	13% (11)	86
Employ: Self-Employed	17%	(18)	16%	(17)	47%	(49)	5%	(5)	14% (15)	104
Employ: Homemaker	11%	(10)	20%	(19)	44%	(41)	9%	(8)	17% (16)	94
Employ: Student	28%	(18)	15%	(10)	28%	(18)	11%	(7)	18% (12)	65
Employ: Retired	13%	(29)	13%	(28)	49%	(109)	3%	(7)	22% (50)	223
Employ: Unemployed	14%	(14)	14%	(14)	45%	(46)	8%	(8)	20% (21)	103
Employ: Other	15%	(14)	16%	(15)	42%	(40)	3%	(3)	25% (24)	96
Military HH: Yes	18%	(37)	17%	(34)	51%	(104)	2%	(5)	12% (25)	205
Military HH: No	15%	(138)	16%	(151)	44%	(405)	5%	(48)	19% (177)	919

Continued on next page

Table BRD12_17: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Sylvester Stallone

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion	Total N
Adults	16%	(175)	16%	(185)	45%	(509)	5%	(53)	18% (202)	1124
RD/WT: Right Direction	15%	(67)	14%	(61)	51%	(231)	5%	(24)	15% (67)	450
RD/WT: Wrong Track	16%	(108)	18%	(124)	41%	(278)	4%	(29)	20% (135)	674
Trump Job Approve	14%	(65)	14%	(65)	53%	(247)	4%	(18)	15% (72)	467
Trump Job Disapprove	18%	(105)	19%	(110)	40%	(237)	5%	(29)	18% (106)	587
Trump Job Strongly Approve	17%	(38)	15%	(33)	54%	(123)	4%	(8)	11% (25)	227
Trump Job Somewhat Approve	11%	(27)	13%	(32)	52%	(124)	4%	(10)	20% (47)	240
Trump Job Somewhat Disapprove	17%	(29)	16%	(27)	50%	(87)	5%	(9)	12% (21)	173
Trump Job Strongly Disapprove	18%	(76)	20%	(83)	36%	(150)	5%	(20)	21% (85)	414
#1 Issue: Economy	14%	(51)	15%	(53)	47%	(167)	6%	(20)	18% (64)	355
#1 Issue: Security	19%	(42)	14%	(30)	51%	(111)	3%	(6)	12% (27)	216
#1 Issue: Health Care	15%	(26)	15%	(26)	40%	(69)	7%	(12)	22% (38)	171
#1 Issue: Medicare / Social Security	11%	(17)	14%	(22)	49%	(77)	3%	(4)	24% (37)	157
#1 Issue: Women's Issues	9%	(5)	32%	(17)	30%	(16)	9%	(5)	19% (10)	53
#1 Issue: Education	18%	(13)	26%	(19)	37%	(27)	1%	(1)	18% (13)	73
#1 Issue: Other	22%	(12)	15%	(8)	42%	(23)	7%	(4)	15% (8)	55
2016 Vote: Democrat Hillary Clinton	18%	(65)	18%	(67)	41%	(149)	5%	(19)	18% (67)	367
2016 Vote: Republican Donald Trump	14%	(50)	16%	(58)	54%	(201)	4%	(14)	12% (46)	369
2016 Vote: Someone else	21%	(23)	18%	(20)	37%	(40)	6%	(7)	17% (19)	109
Voted in 2014: Yes	14%	(101)	16%	(115)	48%	(338)	5%	(32)	16% (111)	697
Voted in 2014: No	17%	(74)	16%	(70)	40%	(171)	5%	(21)	21% (91)	427
2012 Vote: Barack Obama	15%	(67)	19%	(84)	44%	(198)	5%	(23)	17% (74)	446
2012 Vote: Mitt Romney	13%	(34)	15%	(40)	55%	(145)	3%	(7)	14% (38)	264
2012 Vote: Other	20%	(11)	13%	(7)	51%	(28)	5%	(3)	11% (6)	55
2012 Vote: Didn't Vote	18%	(63)	15%	(54)	38%	(137)	6%	(20)	23% (84)	358
4-Region: Northeast	20%	(41)	16%	(34)	39%	(81)	5%	(11)	20% (42)	209
4-Region: Midwest	17%	(43)	19%	(49)	42%	(108)	4%	(11)	18% (46)	257
4-Region: South	14%	(62)	17%	(75)	50%	(226)	5%	(21)	15% (69)	453
4-Region: West	14%	(29)	13%	(27)	46%	(94)	5%	(10)	22% (45)	205

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Table BRD12_17: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Sylvester Stallone

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	16%	(175)	16%	(185)	45%	(509)	5%	(53)	18%	(202)	1124
Favorable of Trump	14%	(67)	15%	(72)	52%	(246)	4%	(21)	15%	(70)	476
Unfavorable of Trump	17%	(100)	18%	(106)	41%	(238)	5%	(29)	19%	(112)	585
Very Favorable of Trump	15%	(37)	14%	(35)	53%	(136)	5%	(14)	13%	(33)	255
Somewhat Favorable of Trump	14%	(30)	17%	(37)	50%	(110)	3%	(7)	17%	(37)	221
Somewhat Unfavorable of Trump	13%	(15)	17%	(20)	54%	(62)	4%	(5)	11%	(13)	115
Very Unfavorable of Trump	18%	(85)	18%	(86)	37%	(176)	5%	(24)	21%	(99)	470
Frequent Movie Watcher	22%	(40)	25%	(46)	38%	(70)	3%	(6)	11%	(20)	182
Top TV watcher	16%	(49)	15%	(44)	45%	(134)	5%	(14)	19%	(57)	298

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

Table BRD12_18: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: George takei

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(138)	16%	(176)	43%	(480)	11%	(121)	19%	(209)	1124
Gender: Male	12%	(62)	17%	(85)	49%	(244)	7%	(35)	15%	(73)	499
Gender: Female	12%	(76)	15%	(91)	38%	(236)	14%	(86)	22%	(136)	625
Age: 18-29	14%	(32)	17%	(40)	34%	(79)	17%	(39)	18%	(42)	232
Age: 30-44	11%	(36)	16%	(53)	43%	(144)	13%	(43)	17%	(57)	333
Age: 45-54	14%	(24)	15%	(26)	49%	(83)	5%	(8)	17%	(29)	170
Age: 55-64	13%	(27)	13%	(26)	46%	(93)	8%	(16)	19%	(39)	201
Age: 65+	10%	(19)	16%	(31)	43%	(81)	8%	(15)	22%	(42)	188
Generation Z: 18-21	19%	(14)	19%	(14)	21%	(16)	20%	(15)	21%	(16)	75
Millennial: Age 22-37	12%	(39)	14%	(49)	43%	(144)	14%	(48)	17%	(58)	338
Generation X: Age 38-53	12%	(37)	18%	(54)	44%	(133)	9%	(27)	17%	(50)	301
Boomers: Age 54-72	12%	(43)	15%	(54)	46%	(160)	7%	(24)	20%	(70)	351
PID: Dem (no lean)	13%	(49)	19%	(68)	40%	(147)	11%	(42)	17%	(61)	367
PID: Ind (no lean)	10%	(41)	16%	(65)	41%	(166)	10%	(42)	22%	(88)	402
PID: Rep (no lean)	14%	(48)	12%	(43)	47%	(167)	10%	(37)	17%	(60)	355
PID/Gender: Dem Men	11%	(16)	18%	(26)	46%	(66)	8%	(12)	15%	(22)	142
PID/Gender: Dem Women	15%	(33)	19%	(42)	36%	(81)	13%	(30)	17%	(39)	225
PID/Gender: Ind Men	10%	(18)	20%	(35)	49%	(87)	7%	(13)	15%	(26)	179
PID/Gender: Ind Women	10%	(23)	13%	(30)	35%	(79)	13%	(29)	28%	(62)	223
PID/Gender: Rep Men	16%	(28)	13%	(24)	51%	(91)	6%	(10)	14%	(25)	178
PID/Gender: Rep Women	11%	(20)	11%	(19)	43%	(76)	15%	(27)	20%	(35)	177
Ideo: Liberal (1-3)	15%	(50)	23%	(75)	38%	(126)	8%	(27)	16%	(52)	330
Ideo: Moderate (4)	10%	(26)	17%	(44)	46%	(120)	12%	(31)	16%	(42)	263
Ideo: Conservative (5-7)	13%	(51)	13%	(51)	47%	(176)	10%	(37)	17%	(63)	378
Educ: < College	13%	(101)	14%	(107)	41%	(317)	13%	(98)	20%	(159)	782
Educ: Bachelors degree	10%	(21)	20%	(43)	50%	(108)	5%	(10)	15%	(32)	214
Educ: Post-grad	12%	(16)	20%	(26)	43%	(55)	10%	(13)	14%	(18)	128

Continued on next page

Table BRD12_18: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: George takei

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(138)	16%	(176)	43%	(480)	11%	(121)	19%	(209)	1124
Income: Under 50k	12%	(75)	15%	(90)	38%	(237)	13%	(78)	22%	(136)	616
Income: 50k-100k	12%	(42)	16%	(57)	46%	(158)	8%	(29)	17%	(60)	346
Income: 100k+	13%	(21)	18%	(29)	52%	(85)	9%	(14)	8%	(13)	162
Ethnicity: White	12%	(112)	16%	(147)	45%	(404)	9%	(83)	18%	(159)	905
Ethnicity: Hispanic	26%	(28)	15%	(16)	31%	(33)	13%	(14)	15%	(16)	107
Ethnicity: Afr. Am.	11%	(13)	12%	(15)	38%	(45)	18%	(22)	21%	(25)	120
Ethnicity: Other	13%	(13)	14%	(14)	31%	(31)	16%	(16)	25%	(25)	99
Relig: Protestant	12%	(33)	19%	(54)	43%	(119)	8%	(22)	18%	(51)	279
Relig: Roman Catholic	12%	(21)	14%	(26)	49%	(88)	13%	(23)	12%	(22)	180
Relig: Ath./Agn./None	11%	(35)	17%	(55)	41%	(130)	9%	(30)	22%	(69)	319
Relig: Something Else	17%	(33)	14%	(27)	40%	(79)	11%	(22)	18%	(36)	197
Relig: Evangelical	12%	(36)	14%	(44)	42%	(129)	12%	(37)	19%	(59)	305
Relig: Non-Evang. Catholics	11%	(34)	17%	(50)	47%	(142)	11%	(32)	15%	(44)	302
Relig: All Christian	12%	(70)	15%	(94)	45%	(271)	11%	(69)	17%	(103)	607
Relig: All Non-Christian	13%	(68)	16%	(82)	41%	(209)	10%	(52)	20%	(105)	516
Community: Urban	13%	(37)	16%	(44)	43%	(120)	15%	(41)	14%	(40)	282
Community: Suburban	13%	(65)	15%	(73)	43%	(213)	10%	(51)	18%	(91)	493
Community: Rural	10%	(36)	17%	(59)	42%	(147)	8%	(29)	22%	(78)	349
Employ: Private Sector	14%	(49)	16%	(58)	46%	(162)	7%	(26)	16%	(58)	353
Employ: Government	14%	(12)	22%	(19)	40%	(34)	10%	(9)	14%	(12)	86
Employ: Self-Employed	12%	(13)	16%	(17)	41%	(43)	12%	(13)	17%	(18)	104
Employ: Homemaker	11%	(10)	10%	(9)	39%	(37)	20%	(19)	20%	(19)	94
Employ: Student	22%	(14)	22%	(14)	25%	(16)	17%	(11)	15%	(10)	65
Employ: Retired	10%	(22)	13%	(30)	48%	(106)	8%	(18)	21%	(47)	223
Employ: Unemployed	10%	(10)	12%	(12)	46%	(47)	16%	(16)	17%	(18)	103
Employ: Other	8%	(8)	18%	(17)	36%	(35)	9%	(9)	28%	(27)	96
Military HH: Yes	15%	(31)	15%	(31)	47%	(96)	9%	(19)	14%	(28)	205
Military HH: No	12%	(107)	16%	(145)	42%	(384)	11%	(102)	20%	(181)	919

Continued on next page

Table BRD12_18: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: George takei

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(138)	16%	(176)	43%	(480)	11%	(121)	19%	(209)	1124
RD/WT: Right Direction	14%	(65)	11%	(49)	48%	(215)	10%	(45)	17%	(76)	450
RD/WT: Wrong Track	11%	(73)	19%	(127)	39%	(265)	11%	(76)	20%	(133)	674
Trump Job Approve	13%	(62)	11%	(53)	49%	(230)	9%	(40)	18%	(82)	467
Trump Job Disapprove	12%	(73)	19%	(114)	39%	(231)	11%	(65)	18%	(104)	587
Trump Job Strongly Approve	17%	(39)	11%	(26)	51%	(115)	7%	(15)	14%	(32)	227
Trump Job Somewhat Approve	10%	(23)	11%	(27)	48%	(115)	10%	(25)	21%	(50)	240
Trump Job Somewhat Disapprove	13%	(22)	17%	(30)	44%	(76)	13%	(23)	13%	(22)	173
Trump Job Strongly Disapprove	12%	(51)	20%	(84)	37%	(155)	10%	(42)	20%	(82)	414
#1 Issue: Economy	12%	(44)	12%	(44)	47%	(166)	11%	(38)	18%	(63)	355
#1 Issue: Security	13%	(29)	13%	(29)	49%	(105)	10%	(21)	15%	(32)	216
#1 Issue: Health Care	12%	(21)	17%	(29)	39%	(66)	11%	(19)	21%	(36)	171
#1 Issue: Medicare / Social Security	9%	(14)	14%	(22)	46%	(73)	8%	(12)	23%	(36)	157
#1 Issue: Women's Issues	9%	(5)	23%	(12)	26%	(14)	23%	(12)	19%	(10)	53
#1 Issue: Education	16%	(12)	25%	(18)	30%	(22)	10%	(7)	19%	(14)	73
#1 Issue: Other	11%	(6)	16%	(9)	35%	(19)	15%	(8)	24%	(13)	55
2016 Vote: Democrat Hillary Clinton	12%	(45)	20%	(75)	40%	(146)	11%	(39)	17%	(62)	367
2016 Vote: Republican Donald Trump	12%	(45)	13%	(49)	51%	(187)	9%	(33)	15%	(55)	369
2016 Vote: Someone else	19%	(21)	13%	(14)	40%	(44)	10%	(11)	17%	(19)	109
Voted in 2014: Yes	11%	(78)	15%	(107)	47%	(330)	10%	(69)	16%	(113)	697
Voted in 2014: No	14%	(60)	16%	(69)	35%	(150)	12%	(52)	22%	(96)	427
2012 Vote: Barack Obama	12%	(54)	18%	(79)	45%	(199)	11%	(48)	15%	(66)	446
2012 Vote: Mitt Romney	11%	(28)	12%	(32)	53%	(141)	7%	(19)	17%	(44)	264
2012 Vote: Other	13%	(7)	15%	(8)	44%	(24)	7%	(4)	22%	(12)	55
2012 Vote: Didn't Vote	14%	(49)	16%	(57)	32%	(115)	14%	(50)	24%	(87)	358
4-Region: Northeast	14%	(29)	16%	(33)	38%	(80)	11%	(22)	22%	(45)	209
4-Region: Midwest	16%	(40)	15%	(38)	42%	(108)	11%	(28)	17%	(43)	257
4-Region: South	10%	(44)	17%	(78)	45%	(205)	10%	(47)	17%	(79)	453
4-Region: West	12%	(25)	13%	(27)	42%	(87)	12%	(24)	20%	(42)	205

Continued on next page

Table BRD12_18: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: George takei

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(138)	16%	(176)	43%	(480)	11%	(121)	19%	(209)	1124
Favorable of Trump	12%	(58)	12%	(59)	49%	(234)	9%	(44)	17%	(81)	476
Unfavorable of Trump	13%	(76)	19%	(110)	39%	(229)	11%	(65)	18%	(105)	585
Very Favorable of Trump	13%	(33)	12%	(31)	52%	(132)	7%	(17)	16%	(42)	255
Somewhat Favorable of Trump	11%	(25)	13%	(28)	46%	(102)	12%	(27)	18%	(39)	221
Somewhat Unfavorable of Trump	10%	(11)	18%	(21)	46%	(53)	14%	(16)	12%	(14)	115
Very Unfavorable of Trump	14%	(65)	19%	(89)	37%	(176)	10%	(49)	19%	(91)	470
Frequent Movie Watcher	21%	(38)	24%	(43)	36%	(65)	9%	(16)	11%	(20)	182
Top TV watcher	14%	(43)	16%	(48)	40%	(118)	10%	(30)	20%	(59)	298

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

Table BRD12_19: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Tom Sizemore

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(144)	13%	(148)	38%	(428)	17%	(194)	19%	(210)	1124
Gender: Male	13%	(64)	16%	(80)	46%	(229)	10%	(50)	15%	(76)	499
Gender: Female	13%	(80)	11%	(68)	32%	(199)	23%	(144)	21%	(134)	625
Age: 18-29	12%	(29)	12%	(28)	32%	(75)	26%	(60)	17%	(40)	232
Age: 30-44	11%	(38)	15%	(51)	39%	(130)	17%	(58)	17%	(56)	333
Age: 45-54	16%	(27)	11%	(19)	45%	(76)	12%	(20)	16%	(28)	170
Age: 55-64	14%	(29)	12%	(25)	39%	(78)	15%	(31)	19%	(38)	201
Age: 65+	11%	(21)	13%	(25)	37%	(69)	13%	(25)	26%	(48)	188
Generation Z: 18-21	19%	(14)	11%	(8)	25%	(19)	29%	(22)	16%	(12)	75
Millennial: Age 22-37	12%	(39)	14%	(47)	36%	(123)	22%	(73)	17%	(56)	338
Generation X: Age 38-53	13%	(39)	14%	(43)	43%	(128)	13%	(40)	17%	(51)	301
Boomers: Age 54-72	13%	(46)	13%	(45)	38%	(135)	13%	(47)	22%	(78)	351
PID: Dem (no lean)	15%	(54)	14%	(52)	36%	(131)	18%	(66)	17%	(64)	367
PID: Ind (no lean)	11%	(43)	15%	(59)	37%	(150)	17%	(68)	20%	(82)	402
PID: Rep (no lean)	13%	(47)	10%	(37)	41%	(147)	17%	(60)	18%	(64)	355
PID/Gender: Dem Men	13%	(19)	15%	(22)	44%	(62)	11%	(16)	16%	(23)	142
PID/Gender: Dem Women	16%	(35)	13%	(30)	31%	(69)	22%	(50)	18%	(41)	225
PID/Gender: Ind Men	9%	(17)	19%	(34)	48%	(86)	10%	(18)	13%	(24)	179
PID/Gender: Ind Women	12%	(26)	11%	(25)	29%	(64)	22%	(50)	26%	(58)	223
PID/Gender: Rep Men	16%	(28)	13%	(24)	46%	(81)	9%	(16)	16%	(29)	178
PID/Gender: Rep Women	11%	(19)	7%	(13)	37%	(66)	25%	(44)	20%	(35)	177
Ideo: Liberal (1-3)	16%	(54)	18%	(60)	32%	(105)	16%	(52)	18%	(59)	330
Ideo: Moderate (4)	11%	(28)	13%	(35)	41%	(108)	18%	(47)	17%	(45)	263
Ideo: Conservative (5-7)	13%	(48)	12%	(44)	43%	(164)	16%	(62)	16%	(60)	378
Educ: < College	13%	(105)	12%	(95)	37%	(286)	18%	(144)	19%	(152)	782
Educ: Bachelors degree	10%	(22)	15%	(33)	41%	(88)	14%	(30)	19%	(41)	214
Educ: Post-grad	13%	(17)	16%	(20)	42%	(54)	16%	(20)	13%	(17)	128

Continued on next page

Table BRD12_19: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Tom Sizemore

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(144)	13%	(148)	38%	(428)	17%	(194)	19%	(210)	1124
Income: Under 50k	12%	(76)	12%	(76)	34%	(211)	19%	(119)	22%	(134)	616
Income: 50k-100k	13%	(44)	14%	(47)	42%	(144)	16%	(54)	16%	(57)	346
Income: 100k+	15%	(24)	15%	(25)	45%	(73)	13%	(21)	12%	(19)	162
Ethnicity: White	13%	(115)	14%	(125)	39%	(353)	16%	(144)	19%	(168)	905
Ethnicity: Hispanic	24%	(26)	18%	(19)	28%	(30)	19%	(20)	11%	(12)	107
Ethnicity: Afr. Am.	11%	(13)	10%	(12)	38%	(46)	22%	(27)	18%	(22)	120
Ethnicity: Other	16%	(16)	11%	(11)	29%	(29)	23%	(23)	20%	(20)	99
Relig: Protestant	11%	(32)	14%	(38)	38%	(105)	19%	(53)	18%	(51)	279
Relig: Roman Catholic	12%	(21)	14%	(25)	46%	(82)	12%	(22)	17%	(30)	180
Relig: Ath./Agn./None	13%	(40)	15%	(47)	36%	(116)	15%	(49)	21%	(67)	319
Relig: Something Else	18%	(36)	13%	(25)	34%	(66)	20%	(39)	16%	(31)	197
Relig: Evangelical	11%	(34)	11%	(33)	40%	(122)	19%	(58)	19%	(58)	305
Relig: Non-Evang. Catholics	11%	(34)	14%	(43)	41%	(124)	16%	(48)	18%	(53)	302
Relig: All Christian	11%	(68)	13%	(76)	41%	(246)	17%	(106)	18%	(111)	607
Relig: All Non-Christian	15%	(76)	14%	(72)	35%	(182)	17%	(88)	19%	(98)	516
Community: Urban	12%	(34)	15%	(42)	39%	(109)	20%	(56)	15%	(41)	282
Community: Suburban	16%	(77)	10%	(50)	39%	(191)	16%	(78)	20%	(97)	493
Community: Rural	9%	(33)	16%	(56)	37%	(128)	17%	(60)	21%	(72)	349
Employ: Private Sector	14%	(50)	14%	(48)	42%	(150)	15%	(54)	14%	(51)	353
Employ: Government	16%	(14)	19%	(16)	34%	(29)	20%	(17)	12%	(10)	86
Employ: Self-Employed	15%	(16)	12%	(13)	40%	(42)	12%	(13)	19%	(20)	104
Employ: Homemaker	9%	(8)	9%	(8)	32%	(30)	32%	(30)	19%	(18)	94
Employ: Student	25%	(16)	14%	(9)	23%	(15)	23%	(15)	15%	(10)	65
Employ: Retired	9%	(21)	11%	(25)	40%	(89)	16%	(35)	24%	(53)	223
Employ: Unemployed	11%	(11)	12%	(12)	36%	(37)	20%	(21)	21%	(22)	103
Employ: Other	8%	(8)	18%	(17)	38%	(36)	9%	(9)	27%	(26)	96
Military HH: Yes	14%	(28)	14%	(28)	42%	(87)	16%	(32)	15%	(30)	205
Military HH: No	13%	(116)	13%	(120)	37%	(341)	18%	(162)	20%	(180)	919

Continued on next page

Table BRD12_19: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Tom sizemore

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(144)	13%	(148)	38%	(428)	17%	(194)	19%	(210)	1124
RD/WT: Right Direction	14%	(62)	10%	(46)	43%	(192)	17%	(75)	17%	(75)	450
RD/WT: Wrong Track	12%	(82)	15%	(102)	35%	(236)	18%	(119)	20%	(135)	674
Trump Job Approve	12%	(58)	11%	(51)	45%	(209)	14%	(67)	18%	(82)	467
Trump Job Disapprove	14%	(82)	15%	(90)	34%	(202)	18%	(107)	18%	(106)	587
Trump Job Strongly Approve	15%	(35)	11%	(26)	47%	(106)	11%	(26)	15%	(34)	227
Trump Job Somewhat Approve	10%	(23)	10%	(25)	43%	(103)	17%	(41)	20%	(48)	240
Trump Job Somewhat Disapprove	13%	(22)	16%	(27)	37%	(64)	19%	(33)	16%	(27)	173
Trump Job Strongly Disapprove	14%	(60)	15%	(63)	33%	(138)	18%	(74)	19%	(79)	414
#1 Issue: Economy	12%	(42)	11%	(38)	41%	(147)	17%	(61)	19%	(67)	355
#1 Issue: Security	13%	(29)	13%	(29)	46%	(99)	13%	(28)	14%	(31)	216
#1 Issue: Health Care	13%	(22)	13%	(22)	32%	(54)	20%	(34)	23%	(39)	171
#1 Issue: Medicare / Social Security	11%	(17)	11%	(18)	39%	(61)	14%	(22)	25%	(39)	157
#1 Issue: Women's Issues	11%	(6)	17%	(9)	23%	(12)	32%	(17)	17%	(9)	53
#1 Issue: Education	21%	(15)	22%	(16)	27%	(20)	15%	(11)	15%	(11)	73
#1 Issue: Other	13%	(7)	9%	(5)	33%	(18)	27%	(15)	18%	(10)	55
2016 Vote: Democrat Hillary Clinton	14%	(52)	16%	(60)	35%	(129)	16%	(57)	19%	(69)	367
2016 Vote: Republican Donald Trump	11%	(42)	12%	(45)	44%	(164)	17%	(63)	15%	(55)	369
2016 Vote: Someone else	19%	(21)	9%	(10)	36%	(39)	17%	(18)	19%	(21)	109
Voted in 2014: Yes	12%	(84)	13%	(88)	42%	(293)	15%	(107)	18%	(125)	697
Voted in 2014: No	14%	(60)	14%	(60)	32%	(135)	20%	(87)	20%	(85)	427
2012 Vote: Barack Obama	13%	(57)	16%	(70)	40%	(178)	15%	(66)	17%	(75)	446
2012 Vote: Mitt Romney	10%	(27)	9%	(24)	48%	(126)	17%	(44)	16%	(43)	264
2012 Vote: Other	15%	(8)	9%	(5)	38%	(21)	20%	(11)	18%	(10)	55
2012 Vote: Didn't Vote	15%	(52)	14%	(49)	28%	(102)	20%	(73)	23%	(82)	358
4-Region: Northeast	14%	(30)	14%	(29)	32%	(66)	17%	(35)	23%	(49)	209
4-Region: Midwest	16%	(40)	14%	(36)	36%	(92)	16%	(42)	18%	(47)	257
4-Region: South	10%	(45)	13%	(58)	43%	(196)	18%	(80)	16%	(74)	453
4-Region: West	14%	(29)	12%	(25)	36%	(74)	18%	(37)	20%	(40)	205

Continued on next page

Table BRD12_19: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Tom sizemore

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	13%	(144)	13%	(148)	38%	(428)	17%	(194)	19%	(210)	1124
Favorable of Trump	12%	(57)	11%	(52)	44%	(209)	16%	(76)	17%	(82)	476
Unfavorable of Trump	14%	(83)	15%	(90)	34%	(201)	17%	(102)	19%	(109)	585
Very Favorable of Trump	11%	(29)	11%	(29)	46%	(117)	14%	(36)	17%	(44)	255
Somewhat Favorable of Trump	13%	(28)	10%	(23)	42%	(92)	18%	(40)	17%	(38)	221
Somewhat Unfavorable of Trump	10%	(11)	15%	(17)	44%	(51)	18%	(21)	13%	(15)	115
Very Unfavorable of Trump	15%	(72)	16%	(73)	32%	(150)	17%	(81)	20%	(94)	470
Frequent Movie Watcher	20%	(37)	20%	(36)	36%	(66)	12%	(21)	12%	(22)	182
Top TV watcher	15%	(45)	15%	(45)	36%	(107)	15%	(46)	18%	(55)	298

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

Table BRD12_20: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Tj miller

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(140)	15%	(164)	35%	(395)	21%	(235)	17%	(190)	1124
Gender: Male	13%	(63)	17%	(85)	41%	(203)	15%	(73)	15%	(75)	499
Gender: Female	12%	(77)	13%	(79)	31%	(192)	26%	(162)	18%	(115)	625
Age: 18-29	15%	(35)	15%	(35)	32%	(74)	23%	(53)	15%	(35)	232
Age: 30-44	12%	(40)	17%	(55)	37%	(123)	18%	(61)	16%	(54)	333
Age: 45-54	11%	(19)	14%	(24)	39%	(66)	21%	(35)	15%	(26)	170
Age: 55-64	14%	(28)	14%	(28)	33%	(66)	23%	(46)	16%	(33)	201
Age: 65+	10%	(18)	12%	(22)	35%	(66)	21%	(40)	22%	(42)	188
Generation Z: 18-21	21%	(16)	11%	(8)	25%	(19)	27%	(20)	16%	(12)	75
Millennial: Age 22-37	13%	(44)	17%	(59)	37%	(124)	18%	(62)	14%	(49)	338
Generation X: Age 38-53	11%	(32)	16%	(47)	37%	(110)	21%	(62)	17%	(50)	301
Boomers: Age 54-72	12%	(43)	13%	(46)	34%	(118)	21%	(75)	20%	(69)	351
PID: Dem (no lean)	15%	(54)	17%	(64)	32%	(117)	20%	(73)	16%	(59)	367
PID: Ind (no lean)	10%	(40)	16%	(63)	35%	(141)	20%	(80)	19%	(78)	402
PID: Rep (no lean)	13%	(46)	10%	(37)	39%	(137)	23%	(82)	15%	(53)	355
PID/Gender: Dem Men	13%	(19)	20%	(28)	37%	(53)	14%	(20)	15%	(22)	142
PID/Gender: Dem Women	16%	(35)	16%	(36)	28%	(64)	24%	(53)	16%	(37)	225
PID/Gender: Ind Men	10%	(18)	19%	(34)	42%	(76)	14%	(25)	15%	(26)	179
PID/Gender: Ind Women	10%	(22)	13%	(29)	29%	(65)	25%	(55)	23%	(52)	223
PID/Gender: Rep Men	15%	(26)	13%	(23)	42%	(74)	16%	(28)	15%	(27)	178
PID/Gender: Rep Women	11%	(20)	8%	(14)	36%	(63)	31%	(54)	15%	(26)	177
Ideo: Liberal (1-3)	17%	(57)	20%	(67)	30%	(98)	16%	(53)	17%	(55)	330
Ideo: Moderate (4)	9%	(24)	16%	(41)	38%	(99)	24%	(62)	14%	(37)	263
Ideo: Conservative (5-7)	12%	(46)	12%	(44)	38%	(144)	23%	(87)	15%	(57)	378
Educ: < College	13%	(100)	13%	(104)	34%	(262)	23%	(177)	18%	(139)	782
Educ: Bachelors degree	12%	(26)	16%	(34)	39%	(84)	15%	(33)	17%	(37)	214
Educ: Post-grad	11%	(14)	20%	(26)	38%	(49)	20%	(25)	11%	(14)	128

Continued on next page

Table BRD12_20: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Tj miller

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(140)	15%	(164)	35%	(395)	21%	(235)	17%	(190)	1124
Income: Under 50k	12%	(76)	15%	(92)	31%	(191)	22%	(137)	19%	(120)	616
Income: 50k-100k	12%	(42)	13%	(46)	40%	(139)	19%	(67)	15%	(52)	346
Income: 100k+	14%	(22)	16%	(26)	40%	(65)	19%	(31)	11%	(18)	162
Ethnicity: White	12%	(110)	15%	(139)	36%	(326)	20%	(179)	17%	(151)	905
Ethnicity: Hispanic	23%	(25)	18%	(19)	28%	(30)	21%	(22)	10%	(11)	107
Ethnicity: Afr. Am.	11%	(13)	12%	(15)	32%	(39)	28%	(34)	16%	(19)	120
Ethnicity: Other	17%	(17)	10%	(10)	30%	(30)	22%	(22)	20%	(20)	99
Relig: Protestant	11%	(30)	15%	(41)	34%	(95)	24%	(67)	16%	(46)	279
Relig: Roman Catholic	12%	(21)	15%	(27)	42%	(76)	17%	(31)	14%	(25)	180
Relig: Ath./Agn./None	11%	(36)	16%	(50)	33%	(105)	19%	(60)	21%	(68)	319
Relig: Something Else	17%	(34)	15%	(30)	34%	(66)	21%	(41)	13%	(26)	197
Relig: Evangelical	12%	(37)	11%	(35)	36%	(111)	24%	(74)	16%	(48)	305
Relig: Non-Evang. Catholics	11%	(33)	16%	(49)	37%	(113)	20%	(60)	16%	(47)	302
Relig: All Christian	12%	(70)	14%	(84)	37%	(224)	22%	(134)	16%	(95)	607
Relig: All Non-Christian	14%	(70)	16%	(80)	33%	(171)	20%	(101)	18%	(94)	516
Community: Urban	12%	(35)	18%	(50)	36%	(101)	20%	(55)	15%	(41)	282
Community: Suburban	15%	(74)	12%	(60)	35%	(174)	19%	(96)	18%	(89)	493
Community: Rural	9%	(31)	15%	(54)	34%	(120)	24%	(84)	17%	(60)	349
Employ: Private Sector	14%	(51)	16%	(57)	38%	(134)	18%	(63)	14%	(48)	353
Employ: Government	13%	(11)	17%	(15)	36%	(31)	22%	(19)	12%	(10)	86
Employ: Self-Employed	16%	(17)	15%	(16)	35%	(36)	14%	(15)	19%	(20)	104
Employ: Homemaker	9%	(8)	14%	(13)	29%	(27)	31%	(29)	18%	(17)	94
Employ: Student	25%	(16)	12%	(8)	20%	(13)	28%	(18)	15%	(10)	65
Employ: Retired	9%	(20)	9%	(21)	38%	(85)	25%	(55)	19%	(42)	223
Employ: Unemployed	9%	(9)	13%	(13)	34%	(35)	27%	(28)	17%	(18)	103
Employ: Other	8%	(8)	22%	(21)	35%	(34)	8%	(8)	26%	(25)	96
Military HH: Yes	13%	(26)	15%	(30)	36%	(73)	24%	(50)	13%	(26)	205
Military HH: No	12%	(114)	15%	(134)	35%	(322)	20%	(185)	18%	(164)	919

Continued on next page

Table BRD12_20: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Tj miller

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(140)	15%	(164)	35%	(395)	21%	(235)	17%	(190)	1124
RD/WT: Right Direction	12%	(55)	12%	(53)	39%	(174)	22%	(101)	15%	(67)	450
RD/WT: Wrong Track	13%	(85)	16%	(111)	33%	(221)	20%	(134)	18%	(123)	674
Trump Job Approve	11%	(53)	12%	(55)	40%	(188)	21%	(99)	15%	(72)	467
Trump Job Disapprove	14%	(84)	17%	(102)	33%	(191)	19%	(114)	16%	(96)	587
Trump Job Strongly Approve	14%	(32)	12%	(27)	42%	(96)	19%	(42)	13%	(30)	227
Trump Job Somewhat Approve	9%	(21)	12%	(28)	38%	(92)	24%	(57)	18%	(42)	240
Trump Job Somewhat Disapprove	14%	(24)	15%	(26)	35%	(60)	24%	(42)	12%	(21)	173
Trump Job Strongly Disapprove	14%	(60)	18%	(76)	32%	(131)	17%	(72)	18%	(75)	414
#1 Issue: Economy	12%	(43)	12%	(44)	37%	(133)	23%	(81)	15%	(54)	355
#1 Issue: Security	13%	(28)	13%	(28)	44%	(94)	14%	(31)	16%	(35)	216
#1 Issue: Health Care	13%	(22)	16%	(27)	26%	(44)	26%	(45)	19%	(33)	171
#1 Issue: Medicare / Social Security	9%	(14)	12%	(19)	36%	(57)	20%	(32)	22%	(35)	157
#1 Issue: Women's Issues	9%	(5)	23%	(12)	23%	(12)	32%	(17)	13%	(7)	53
#1 Issue: Education	19%	(14)	23%	(17)	27%	(20)	16%	(12)	14%	(10)	73
#1 Issue: Other	11%	(6)	13%	(7)	31%	(17)	25%	(14)	20%	(11)	55
2016 Vote: Democrat Hillary Clinton	14%	(53)	19%	(69)	31%	(112)	20%	(73)	16%	(60)	367
2016 Vote: Republican Donald Trump	11%	(41)	12%	(45)	41%	(152)	24%	(87)	12%	(44)	369
2016 Vote: Someone else	17%	(18)	14%	(15)	29%	(32)	19%	(21)	21%	(23)	109
Voted in 2014: Yes	12%	(83)	15%	(104)	37%	(261)	20%	(139)	16%	(110)	697
Voted in 2014: No	13%	(57)	14%	(60)	31%	(134)	22%	(96)	19%	(80)	427
2012 Vote: Barack Obama	14%	(61)	17%	(75)	34%	(152)	20%	(91)	15%	(67)	446
2012 Vote: Mitt Romney	9%	(24)	11%	(28)	44%	(117)	22%	(57)	14%	(38)	264
2012 Vote: Other	13%	(7)	11%	(6)	31%	(17)	25%	(14)	20%	(11)	55
2012 Vote: Didn't Vote	13%	(48)	15%	(55)	30%	(108)	20%	(73)	21%	(74)	358
4-Region: Northeast	12%	(25)	13%	(27)	29%	(61)	26%	(54)	20%	(42)	209
4-Region: Midwest	14%	(37)	17%	(44)	32%	(81)	19%	(49)	18%	(46)	257
4-Region: South	11%	(48)	16%	(71)	41%	(184)	19%	(84)	15%	(66)	453
4-Region: West	15%	(30)	11%	(22)	34%	(69)	23%	(48)	18%	(36)	205

Continued on next page

Table BRD12_20: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Tj miller

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	12%	(140)	15%	(164)	35%	(395)	21%	(235)	17%	(190)	1124
Favorable of Trump	11%	(52)	11%	(54)	41%	(197)	21%	(102)	15%	(71)	476
Unfavorable of Trump	14%	(84)	18%	(104)	31%	(182)	20%	(117)	17%	(98)	585
Very Favorable of Trump	11%	(27)	12%	(30)	43%	(110)	20%	(51)	15%	(37)	255
Somewhat Favorable of Trump	11%	(25)	11%	(24)	39%	(87)	23%	(51)	15%	(34)	221
Somewhat Unfavorable of Trump	10%	(11)	17%	(20)	40%	(46)	23%	(26)	10%	(12)	115
Very Unfavorable of Trump	16%	(73)	18%	(84)	29%	(136)	19%	(91)	18%	(86)	470
Frequent Movie Watcher	20%	(37)	23%	(42)	35%	(63)	12%	(21)	10%	(19)	182
Top TV watcher	15%	(46)	16%	(47)	31%	(93)	20%	(59)	18%	(53)	298

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

Table BRD12_21: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Stan lee

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(155)	15%	(171)	42%	(475)	12%	(130)	17%	(193)	1124
Gender: Male	13%	(65)	17%	(87)	48%	(238)	8%	(38)	14%	(71)	499
Gender: Female	14%	(90)	13%	(84)	38%	(237)	15%	(92)	20%	(122)	625
Age: 18-29	20%	(46)	15%	(35)	36%	(84)	11%	(26)	18%	(41)	232
Age: 30-44	11%	(38)	18%	(59)	46%	(154)	11%	(36)	14%	(46)	333
Age: 45-54	14%	(23)	15%	(26)	46%	(79)	9%	(16)	15%	(26)	170
Age: 55-64	14%	(29)	11%	(23)	42%	(84)	14%	(28)	18%	(37)	201
Age: 65+	10%	(19)	15%	(28)	39%	(74)	13%	(24)	23%	(43)	188
Generation Z: 18-21	27%	(20)	13%	(10)	21%	(16)	16%	(12)	23%	(17)	75
Millennial: Age 22-37	14%	(47)	17%	(57)	44%	(150)	10%	(35)	14%	(49)	338
Generation X: Age 38-53	13%	(38)	17%	(52)	48%	(143)	9%	(27)	14%	(41)	301
Boomers: Age 54-72	13%	(44)	13%	(47)	40%	(142)	12%	(42)	22%	(76)	351
PID: Dem (no lean)	17%	(64)	16%	(60)	37%	(137)	12%	(45)	17%	(61)	367
PID: Ind (no lean)	11%	(46)	17%	(67)	43%	(171)	10%	(41)	19%	(77)	402
PID: Rep (no lean)	13%	(45)	12%	(44)	47%	(167)	12%	(44)	15%	(55)	355
PID/Gender: Dem Men	17%	(24)	18%	(26)	41%	(58)	9%	(13)	15%	(21)	142
PID/Gender: Dem Women	18%	(40)	15%	(34)	35%	(79)	14%	(32)	18%	(40)	225
PID/Gender: Ind Men	10%	(18)	20%	(36)	51%	(91)	5%	(9)	14%	(25)	179
PID/Gender: Ind Women	13%	(28)	14%	(31)	36%	(80)	14%	(32)	23%	(52)	223
PID/Gender: Rep Men	13%	(23)	14%	(25)	50%	(89)	9%	(16)	14%	(25)	178
PID/Gender: Rep Women	12%	(22)	11%	(19)	44%	(78)	16%	(28)	17%	(30)	177
Ideo: Liberal (1-3)	18%	(61)	20%	(67)	36%	(120)	9%	(31)	15%	(51)	330
Ideo: Moderate (4)	12%	(31)	14%	(37)	47%	(123)	11%	(29)	16%	(43)	263
Ideo: Conservative (5-7)	12%	(45)	16%	(59)	47%	(177)	12%	(46)	13%	(51)	378
Educ: < College	15%	(119)	13%	(103)	40%	(313)	13%	(100)	19%	(147)	782
Educ: Bachelors degree	10%	(22)	18%	(38)	50%	(106)	7%	(16)	15%	(32)	214
Educ: Post-grad	11%	(14)	23%	(30)	44%	(56)	11%	(14)	11%	(14)	128

Continued on next page

Table BRD12_21: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Stan lee

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(155)	15%	(171)	42%	(475)	12%	(130)	17%	(193)	1124
Income: Under 50k	16%	(99)	14%	(85)	37%	(230)	13%	(78)	20%	(124)	616
Income: 50k-100k	10%	(36)	16%	(57)	47%	(164)	9%	(32)	16%	(57)	346
Income: 100k+	12%	(20)	18%	(29)	50%	(81)	12%	(20)	7%	(12)	162
Ethnicity: White	13%	(120)	15%	(140)	44%	(400)	11%	(96)	16%	(149)	905
Ethnicity: Hispanic	23%	(25)	20%	(21)	35%	(37)	9%	(10)	13%	(14)	107
Ethnicity: Afr. Am.	17%	(20)	13%	(16)	35%	(42)	14%	(17)	21%	(25)	120
Ethnicity: Other	15%	(15)	15%	(15)	33%	(33)	17%	(17)	19%	(19)	99
Relig: Protestant	13%	(36)	15%	(43)	44%	(124)	11%	(32)	16%	(44)	279
Relig: Roman Catholic	12%	(21)	14%	(26)	46%	(82)	12%	(22)	16%	(29)	180
Relig: Ath./Agn./None	14%	(46)	16%	(51)	42%	(135)	8%	(24)	20%	(63)	319
Relig: Something Else	18%	(35)	16%	(31)	38%	(75)	13%	(25)	16%	(31)	197
Relig: Evangelical	13%	(40)	15%	(46)	41%	(124)	15%	(45)	16%	(50)	305
Relig: Non-Evang. Catholics	11%	(34)	14%	(43)	46%	(140)	12%	(36)	16%	(49)	302
Relig: All Christian	12%	(74)	15%	(89)	43%	(264)	13%	(81)	16%	(99)	607
Relig: All Non-Christian	16%	(81)	16%	(82)	41%	(210)	9%	(49)	18%	(94)	516
Community: Urban	18%	(50)	16%	(45)	40%	(113)	12%	(34)	14%	(40)	282
Community: Suburban	14%	(69)	13%	(64)	45%	(220)	10%	(50)	18%	(90)	493
Community: Rural	10%	(36)	18%	(62)	41%	(142)	13%	(46)	18%	(63)	349
Employ: Private Sector	15%	(52)	15%	(54)	48%	(169)	8%	(27)	14%	(51)	353
Employ: Government	15%	(13)	23%	(20)	42%	(36)	10%	(9)	9%	(8)	86
Employ: Self-Employed	13%	(14)	17%	(18)	44%	(46)	11%	(11)	14%	(15)	104
Employ: Homemaker	15%	(14)	12%	(11)	38%	(36)	17%	(16)	18%	(17)	94
Employ: Student	28%	(18)	17%	(11)	25%	(16)	14%	(9)	17%	(11)	65
Employ: Retired	10%	(23)	11%	(25)	41%	(92)	15%	(34)	22%	(49)	223
Employ: Unemployed	12%	(12)	14%	(14)	45%	(46)	14%	(14)	17%	(17)	103
Employ: Other	9%	(9)	19%	(18)	35%	(34)	10%	(10)	26%	(25)	96
Military HH: Yes	15%	(31)	15%	(30)	45%	(93)	13%	(26)	12%	(25)	205
Military HH: No	13%	(124)	15%	(141)	42%	(382)	11%	(104)	18%	(168)	919

Continued on next page

Table BRD12_21: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Stan lee

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(155)	15%	(171)	42%	(475)	12%	(130)	17%	(193)	1124
RD/WT: Right Direction	13%	(57)	12%	(53)	47%	(212)	12%	(55)	16%	(73)	450
RD/WT: Wrong Track	15%	(98)	18%	(118)	39%	(263)	11%	(75)	18%	(120)	674
Trump Job Approve	12%	(55)	12%	(58)	49%	(228)	11%	(52)	16%	(74)	467
Trump Job Disapprove	16%	(95)	18%	(105)	38%	(225)	11%	(65)	17%	(97)	587
Trump Job Strongly Approve	15%	(35)	11%	(26)	50%	(114)	11%	(24)	12%	(28)	227
Trump Job Somewhat Approve	8%	(20)	13%	(32)	48%	(114)	12%	(28)	19%	(46)	240
Trump Job Somewhat Disapprove	14%	(24)	16%	(28)	47%	(82)	12%	(21)	10%	(18)	173
Trump Job Strongly Disapprove	17%	(71)	19%	(77)	35%	(143)	11%	(44)	19%	(79)	414
#1 Issue: Economy	14%	(48)	12%	(42)	48%	(169)	10%	(37)	17%	(59)	355
#1 Issue: Security	13%	(29)	14%	(30)	46%	(99)	12%	(25)	15%	(33)	216
#1 Issue: Health Care	13%	(23)	16%	(28)	39%	(66)	12%	(21)	19%	(33)	171
#1 Issue: Medicare / Social Security	11%	(17)	12%	(19)	44%	(69)	11%	(18)	22%	(34)	157
#1 Issue: Women's Issues	11%	(6)	28%	(15)	23%	(12)	21%	(11)	17%	(9)	53
#1 Issue: Education	16%	(12)	27%	(20)	36%	(26)	5%	(4)	15%	(11)	73
#1 Issue: Other	20%	(11)	13%	(7)	33%	(18)	20%	(11)	15%	(8)	55
2016 Vote: Democrat Hillary Clinton	16%	(58)	18%	(66)	37%	(137)	12%	(44)	17%	(62)	367
2016 Vote: Republican Donald Trump	11%	(40)	14%	(53)	51%	(187)	12%	(43)	12%	(46)	369
2016 Vote: Someone else	18%	(20)	12%	(13)	43%	(47)	10%	(11)	17%	(18)	109
Voted in 2014: Yes	12%	(85)	15%	(103)	46%	(323)	12%	(81)	15%	(105)	697
Voted in 2014: No	16%	(70)	16%	(68)	36%	(152)	11%	(49)	21%	(88)	427
2012 Vote: Barack Obama	14%	(61)	17%	(74)	43%	(192)	11%	(49)	16%	(70)	446
2012 Vote: Mitt Romney	10%	(27)	13%	(34)	52%	(138)	11%	(28)	14%	(37)	264
2012 Vote: Other	15%	(8)	11%	(6)	47%	(26)	15%	(8)	13%	(7)	55
2012 Vote: Didn't Vote	16%	(59)	16%	(57)	33%	(118)	13%	(45)	22%	(79)	358
4-Region: Northeast	14%	(30)	15%	(32)	40%	(83)	11%	(24)	19%	(40)	209
4-Region: Midwest	15%	(39)	17%	(44)	39%	(101)	11%	(28)	18%	(45)	257
4-Region: South	13%	(59)	15%	(66)	46%	(208)	11%	(50)	15%	(70)	453
4-Region: West	13%	(27)	14%	(29)	40%	(83)	14%	(28)	19%	(38)	205

Continued on next page

Table BRD12_21: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Stan lee

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	14%	(155)	15%	(171)	42%	(475)	12%	(130)	17%	(193)	1124
Favorable of Trump	12%	(55)	13%	(64)	49%	(231)	11%	(52)	16%	(74)	476
Unfavorable of Trump	16%	(94)	18%	(103)	38%	(225)	11%	(65)	17%	(98)	585
Very Favorable of Trump	12%	(30)	12%	(31)	50%	(127)	11%	(29)	15%	(38)	255
Somewhat Favorable of Trump	11%	(25)	15%	(33)	47%	(104)	10%	(23)	16%	(36)	221
Somewhat Unfavorable of Trump	10%	(11)	17%	(19)	54%	(62)	13%	(15)	7%	(8)	115
Very Unfavorable of Trump	18%	(83)	18%	(84)	35%	(163)	11%	(50)	19%	(90)	470
Frequent Movie Watcher	21%	(38)	21%	(39)	43%	(79)	4%	(8)	10%	(18)	182
Top TV watcher	15%	(46)	15%	(46)	40%	(118)	11%	(34)	18%	(54)	298

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

Table BRD12_22: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Casey affleck

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(167)	16%	(182)	39%	(439)	12%	(134)	18%	(202)	1124
Gender: Male	14%	(68)	19%	(94)	43%	(217)	9%	(43)	15%	(77)	499
Gender: Female	16%	(99)	14%	(88)	36%	(222)	15%	(91)	20%	(125)	625
Age: 18-29	18%	(41)	16%	(37)	34%	(78)	15%	(34)	18%	(42)	232
Age: 30-44	14%	(46)	17%	(58)	40%	(133)	12%	(41)	17%	(55)	333
Age: 45-54	16%	(28)	14%	(24)	45%	(76)	6%	(11)	18%	(31)	170
Age: 55-64	15%	(31)	15%	(31)	38%	(77)	14%	(28)	17%	(34)	201
Age: 65+	11%	(21)	17%	(32)	40%	(75)	11%	(20)	21%	(40)	188
Generation Z: 18-21	24%	(18)	17%	(13)	20%	(15)	20%	(15)	19%	(14)	75
Millennial: Age 22-37	16%	(53)	15%	(52)	39%	(131)	13%	(45)	17%	(57)	338
Generation X: Age 38-53	14%	(41)	18%	(54)	43%	(129)	9%	(26)	17%	(51)	301
Boomers: Age 54-72	14%	(49)	16%	(57)	39%	(137)	12%	(41)	19%	(67)	351
PID: Dem (no lean)	19%	(70)	18%	(66)	35%	(128)	11%	(42)	17%	(61)	367
PID: Ind (no lean)	11%	(44)	18%	(72)	39%	(156)	11%	(45)	21%	(85)	402
PID: Rep (no lean)	15%	(53)	12%	(44)	44%	(155)	13%	(47)	16%	(56)	355
PID/Gender: Dem Men	14%	(20)	20%	(28)	40%	(57)	11%	(15)	15%	(22)	142
PID/Gender: Dem Women	22%	(50)	17%	(38)	32%	(71)	12%	(27)	17%	(39)	225
PID/Gender: Ind Men	9%	(17)	22%	(40)	45%	(80)	8%	(14)	16%	(28)	179
PID/Gender: Ind Women	12%	(27)	14%	(32)	34%	(76)	14%	(31)	26%	(57)	223
PID/Gender: Rep Men	17%	(31)	15%	(26)	45%	(80)	8%	(14)	15%	(27)	178
PID/Gender: Rep Women	12%	(22)	10%	(18)	42%	(75)	19%	(33)	16%	(29)	177
Ideo: Liberal (1-3)	22%	(72)	22%	(74)	30%	(100)	9%	(30)	16%	(54)	330
Ideo: Moderate (4)	12%	(31)	16%	(43)	44%	(116)	12%	(32)	16%	(41)	263
Ideo: Conservative (5-7)	14%	(52)	15%	(56)	44%	(165)	13%	(48)	15%	(57)	378
Educ: < College	14%	(112)	15%	(117)	38%	(296)	13%	(104)	20%	(153)	782
Educ: Bachelors degree	17%	(37)	17%	(37)	42%	(90)	7%	(15)	16%	(35)	214
Educ: Post-grad	14%	(18)	22%	(28)	41%	(53)	12%	(15)	11%	(14)	128

Continued on next page

Table BRD12_22: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Casey affleck

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(167)	16%	(182)	39%	(439)	12%	(134)	18%	(202)	1124
Income: Under 50k	14%	(85)	15%	(91)	35%	(217)	15%	(90)	22%	(133)	616
Income: 50k-100k	16%	(55)	17%	(59)	43%	(148)	10%	(33)	15%	(51)	346
Income: 100k+	17%	(27)	20%	(32)	46%	(74)	7%	(11)	11%	(18)	162
Ethnicity: White	15%	(132)	17%	(152)	41%	(370)	10%	(95)	17%	(156)	905
Ethnicity: Hispanic	27%	(29)	19%	(20)	30%	(32)	13%	(14)	11%	(12)	107
Ethnicity: Afr. Am.	14%	(17)	12%	(15)	32%	(39)	18%	(22)	22%	(27)	120
Ethnicity: Other	18%	(18)	15%	(15)	30%	(30)	17%	(17)	19%	(19)	99
Relig: Protestant	13%	(37)	19%	(54)	39%	(109)	12%	(33)	16%	(46)	279
Relig: Roman Catholic	14%	(26)	17%	(30)	45%	(81)	11%	(20)	13%	(23)	180
Relig: Ath./Agn./None	14%	(45)	18%	(56)	36%	(114)	10%	(32)	23%	(72)	319
Relig: Something Else	21%	(42)	12%	(24)	38%	(74)	13%	(25)	16%	(32)	197
Relig: Evangelical	13%	(41)	14%	(44)	40%	(122)	15%	(47)	17%	(51)	305
Relig: Non-Evang. Catholics	13%	(39)	19%	(58)	43%	(129)	10%	(30)	15%	(46)	302
Relig: All Christian	13%	(80)	17%	(102)	41%	(251)	13%	(77)	16%	(97)	607
Relig: All Non-Christian	17%	(87)	16%	(80)	36%	(188)	11%	(57)	20%	(104)	516
Community: Urban	16%	(45)	19%	(53)	38%	(107)	12%	(35)	15%	(42)	282
Community: Suburban	16%	(80)	15%	(74)	38%	(189)	12%	(60)	18%	(90)	493
Community: Rural	12%	(42)	16%	(55)	41%	(143)	11%	(39)	20%	(70)	349
Employ: Private Sector	18%	(65)	18%	(63)	39%	(138)	9%	(32)	16%	(55)	353
Employ: Government	15%	(13)	23%	(20)	38%	(33)	12%	(10)	12%	(10)	86
Employ: Self-Employed	16%	(17)	15%	(16)	38%	(39)	13%	(14)	17%	(18)	104
Employ: Homemaker	11%	(10)	12%	(11)	35%	(33)	21%	(20)	21%	(20)	94
Employ: Student	28%	(18)	15%	(10)	26%	(17)	15%	(10)	15%	(10)	65
Employ: Retired	11%	(25)	14%	(31)	45%	(101)	10%	(23)	19%	(43)	223
Employ: Unemployed	10%	(10)	13%	(13)	43%	(44)	17%	(17)	18%	(19)	103
Employ: Other	9%	(9)	19%	(18)	35%	(34)	8%	(8)	28%	(27)	96
Military HH: Yes	15%	(31)	17%	(34)	42%	(87)	12%	(24)	14%	(29)	205
Military HH: No	15%	(136)	16%	(148)	38%	(352)	12%	(110)	19%	(173)	919

Continued on next page

Table BRD12_22: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Casey affleck

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(167)	16%	(182)	39%	(439)	12%	(134)	18%	(202)	1124
RD/WT: Right Direction	14%	(64)	12%	(56)	45%	(204)	12%	(55)	16%	(71)	450
RD/WT: Wrong Track	15%	(103)	19%	(126)	35%	(235)	12%	(79)	19%	(131)	674
Trump Job Approve	13%	(59)	13%	(62)	47%	(219)	11%	(51)	16%	(76)	467
Trump Job Disapprove	18%	(104)	19%	(112)	35%	(203)	11%	(64)	18%	(104)	587
Trump Job Strongly Approve	17%	(38)	13%	(29)	46%	(105)	11%	(24)	14%	(31)	227
Trump Job Somewhat Approve	9%	(21)	14%	(33)	48%	(114)	11%	(27)	19%	(45)	240
Trump Job Somewhat Disapprove	15%	(26)	18%	(31)	43%	(75)	10%	(18)	13%	(23)	173
Trump Job Strongly Disapprove	19%	(78)	20%	(81)	31%	(128)	11%	(46)	20%	(81)	414
#1 Issue: Economy	14%	(49)	14%	(48)	42%	(150)	12%	(43)	18%	(65)	355
#1 Issue: Security	16%	(34)	16%	(34)	44%	(94)	11%	(24)	14%	(30)	216
#1 Issue: Health Care	13%	(22)	20%	(34)	35%	(59)	12%	(21)	20%	(35)	171
#1 Issue: Medicare / Social Security	12%	(19)	12%	(19)	44%	(69)	10%	(15)	22%	(35)	157
#1 Issue: Women's Issues	26%	(14)	25%	(13)	15%	(8)	19%	(10)	15%	(8)	53
#1 Issue: Education	18%	(13)	23%	(17)	36%	(26)	8%	(6)	15%	(11)	73
#1 Issue: Other	16%	(9)	9%	(5)	29%	(16)	22%	(12)	24%	(13)	55
2016 Vote: Democrat Hillary Clinton	19%	(68)	21%	(76)	34%	(125)	10%	(38)	16%	(60)	367
2016 Vote: Republican Donald Trump	13%	(49)	14%	(50)	47%	(175)	12%	(43)	14%	(52)	369
2016 Vote: Someone else	20%	(22)	15%	(16)	32%	(35)	15%	(16)	18%	(20)	109
Voted in 2014: Yes	14%	(100)	16%	(111)	43%	(299)	11%	(78)	16%	(109)	697
Voted in 2014: No	16%	(67)	17%	(71)	33%	(140)	13%	(56)	22%	(93)	427
2012 Vote: Barack Obama	16%	(72)	20%	(89)	38%	(171)	10%	(45)	15%	(69)	446
2012 Vote: Mitt Romney	11%	(30)	12%	(32)	49%	(129)	12%	(32)	16%	(41)	264
2012 Vote: Other	16%	(9)	13%	(7)	42%	(23)	13%	(7)	16%	(9)	55
2012 Vote: Didn't Vote	16%	(56)	15%	(54)	32%	(115)	14%	(50)	23%	(83)	358
4-Region: Northeast	17%	(36)	16%	(33)	35%	(73)	11%	(24)	21%	(43)	209
4-Region: Midwest	18%	(46)	16%	(41)	37%	(95)	12%	(31)	17%	(44)	257
4-Region: South	12%	(54)	17%	(75)	43%	(193)	12%	(54)	17%	(77)	453
4-Region: West	15%	(31)	16%	(33)	38%	(78)	12%	(25)	19%	(38)	205

Continued on next page

Table BRD12_22: Do allegations of sexual misconduct against each of the following entertainers have a major, minor or no impact on your decision to watch a television show or film starring that entertainer?

Image: Casey affleck

Demographic	A major impact		A minor impact		No impact		Never Heard of		Don't Know / No Opinion		Total N
Adults	15%	(167)	16%	(182)	39%	(439)	12%	(134)	18%	(202)	1124
Favorable of Trump	13%	(61)	14%	(66)	46%	(218)	12%	(55)	16%	(76)	476
Unfavorable of Trump	17%	(102)	19%	(110)	35%	(202)	11%	(66)	18%	(105)	585
Very Favorable of Trump	13%	(32)	14%	(36)	47%	(119)	11%	(29)	15%	(39)	255
Somewhat Favorable of Trump	13%	(29)	14%	(30)	45%	(99)	12%	(26)	17%	(37)	221
Somewhat Unfavorable of Trump	10%	(12)	19%	(22)	47%	(54)	13%	(15)	10%	(12)	115
Very Unfavorable of Trump	19%	(90)	19%	(88)	31%	(148)	11%	(51)	20%	(93)	470
Frequent Movie Watcher	21%	(39)	25%	(45)	36%	(65)	7%	(13)	11%	(20)	182
Top TV watcher	16%	(49)	18%	(54)	36%	(106)	11%	(33)	19%	(56)	298

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

Table BRD13: Are you more or less likely to watch the television show *House of Cards* after actor Kevin Spacey was removed from the cast following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	6%	(126)	6%	(127)	10%	(210)	17%	(372)	47%	(1038)	15%	(329)	2202
Gender: Male	6%	(63)	5%	(51)	10%	(99)	18%	(174)	48%	(466)	13%	(123)	976
Gender: Female	5%	(63)	6%	(76)	9%	(111)	16%	(198)	47%	(572)	17%	(206)	1226
Age: 18-29	7%	(31)	7%	(30)	15%	(67)	20%	(89)	34%	(152)	18%	(82)	451
Age: 30-44	5%	(31)	6%	(37)	11%	(66)	18%	(108)	48%	(294)	13%	(81)	617
Age: 45-54	6%	(20)	5%	(19)	8%	(29)	17%	(59)	51%	(178)	13%	(47)	352
Age: 55-64	7%	(28)	6%	(22)	6%	(23)	13%	(49)	56%	(217)	13%	(50)	389
Age: 65+	4%	(16)	5%	(19)	6%	(25)	17%	(67)	50%	(197)	18%	(69)	393
Generation Z: 18-21	10%	(13)	10%	(13)	14%	(19)	21%	(29)	25%	(34)	21%	(28)	136
Millennial: Age 22-37	6%	(38)	6%	(40)	13%	(87)	19%	(124)	41%	(264)	15%	(97)	650
Generation X: Age 38-53	4%	(26)	5%	(30)	9%	(53)	17%	(101)	52%	(306)	13%	(78)	594
Boomers: Age 54-72	7%	(47)	6%	(42)	6%	(46)	14%	(103)	52%	(369)	15%	(105)	712
PID: Dem (no lean)	6%	(46)	7%	(51)	11%	(82)	19%	(134)	43%	(309)	13%	(93)	715
PID: Ind (no lean)	4%	(30)	5%	(37)	9%	(71)	15%	(122)	50%	(403)	17%	(136)	799
PID: Rep (no lean)	7%	(50)	6%	(39)	8%	(57)	17%	(116)	47%	(326)	15%	(100)	688
PID/Gender: Dem Men	6%	(15)	6%	(17)	14%	(37)	16%	(43)	48%	(129)	10%	(27)	268
PID/Gender: Dem Women	7%	(31)	8%	(34)	10%	(45)	20%	(91)	40%	(180)	15%	(66)	447
PID/Gender: Ind Men	3%	(12)	4%	(15)	10%	(36)	18%	(65)	51%	(186)	14%	(50)	364
PID/Gender: Ind Women	4%	(18)	5%	(22)	8%	(35)	13%	(57)	50%	(217)	20%	(86)	435
PID/Gender: Rep Men	10%	(36)	6%	(19)	8%	(26)	19%	(66)	44%	(151)	13%	(46)	344
PID/Gender: Rep Women	4%	(14)	6%	(20)	9%	(31)	15%	(50)	51%	(175)	16%	(54)	344
Ideo: Liberal (1-3)	9%	(59)	8%	(57)	11%	(78)	20%	(138)	39%	(272)	12%	(85)	689
Ideo: Moderate (4)	5%	(26)	4%	(18)	9%	(44)	16%	(76)	53%	(253)	13%	(62)	479
Ideo: Conservative (5-7)	4%	(29)	6%	(42)	10%	(72)	17%	(121)	51%	(372)	13%	(95)	731
Educ: < College	7%	(97)	5%	(72)	9%	(131)	17%	(252)	46%	(678)	17%	(253)	1483
Educ: Bachelors degree	3%	(12)	8%	(33)	12%	(50)	17%	(73)	50%	(217)	11%	(47)	432
Educ: Post-grad	6%	(17)	8%	(22)	10%	(29)	16%	(47)	50%	(143)	10%	(29)	287

Continued on next page

Table BRD13: Are you more or less likely to watch the television show *House of Cards* after actor Kevin Spacey was removed from the cast following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way	Don't Know / No Opinion	Total N
Adults	6%	(126)	6%	(127)	10%	(210)	17%	(372)	47%	(1038)	2202
Income: Under 50k	6%	(73)	5%	(62)	9%	(102)	17%	(199)	45%	(535)	1185
Income: 50k-100k	6%	(40)	6%	(43)	11%	(79)	16%	(109)	50%	(350)	702
Income: 100k+	4%	(13)	7%	(22)	9%	(29)	20%	(64)	49%	(153)	315
Ethnicity: White	6%	(104)	6%	(99)	9%	(166)	16%	(293)	49%	(869)	1779
Ethnicity: Hispanic	20%	(43)	8%	(18)	13%	(29)	15%	(33)	33%	(71)	217
Ethnicity: Afr. Am.	5%	(10)	6%	(14)	9%	(19)	15%	(32)	43%	(93)	217
Ethnicity: Other	6%	(12)	7%	(14)	12%	(25)	23%	(47)	37%	(76)	206
Relig: Protestant	6%	(33)	6%	(30)	8%	(43)	15%	(78)	52%	(278)	532
Relig: Roman Catholic	6%	(21)	6%	(24)	11%	(43)	15%	(58)	49%	(187)	379
Relig: Ath./Agn./None	4%	(23)	5%	(28)	12%	(75)	20%	(119)	44%	(264)	605
Relig: Something Else	8%	(33)	8%	(33)	7%	(29)	18%	(71)	43%	(170)	392
Relig: Jewish	23%	(17)	8%	(6)	10%	(7)	19%	(14)	32%	(23)	73
Relig: Evangelical	5%	(32)	4%	(24)	9%	(52)	16%	(92)	50%	(292)	589
Relig: Non-Evang. Catholics	6%	(38)	7%	(41)	9%	(54)	15%	(90)	51%	(311)	613
Relig: All Christian	6%	(70)	5%	(65)	9%	(106)	15%	(182)	50%	(603)	1202
Relig: All Non-Christian	6%	(56)	6%	(61)	10%	(104)	19%	(190)	44%	(434)	997
Community: Urban	8%	(46)	7%	(36)	9%	(50)	19%	(102)	42%	(229)	548
Community: Suburban	5%	(46)	6%	(59)	10%	(102)	18%	(183)	46%	(462)	994
Community: Rural	5%	(34)	5%	(32)	9%	(58)	13%	(87)	53%	(347)	660
Employ: Private Sector	7%	(49)	5%	(34)	11%	(78)	20%	(139)	47%	(329)	698
Employ: Government	12%	(21)	5%	(9)	11%	(19)	17%	(28)	42%	(71)	169
Employ: Self-Employed	6%	(12)	10%	(19)	13%	(26)	18%	(35)	42%	(83)	196
Employ: Homemaker	3%	(5)	3%	(6)	9%	(16)	16%	(29)	51%	(95)	185
Employ: Student	9%	(10)	10%	(11)	13%	(15)	22%	(25)	27%	(31)	114
Employ: Retired	4%	(16)	6%	(27)	6%	(28)	14%	(63)	53%	(242)	457
Employ: Unemployed	4%	(7)	4%	(7)	9%	(18)	14%	(27)	50%	(99)	197
Employ: Other	3%	(6)	8%	(14)	5%	(10)	14%	(26)	47%	(88)	186
Military HH: Yes	7%	(28)	5%	(21)	7%	(29)	17%	(69)	49%	(195)	398
Military HH: No	5%	(98)	6%	(106)	10%	(181)	17%	(303)	47%	(843)	1804

Continued on next page

Table BRD13: Are you more or less likely to watch the television show *House of Cards* after actor Kevin Spacey was removed from the cast following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way	Don't Know / No Opinion	Total N
Adults	6%	(126)	6%	(127)	10%	(210)	17%	(372)	47%	(1038)	2202
RD/WT: Right Direction	7%	(60)	5%	(49)	8%	(75)	15%	(133)	50%	(451)	907
RD/WT: Wrong Track	5%	(66)	6%	(78)	10%	(135)	18%	(239)	45%	(587)	1295
Trump Job Approve	6%	(57)	5%	(51)	8%	(76)	14%	(132)	52%	(482)	929
Trump Job Disapprove	6%	(62)	6%	(73)	11%	(125)	20%	(224)	44%	(496)	1124
Trump Job Strongly Approve	8%	(36)	7%	(30)	6%	(29)	17%	(78)	48%	(222)	459
Trump Job Somewhat Approve	4%	(21)	4%	(21)	10%	(47)	11%	(54)	55%	(260)	470
Trump Job Somewhat Disapprove	4%	(14)	6%	(18)	13%	(43)	17%	(57)	44%	(142)	326
Trump Job Strongly Disapprove	6%	(48)	7%	(55)	10%	(82)	21%	(167)	44%	(354)	798
#1 Issue: Economy	5%	(34)	6%	(39)	10%	(67)	17%	(113)	48%	(311)	653
#1 Issue: Security	6%	(23)	5%	(22)	11%	(46)	15%	(61)	47%	(187)	402
#1 Issue: Health Care	4%	(14)	5%	(17)	8%	(27)	20%	(70)	52%	(185)	355
#1 Issue: Medicare / Social Security	4%	(14)	5%	(17)	7%	(22)	14%	(45)	51%	(164)	322
#1 Issue: Women's Issues	12%	(14)	12%	(14)	17%	(20)	17%	(20)	28%	(33)	117
#1 Issue: Education	9%	(14)	5%	(8)	8%	(13)	19%	(30)	42%	(64)	154
#1 Issue: Energy	9%	(8)	7%	(6)	12%	(11)	20%	(18)	42%	(39)	92
#1 Issue: Other	5%	(5)	4%	(4)	4%	(4)	14%	(15)	51%	(55)	107
2016 Vote: Democrat Hillary Clinton	6%	(44)	7%	(52)	11%	(76)	19%	(135)	45%	(322)	714
2016 Vote: Republican Donald Trump	5%	(40)	5%	(38)	8%	(56)	16%	(118)	53%	(394)	739
2016 Vote: Someone else	4%	(9)	4%	(9)	9%	(18)	15%	(32)	51%	(106)	208
Voted in 2014: Yes	5%	(68)	6%	(79)	9%	(126)	17%	(243)	50%	(699)	1392
Voted in 2014: No	7%	(58)	6%	(48)	10%	(84)	16%	(129)	42%	(339)	810
2012 Vote: Barack Obama	6%	(48)	6%	(55)	9%	(82)	19%	(165)	48%	(415)	871
2012 Vote: Mitt Romney	3%	(18)	5%	(28)	9%	(47)	15%	(82)	54%	(297)	547
2012 Vote: Other	3%	(3)	6%	(6)	8%	(8)	13%	(14)	57%	(60)	106
2012 Vote: Didn't Vote	8%	(57)	6%	(38)	11%	(73)	16%	(111)	39%	(264)	676
4-Region: Northeast	5%	(22)	5%	(19)	12%	(49)	19%	(78)	44%	(185)	416
4-Region: Midwest	6%	(28)	6%	(31)	8%	(42)	14%	(73)	48%	(243)	506
4-Region: South	6%	(49)	6%	(52)	10%	(88)	17%	(148)	48%	(430)	888
4-Region: West	7%	(27)	6%	(25)	8%	(31)	19%	(73)	46%	(180)	392

Continued on next page

Table BRD13: Are you more or less likely to watch the television show *House of Cards* after actor Kevin Spacey was removed from the cast following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely	Somewhat more likely	Somewhat less likely	Much less likely	No impact either way	Don't Know / No Opinion	Total N
Adults	6% (126)	6% (127)	10% (210)	17% (372)	47% (1038)	15% (329)	2202
Favorable of Trump	7% (69)	5% (48)	9% (80)	15% (138)	51% (478)	13% (126)	939
Unfavorable of Trump	5% (51)	7% (75)	11% (122)	19% (218)	45% (507)	13% (147)	1120
Very Favorable of Trump	8% (42)	6% (30)	7% (36)	17% (84)	48% (243)	14% (73)	508
Somewhat Favorable of Trump	6% (27)	4% (18)	10% (44)	13% (54)	55% (235)	12% (53)	431
Somewhat Unfavorable of Trump	3% (8)	7% (16)	12% (27)	15% (34)	47% (108)	16% (38)	231
Very Unfavorable of Trump	5% (43)	7% (59)	11% (95)	21% (184)	45% (399)	12% (109)	889
Frequent Movie Watcher	15% (55)	8% (30)	14% (52)	22% (79)	35% (127)	5% (18)	361
Top TV watcher	5% (27)	7% (37)	11% (63)	18% (100)	48% (270)	12% (67)	564

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

Table BRD14: Are you more or less likely to watch the television show *Transparent* after actor Jeffrey Tambor was removed from the cast following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(90)	4%	(98)	7%	(155)	12%	(264)	49%	(1079)	23%	(516)	2202
Gender: Male	6%	(56)	4%	(36)	8%	(78)	13%	(125)	49%	(478)	21%	(203)	976
Gender: Female	3%	(34)	5%	(62)	6%	(77)	11%	(139)	49%	(601)	26%	(313)	1226
Age: 18-29	5%	(23)	7%	(32)	10%	(47)	14%	(63)	38%	(170)	26%	(116)	451
Age: 30-44	3%	(17)	5%	(32)	6%	(40)	12%	(72)	50%	(310)	24%	(146)	617
Age: 45-54	6%	(21)	3%	(10)	6%	(20)	11%	(38)	54%	(189)	21%	(74)	352
Age: 55-64	5%	(21)	4%	(15)	6%	(22)	10%	(40)	56%	(217)	19%	(74)	389
Age: 65+	2%	(8)	2%	(9)	7%	(26)	13%	(51)	49%	(193)	27%	(106)	393
Generation Z: 18-21	7%	(9)	10%	(14)	10%	(14)	16%	(22)	27%	(37)	29%	(40)	136
Millennial: Age 22-37	4%	(25)	6%	(41)	9%	(58)	13%	(82)	45%	(292)	23%	(152)	650
Generation X: Age 38-53	4%	(22)	3%	(16)	6%	(33)	11%	(68)	54%	(319)	23%	(136)	594
Boomers: Age 54-72	5%	(34)	4%	(26)	6%	(44)	12%	(82)	53%	(376)	21%	(150)	712
PID: Dem (no lean)	4%	(28)	6%	(41)	10%	(68)	12%	(86)	48%	(344)	21%	(148)	715
PID: Ind (no lean)	3%	(22)	4%	(32)	6%	(46)	12%	(94)	51%	(408)	25%	(197)	799
PID: Rep (no lean)	6%	(40)	4%	(25)	6%	(41)	12%	(84)	48%	(327)	25%	(171)	688
PID/Gender: Dem Men	4%	(12)	4%	(12)	13%	(35)	10%	(26)	53%	(142)	15%	(41)	268
PID/Gender: Dem Women	4%	(16)	6%	(29)	7%	(33)	13%	(60)	45%	(202)	24%	(107)	447
PID/Gender: Ind Men	3%	(11)	2%	(9)	6%	(22)	14%	(50)	52%	(191)	22%	(81)	364
PID/Gender: Ind Women	3%	(11)	5%	(23)	6%	(24)	10%	(44)	50%	(217)	27%	(116)	435
PID/Gender: Rep Men	10%	(33)	4%	(15)	6%	(21)	14%	(49)	42%	(145)	24%	(81)	344
PID/Gender: Rep Women	2%	(7)	3%	(10)	6%	(20)	10%	(35)	53%	(182)	26%	(90)	344
Ideo: Liberal (1-3)	7%	(49)	7%	(49)	8%	(54)	14%	(94)	45%	(311)	19%	(132)	689
Ideo: Moderate (4)	3%	(15)	3%	(15)	9%	(43)	11%	(53)	52%	(251)	21%	(102)	479
Ideo: Conservative (5-7)	2%	(18)	4%	(28)	7%	(50)	12%	(90)	51%	(375)	23%	(170)	731
Educ: < College	5%	(67)	4%	(66)	6%	(90)	12%	(181)	47%	(693)	26%	(386)	1483
Educ: Bachelors degree	2%	(10)	4%	(16)	9%	(41)	12%	(53)	55%	(237)	17%	(75)	432
Educ: Post-grad	5%	(13)	6%	(16)	8%	(24)	10%	(30)	52%	(149)	19%	(55)	287

Continued on next page

Table BRD14: Are you more or less likely to watch the television show *Transparent* after actor Jeffrey Tambor was removed from the cast following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(90)	4%	(98)	7%	(155)	12%	(264)	49%	(1079)	23%	(516)	2202
Income: Under 50k	4%	(51)	4%	(53)	6%	(77)	12%	(147)	46%	(550)	26%	(307)	1185
Income: 50k-100k	4%	(26)	5%	(34)	8%	(57)	10%	(72)	52%	(366)	21%	(147)	702
Income: 100k+	4%	(13)	3%	(11)	7%	(21)	14%	(45)	52%	(163)	20%	(62)	315
Ethnicity: White	4%	(74)	4%	(79)	7%	(124)	11%	(202)	50%	(897)	23%	(403)	1779
Ethnicity: Hispanic	16%	(34)	11%	(23)	5%	(11)	12%	(25)	38%	(82)	19%	(42)	217
Ethnicity: Afr. Am.	4%	(8)	3%	(7)	6%	(13)	15%	(33)	44%	(96)	28%	(60)	217
Ethnicity: Other	4%	(8)	6%	(12)	9%	(18)	14%	(29)	42%	(86)	26%	(53)	206
Relig: Protestant	6%	(32)	3%	(17)	7%	(35)	11%	(57)	50%	(266)	23%	(125)	532
Relig: Roman Catholic	3%	(10)	5%	(18)	8%	(30)	12%	(46)	51%	(193)	22%	(82)	379
Relig: Ath./Agn./None	2%	(13)	4%	(24)	8%	(48)	14%	(85)	49%	(296)	23%	(139)	605
Relig: Something Else	6%	(22)	7%	(28)	7%	(29)	13%	(51)	45%	(178)	21%	(84)	392
Relig: Jewish	16%	(12)	14%	(10)	11%	(8)	7%	(5)	37%	(27)	15%	(11)	73
Relig: Evangelical	4%	(25)	4%	(22)	6%	(34)	11%	(64)	49%	(290)	26%	(154)	589
Relig: Non-Evang. Catholics	5%	(30)	4%	(24)	7%	(44)	10%	(64)	51%	(314)	22%	(137)	613
Relig: All Christian	5%	(55)	4%	(46)	6%	(78)	11%	(128)	50%	(604)	24%	(291)	1202
Relig: All Non-Christian	4%	(35)	5%	(52)	8%	(77)	14%	(136)	48%	(474)	22%	(223)	997
Community: Urban	5%	(28)	6%	(32)	9%	(49)	14%	(76)	43%	(237)	23%	(126)	548
Community: Suburban	3%	(28)	4%	(42)	7%	(68)	12%	(117)	51%	(508)	23%	(231)	994
Community: Rural	5%	(34)	4%	(24)	6%	(38)	11%	(71)	51%	(334)	24%	(159)	660
Employ: Private Sector	6%	(40)	4%	(27)	8%	(53)	12%	(86)	52%	(360)	19%	(132)	698
Employ: Government	10%	(17)	6%	(10)	9%	(15)	13%	(22)	43%	(72)	20%	(33)	169
Employ: Self-Employed	4%	(8)	7%	(13)	12%	(24)	13%	(25)	48%	(95)	16%	(31)	196
Employ: Homemaker	2%	(3)	4%	(8)	3%	(6)	11%	(20)	50%	(93)	30%	(55)	185
Employ: Student	5%	(6)	11%	(13)	8%	(9)	17%	(19)	31%	(35)	28%	(32)	114
Employ: Retired	2%	(7)	3%	(12)	6%	(26)	12%	(53)	53%	(241)	26%	(118)	457
Employ: Unemployed	3%	(6)	4%	(7)	7%	(14)	11%	(22)	48%	(95)	27%	(53)	197
Employ: Other	2%	(3)	4%	(8)	4%	(8)	9%	(17)	47%	(88)	33%	(62)	186
Military HH: Yes	5%	(18)	5%	(19)	5%	(20)	13%	(51)	49%	(195)	24%	(95)	398
Military HH: No	4%	(72)	4%	(79)	7%	(135)	12%	(213)	49%	(884)	23%	(421)	1804

Continued on next page

Table BRD14: Are you more or less likely to watch the television show *Transparent* after actor Jeffrey Tambor was removed from the cast following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(90)	4%	(98)	7%	(155)	12%	(264)	49%	(1079)	23%	(516)	2202
RD/WT: Right Direction	5%	(44)	4%	(37)	6%	(51)	11%	(104)	49%	(444)	25%	(227)	907
RD/WT: Wrong Track	4%	(46)	5%	(61)	8%	(104)	12%	(160)	49%	(635)	22%	(289)	1295
Trump Job Approve	5%	(47)	4%	(37)	5%	(48)	12%	(110)	51%	(474)	23%	(213)	929
Trump Job Disapprove	4%	(42)	5%	(57)	9%	(103)	13%	(144)	48%	(544)	21%	(234)	1124
Trump Job Strongly Approve	7%	(33)	5%	(22)	5%	(23)	14%	(64)	44%	(201)	25%	(116)	459
Trump Job Somewhat Approve	3%	(14)	3%	(15)	5%	(25)	10%	(46)	58%	(273)	21%	(97)	470
Trump Job Somewhat Disapprove	3%	(10)	4%	(13)	10%	(33)	12%	(38)	51%	(166)	20%	(66)	326
Trump Job Strongly Disapprove	4%	(32)	6%	(44)	9%	(70)	13%	(106)	47%	(378)	21%	(168)	798
#1 Issue: Economy	5%	(30)	3%	(22)	7%	(45)	12%	(80)	49%	(322)	24%	(154)	653
#1 Issue: Security	4%	(18)	4%	(15)	6%	(26)	12%	(50)	49%	(195)	24%	(98)	402
#1 Issue: Health Care	2%	(8)	5%	(19)	6%	(22)	12%	(41)	55%	(197)	19%	(68)	355
#1 Issue: Medicare / Social Security	2%	(8)	3%	(11)	5%	(17)	11%	(34)	50%	(162)	28%	(90)	322
#1 Issue: Women's Issues	7%	(8)	13%	(15)	14%	(16)	12%	(14)	32%	(38)	22%	(26)	117
#1 Issue: Education	6%	(10)	6%	(9)	6%	(10)	14%	(22)	45%	(69)	22%	(34)	154
#1 Issue: Energy	7%	(6)	4%	(4)	16%	(15)	11%	(10)	43%	(40)	18%	(17)	92
#1 Issue: Other	2%	(2)	3%	(3)	4%	(4)	12%	(13)	52%	(56)	27%	(29)	107
2016 Vote: Democrat Hillary Clinton	4%	(27)	6%	(41)	9%	(67)	12%	(83)	49%	(349)	21%	(147)	714
2016 Vote: Republican Donald Trump	4%	(28)	4%	(29)	6%	(45)	12%	(88)	51%	(376)	23%	(173)	739
2016 Vote: Someone else	3%	(7)	2%	(5)	6%	(12)	12%	(25)	53%	(110)	24%	(49)	208
Voted in 2014: Yes	3%	(42)	4%	(54)	8%	(106)	12%	(173)	52%	(721)	21%	(296)	1392
Voted in 2014: No	6%	(48)	5%	(44)	6%	(49)	11%	(91)	44%	(358)	27%	(220)	810
2012 Vote: Barack Obama	3%	(28)	5%	(40)	9%	(75)	12%	(107)	50%	(438)	21%	(183)	871
2012 Vote: Mitt Romney	2%	(13)	3%	(15)	6%	(33)	11%	(62)	53%	(290)	24%	(134)	547
2012 Vote: Other	4%	(4)	4%	(4)	3%	(3)	10%	(11)	60%	(64)	19%	(20)	106
2012 Vote: Didn't Vote	7%	(45)	6%	(39)	7%	(44)	12%	(84)	42%	(286)	26%	(178)	676
4-Region: Northeast	3%	(14)	5%	(19)	8%	(32)	13%	(56)	47%	(197)	24%	(98)	416
4-Region: Midwest	4%	(21)	4%	(22)	6%	(31)	11%	(54)	47%	(240)	27%	(138)	506
4-Region: South	4%	(36)	4%	(36)	8%	(71)	12%	(105)	50%	(442)	22%	(198)	888
4-Region: West	5%	(19)	5%	(21)	5%	(21)	12%	(49)	51%	(200)	21%	(82)	392

Continued on next page

Table BRD14: Are you more or less likely to watch the television show *Transparent* after actor Jeffrey Tambor was removed from the cast following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way	Don't Know / No Opinion	Total N
Adults	4%	(90)	4%	(98)	7%	(155)	12%	(264)	49%	(1079)	2202
Favorable of Trump	6%	(53)	4%	(33)	6%	(55)	11%	(107)	51%	(477)	939
Unfavorable of Trump	3%	(34)	5%	(59)	9%	(97)	13%	(144)	49%	(549)	1120
Very Favorable of Trump	7%	(34)	4%	(21)	6%	(30)	13%	(65)	45%	(230)	508
Somewhat Favorable of Trump	4%	(19)	3%	(12)	6%	(25)	10%	(42)	57%	(247)	431
Somewhat Unfavorable of Trump	3%	(7)	6%	(13)	9%	(21)	11%	(25)	50%	(116)	231
Very Unfavorable of Trump	3%	(27)	5%	(46)	9%	(76)	13%	(119)	49%	(433)	889
Frequent Movie Watcher	14%	(49)	10%	(35)	11%	(38)	16%	(58)	39%	(140)	361
Top TV watcher	4%	(25)	5%	(26)	8%	(46)	11%	(61)	49%	(279)	564

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

Table BRD15: Are you more or less likely to watch the television show *Arrested Development* after the decision that actor Jeffrey Tambor would remain on the show following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	3%	(71)	4%	(95)	7%	(154)	14%	(315)	51%	(1119)	20%	(448)	2202
Gender: Male	5%	(46)	5%	(47)	9%	(88)	13%	(127)	50%	(484)	19%	(184)	976
Gender: Female	2%	(25)	4%	(48)	5%	(66)	15%	(188)	52%	(635)	22%	(264)	1226
Age: 18-29	4%	(18)	6%	(27)	9%	(42)	18%	(80)	39%	(176)	24%	(108)	451
Age: 30-44	3%	(16)	5%	(30)	8%	(48)	13%	(82)	53%	(326)	19%	(115)	617
Age: 45-54	3%	(12)	4%	(15)	5%	(18)	13%	(46)	56%	(197)	18%	(64)	352
Age: 55-64	4%	(16)	4%	(15)	6%	(23)	14%	(53)	57%	(221)	16%	(61)	389
Age: 65+	2%	(9)	2%	(8)	6%	(23)	14%	(54)	51%	(199)	25%	(100)	393
Generation Z: 18-21	5%	(7)	6%	(8)	11%	(15)	24%	(32)	30%	(41)	24%	(33)	136
Millennial: Age 22-37	4%	(24)	5%	(33)	9%	(56)	14%	(90)	48%	(312)	21%	(135)	650
Generation X: Age 38-53	2%	(12)	5%	(27)	6%	(35)	14%	(81)	55%	(324)	19%	(115)	594
Boomers: Age 54-72	4%	(28)	3%	(23)	6%	(45)	14%	(100)	54%	(386)	18%	(130)	712
PID: Dem (no lean)	3%	(18)	4%	(31)	10%	(68)	17%	(118)	48%	(341)	19%	(139)	715
PID: Ind (no lean)	2%	(19)	4%	(31)	6%	(44)	12%	(94)	55%	(441)	21%	(170)	799
PID: Rep (no lean)	5%	(34)	5%	(33)	6%	(42)	15%	(103)	49%	(337)	20%	(139)	688
PID/Gender: Dem Men	4%	(10)	4%	(12)	13%	(34)	13%	(34)	51%	(136)	16%	(42)	268
PID/Gender: Dem Women	2%	(8)	4%	(19)	8%	(34)	19%	(84)	46%	(205)	22%	(97)	447
PID/Gender: Ind Men	3%	(10)	4%	(14)	8%	(28)	11%	(39)	55%	(200)	20%	(73)	364
PID/Gender: Ind Women	2%	(9)	4%	(17)	4%	(16)	13%	(55)	55%	(241)	22%	(97)	435
PID/Gender: Rep Men	8%	(26)	6%	(21)	8%	(26)	16%	(54)	43%	(148)	20%	(69)	344
PID/Gender: Rep Women	2%	(8)	3%	(12)	5%	(16)	14%	(49)	55%	(189)	20%	(70)	344
Ideo: Liberal (1-3)	5%	(35)	6%	(42)	8%	(58)	17%	(116)	47%	(323)	17%	(115)	689
Ideo: Moderate (4)	3%	(15)	4%	(19)	7%	(33)	14%	(65)	55%	(263)	18%	(84)	479
Ideo: Conservative (5-7)	2%	(14)	4%	(27)	8%	(55)	15%	(106)	53%	(386)	20%	(143)	731
Educ: < College	4%	(57)	4%	(62)	6%	(92)	15%	(219)	48%	(718)	23%	(335)	1483
Educ: Bachelors degree	2%	(7)	4%	(16)	10%	(43)	12%	(54)	56%	(243)	16%	(69)	432
Educ: Post-grad	2%	(7)	6%	(17)	7%	(19)	15%	(42)	55%	(158)	15%	(44)	287

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Table BRD15: Are you more or less likely to watch the television show *Arrested Development* after the decision that actor Jeffrey Tambor would remain on the show following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	3%	(71)	4%	(95)	7%	(154)	14%	(315)	51%	(1119)	20%	(448)	2202
Income: Under 50k	3%	(34)	4%	(48)	6%	(74)	15%	(178)	49%	(580)	23%	(271)	1185
Income: 50k-100k	4%	(30)	5%	(32)	8%	(53)	12%	(81)	55%	(384)	17%	(122)	702
Income: 100k+	2%	(7)	5%	(15)	9%	(27)	18%	(56)	49%	(155)	17%	(55)	315
Ethnicity: White	3%	(57)	4%	(79)	7%	(126)	14%	(246)	52%	(925)	19%	(346)	1779
Ethnicity: Hispanic	10%	(22)	11%	(24)	7%	(15)	16%	(34)	40%	(87)	16%	(35)	217
Ethnicity: Afr. Am.	3%	(7)	3%	(7)	6%	(12)	14%	(31)	48%	(104)	26%	(56)	217
Ethnicity: Other	3%	(7)	4%	(9)	8%	(16)	18%	(38)	44%	(90)	22%	(46)	206
Relig: Protestant	3%	(18)	6%	(31)	7%	(36)	12%	(64)	51%	(273)	21%	(110)	532
Relig: Roman Catholic	2%	(8)	4%	(16)	7%	(27)	17%	(63)	52%	(197)	18%	(68)	379
Relig: Ath./Agn./None	2%	(13)	3%	(17)	9%	(52)	15%	(88)	51%	(307)	21%	(128)	605
Relig: Something Else	6%	(23)	6%	(22)	7%	(29)	15%	(58)	49%	(193)	17%	(67)	392
Relig: Jewish	18%	(13)	7%	(5)	10%	(7)	12%	(9)	40%	(29)	14%	(10)	73
Relig: Evangelical	3%	(15)	4%	(25)	5%	(32)	14%	(82)	52%	(308)	22%	(127)	589
Relig: Non-Evang. Catholics	3%	(19)	5%	(31)	7%	(41)	14%	(87)	51%	(310)	20%	(125)	613
Relig: All Christian	3%	(34)	5%	(56)	6%	(73)	14%	(169)	51%	(618)	21%	(252)	1202
Relig: All Non-Christian	4%	(36)	4%	(39)	8%	(81)	15%	(146)	50%	(500)	20%	(195)	997
Community: Urban	4%	(20)	6%	(32)	7%	(37)	17%	(91)	45%	(246)	22%	(122)	548
Community: Suburban	3%	(25)	3%	(33)	8%	(81)	14%	(141)	52%	(520)	20%	(194)	994
Community: Rural	4%	(26)	5%	(30)	5%	(36)	13%	(83)	53%	(353)	20%	(132)	660
Employ: Private Sector	4%	(28)	4%	(30)	8%	(54)	14%	(95)	54%	(376)	16%	(115)	698
Employ: Government	5%	(9)	8%	(13)	14%	(24)	16%	(27)	42%	(71)	15%	(25)	169
Employ: Self-Employed	4%	(7)	6%	(12)	11%	(21)	16%	(32)	50%	(98)	13%	(26)	196
Employ: Homemaker	2%	(4)	3%	(6)	4%	(8)	11%	(21)	54%	(100)	25%	(46)	185
Employ: Student	4%	(5)	6%	(7)	9%	(10)	24%	(27)	36%	(41)	21%	(24)	114
Employ: Retired	2%	(9)	3%	(13)	5%	(22)	13%	(60)	54%	(245)	24%	(108)	457
Employ: Unemployed	3%	(5)	3%	(6)	4%	(8)	14%	(28)	50%	(98)	26%	(52)	197
Employ: Other	2%	(4)	4%	(8)	4%	(7)	13%	(25)	48%	(90)	28%	(52)	186
Military HH: Yes	5%	(20)	4%	(17)	6%	(24)	13%	(52)	49%	(197)	22%	(88)	398
Military HH: No	3%	(51)	4%	(78)	7%	(130)	15%	(263)	51%	(922)	20%	(360)	1804

Continued on next page

Table BRD15: Are you more or less likely to watch the television show *Arrested Development* after the decision that actor Jeffrey Tambor would remain on the show following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	3%	(71)	4%	(95)	7%	(154)	14%	(315)	51%	(1119)	20%	(448)	2202
RD/WT: Right Direction	4%	(40)	5%	(47)	6%	(55)	13%	(119)	49%	(443)	22%	(203)	907
RD/WT: Wrong Track	2%	(31)	4%	(48)	8%	(99)	15%	(196)	52%	(676)	19%	(245)	1295
Trump Job Approve	4%	(41)	5%	(42)	6%	(56)	13%	(118)	53%	(491)	19%	(181)	929
Trump Job Disapprove	2%	(27)	5%	(51)	8%	(90)	16%	(185)	51%	(572)	18%	(199)	1124
Trump Job Strongly Approve	7%	(30)	5%	(24)	5%	(25)	15%	(70)	45%	(208)	22%	(102)	459
Trump Job Somewhat Approve	2%	(11)	4%	(18)	7%	(31)	10%	(48)	60%	(283)	17%	(79)	470
Trump Job Somewhat Disapprove	3%	(10)	3%	(9)	11%	(35)	15%	(48)	51%	(167)	17%	(57)	326
Trump Job Strongly Disapprove	2%	(17)	5%	(42)	7%	(55)	17%	(137)	51%	(405)	18%	(142)	798
#1 Issue: Economy	3%	(20)	4%	(24)	7%	(44)	13%	(84)	53%	(343)	21%	(138)	653
#1 Issue: Security	3%	(14)	6%	(23)	7%	(30)	14%	(58)	48%	(193)	21%	(84)	402
#1 Issue: Health Care	3%	(10)	4%	(15)	6%	(23)	15%	(52)	56%	(199)	16%	(56)	355
#1 Issue: Medicare / Social Security	2%	(7)	2%	(8)	4%	(14)	14%	(44)	53%	(170)	25%	(79)	322
#1 Issue: Women's Issues	8%	(9)	7%	(8)	10%	(12)	15%	(18)	39%	(46)	21%	(24)	117
#1 Issue: Education	3%	(5)	7%	(11)	9%	(14)	18%	(27)	44%	(67)	19%	(30)	154
#1 Issue: Energy	5%	(5)	4%	(4)	12%	(11)	15%	(14)	48%	(44)	15%	(14)	92
#1 Issue: Other	1%	(1)	2%	(2)	6%	(6)	17%	(18)	53%	(57)	21%	(23)	107
2016 Vote: Democrat Hillary Clinton	2%	(16)	5%	(34)	8%	(59)	15%	(107)	51%	(365)	19%	(133)	714
2016 Vote: Republican Donald Trump	4%	(27)	4%	(32)	6%	(45)	14%	(105)	52%	(384)	20%	(146)	739
2016 Vote: Someone else	2%	(5)	2%	(5)	6%	(13)	12%	(25)	56%	(117)	21%	(43)	208
Voted in 2014: Yes	2%	(30)	4%	(58)	7%	(99)	14%	(200)	54%	(748)	18%	(257)	1392
Voted in 2014: No	5%	(41)	5%	(37)	7%	(55)	14%	(115)	46%	(371)	24%	(191)	810
2012 Vote: Barack Obama	2%	(21)	4%	(36)	8%	(66)	15%	(129)	54%	(466)	18%	(153)	871
2012 Vote: Mitt Romney	2%	(11)	4%	(20)	7%	(38)	13%	(69)	53%	(292)	21%	(117)	547
2012 Vote: Other	3%	(3)	3%	(3)	6%	(6)	11%	(12)	62%	(66)	15%	(16)	106
2012 Vote: Didn't Vote	5%	(36)	5%	(36)	7%	(44)	16%	(105)	43%	(293)	24%	(162)	676
4-Region: Northeast	2%	(10)	2%	(10)	10%	(40)	17%	(72)	48%	(200)	20%	(84)	416
4-Region: Midwest	5%	(23)	4%	(21)	7%	(33)	12%	(60)	51%	(256)	22%	(113)	506
4-Region: South	3%	(28)	5%	(40)	7%	(61)	14%	(123)	52%	(461)	20%	(175)	888
4-Region: West	3%	(10)	6%	(24)	5%	(20)	15%	(60)	52%	(202)	19%	(76)	392

Continued on next page

Table BRD15: Are you more or less likely to watch the television show *Arrested Development* after the decision that actor Jeffrey Tambor would remain on the show following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	3%	(71)	4%	(95)	7%	(154)	14%	(315)	51%	(1119)	20%	(448)	2202
Favorable of Trump	5%	(43)	5%	(47)	6%	(60)	12%	(117)	52%	(489)	19%	(183)	939
Unfavorable of Trump	2%	(26)	4%	(44)	8%	(88)	17%	(185)	52%	(577)	18%	(200)	1120
Very Favorable of Trump	6%	(28)	6%	(29)	6%	(30)	15%	(76)	46%	(234)	22%	(111)	508
Somewhat Favorable of Trump	3%	(15)	4%	(18)	7%	(30)	10%	(41)	59%	(255)	17%	(72)	431
Somewhat Unfavorable of Trump	4%	(9)	3%	(6)	11%	(26)	14%	(33)	52%	(119)	16%	(38)	231
Very Unfavorable of Trump	2%	(17)	4%	(38)	7%	(62)	17%	(152)	52%	(458)	18%	(162)	889
Frequent Movie Watcher	11%	(38)	10%	(37)	12%	(43)	19%	(68)	39%	(141)	9%	(34)	361
Top TV watcher	4%	(21)	3%	(19)	9%	(49)	13%	(75)	51%	(290)	20%	(110)	564

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

Table BRD16: Are you more or less likely to watch the movie *Deadpool* after the decision that actor T.J. Miller would remain in the movie following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(94)	3%	(75)	8%	(186)	12%	(263)	54%	(1192)	18%	(392)	2202
Gender: Male	7%	(71)	4%	(36)	8%	(81)	10%	(98)	55%	(537)	16%	(153)	976
Gender: Female	2%	(23)	3%	(39)	9%	(105)	13%	(165)	53%	(655)	19%	(239)	1226
Age: 18-29	4%	(20)	6%	(25)	14%	(61)	15%	(67)	44%	(200)	17%	(78)	451
Age: 30-44	4%	(26)	4%	(23)	9%	(53)	11%	(69)	56%	(345)	16%	(101)	617
Age: 45-54	5%	(19)	2%	(7)	7%	(25)	10%	(36)	61%	(213)	15%	(52)	352
Age: 55-64	5%	(20)	4%	(14)	6%	(23)	13%	(49)	57%	(220)	16%	(63)	389
Age: 65+	2%	(9)	2%	(6)	6%	(24)	11%	(42)	54%	(214)	25%	(98)	393
Generation Z: 18-21	5%	(7)	6%	(8)	18%	(25)	20%	(27)	35%	(48)	15%	(21)	136
Millennial: Age 22-37	4%	(27)	5%	(30)	10%	(67)	12%	(76)	52%	(339)	17%	(111)	650
Generation X: Age 38-53	5%	(29)	3%	(16)	8%	(46)	11%	(65)	58%	(343)	16%	(95)	594
Boomers: Age 54-72	4%	(30)	3%	(20)	6%	(43)	12%	(86)	56%	(400)	19%	(133)	712
PID: Dem (no lean)	3%	(24)	4%	(29)	12%	(84)	12%	(89)	51%	(368)	17%	(121)	715
PID: Ind (no lean)	3%	(21)	3%	(25)	7%	(54)	11%	(84)	58%	(460)	19%	(155)	799
PID: Rep (no lean)	7%	(49)	3%	(21)	7%	(48)	13%	(90)	53%	(364)	17%	(116)	688
PID/Gender: Dem Men	5%	(14)	5%	(14)	12%	(31)	7%	(20)	56%	(150)	15%	(39)	268
PID/Gender: Dem Women	2%	(10)	3%	(15)	12%	(53)	15%	(69)	49%	(218)	18%	(82)	447
PID/Gender: Ind Men	4%	(15)	4%	(13)	6%	(21)	10%	(35)	60%	(217)	17%	(63)	364
PID/Gender: Ind Women	1%	(6)	3%	(12)	8%	(33)	11%	(49)	56%	(243)	21%	(92)	435
PID/Gender: Rep Men	12%	(42)	3%	(9)	8%	(29)	12%	(43)	49%	(170)	15%	(51)	344
PID/Gender: Rep Women	2%	(7)	3%	(12)	6%	(19)	14%	(47)	56%	(194)	19%	(65)	344
Ideo: Liberal (1-3)	6%	(43)	4%	(26)	12%	(80)	13%	(89)	50%	(343)	16%	(108)	689
Ideo: Moderate (4)	4%	(18)	3%	(13)	9%	(42)	11%	(53)	57%	(273)	17%	(80)	479
Ideo: Conservative (5-7)	3%	(24)	3%	(25)	7%	(50)	13%	(94)	56%	(413)	17%	(125)	731
Educ: < College	5%	(72)	4%	(52)	7%	(108)	13%	(187)	54%	(794)	18%	(270)	1483
Educ: Bachelors degree	3%	(11)	3%	(15)	12%	(52)	10%	(42)	56%	(240)	17%	(72)	432
Educ: Post-grad	4%	(11)	3%	(8)	9%	(26)	12%	(34)	55%	(158)	17%	(50)	287

Continued on next page

Table BRD16: Are you more or less likely to watch the movie *Deadpool* after the decision that actor T.J. Miller would remain in the movie following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion	Total N
Adults	4%	(94)	3%	(75)	8%	(186)	12%	(263)	54%	(1192)	18% (392)	2202
Income: Under 50k	4%	(49)	4%	(50)	9%	(102)	13%	(153)	51%	(609)	19% (222)	1185
Income: 50k-100k	5%	(34)	3%	(19)	8%	(56)	9%	(65)	58%	(409)	17% (119)	702
Income: 100k+	3%	(11)	2%	(6)	9%	(28)	14%	(45)	55%	(174)	16% (51)	315
Ethnicity: White	4%	(77)	3%	(52)	8%	(143)	12%	(205)	56%	(998)	17% (304)	1779
Ethnicity: Hispanic	16%	(34)	6%	(12)	11%	(24)	13%	(28)	43%	(94)	12% (25)	217
Ethnicity: Afr. Am.	3%	(6)	6%	(13)	8%	(17)	13%	(29)	47%	(101)	24% (51)	217
Ethnicity: Other	5%	(11)	5%	(10)	13%	(26)	14%	(29)	45%	(93)	18% (37)	206
Relig: Protestant	5%	(25)	2%	(12)	7%	(37)	11%	(59)	56%	(296)	19% (103)	532
Relig: Roman Catholic	4%	(15)	3%	(11)	10%	(37)	14%	(54)	53%	(202)	16% (60)	379
Relig: Ath./Agn./None	3%	(20)	3%	(19)	10%	(58)	10%	(59)	57%	(344)	17% (105)	605
Relig: Something Else	7%	(27)	6%	(22)	10%	(39)	13%	(51)	49%	(191)	16% (62)	392
Relig: Jewish	16%	(12)	5%	(4)	11%	(8)	8%	(6)	40%	(29)	19% (14)	73
Relig: Evangelical	2%	(13)	4%	(21)	6%	(38)	13%	(75)	55%	(323)	20% (119)	589
Relig: Non-Evang. Catholics	6%	(34)	2%	(13)	8%	(50)	13%	(78)	54%	(333)	17% (105)	613
Relig: All Christian	4%	(47)	3%	(34)	7%	(88)	13%	(153)	55%	(656)	19% (224)	1202
Relig: All Non-Christian	5%	(47)	4%	(41)	10%	(97)	11%	(110)	54%	(535)	17% (167)	997
Community: Urban	6%	(35)	4%	(22)	8%	(46)	14%	(78)	49%	(270)	18% (97)	548
Community: Suburban	3%	(25)	3%	(28)	10%	(104)	10%	(99)	56%	(558)	18% (180)	994
Community: Rural	5%	(34)	4%	(25)	5%	(36)	13%	(86)	55%	(364)	17% (115)	660
Employ: Private Sector	6%	(39)	3%	(22)	9%	(62)	10%	(69)	57%	(399)	15% (107)	698
Employ: Government	8%	(13)	6%	(10)	12%	(21)	14%	(23)	46%	(78)	14% (24)	169
Employ: Self-Employed	6%	(11)	7%	(14)	13%	(25)	14%	(27)	47%	(92)	14% (27)	196
Employ: Homemaker	2%	(3)	5%	(9)	4%	(7)	11%	(20)	58%	(107)	21% (39)	185
Employ: Student	5%	(6)	3%	(3)	18%	(20)	18%	(20)	39%	(45)	18% (20)	114
Employ: Retired	2%	(9)	1%	(6)	6%	(26)	12%	(54)	58%	(265)	21% (97)	457
Employ: Unemployed	4%	(7)	4%	(7)	7%	(14)	11%	(22)	55%	(109)	19% (38)	197
Employ: Other	3%	(6)	2%	(4)	6%	(11)	15%	(28)	52%	(97)	22% (40)	186
Military HH: Yes	6%	(24)	3%	(11)	7%	(29)	12%	(48)	55%	(220)	17% (66)	398
Military HH: No	4%	(70)	4%	(64)	9%	(157)	12%	(215)	54%	(972)	18% (326)	1804

Continued on next page

Table BRD16: Are you more or less likely to watch the movie *Deadpool* after the decision that actor T.J. Miller would remain in the movie following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(94)	3%	(75)	8%	(186)	12%	(263)	54%	(1192)	18%	(392)	2202
RD/WT: Right Direction	6%	(55)	3%	(31)	6%	(53)	12%	(107)	54%	(490)	19%	(171)	907
RD/WT: Wrong Track	3%	(39)	3%	(44)	10%	(133)	12%	(156)	54%	(702)	17%	(221)	1295
Trump Job Approve	6%	(55)	3%	(32)	5%	(49)	12%	(111)	57%	(528)	17%	(154)	929
Trump Job Disapprove	3%	(37)	3%	(37)	12%	(131)	13%	(143)	53%	(595)	16%	(181)	1124
Trump Job Strongly Approve	8%	(39)	3%	(15)	5%	(24)	14%	(65)	53%	(243)	16%	(73)	459
Trump Job Somewhat Approve	3%	(16)	4%	(17)	5%	(25)	10%	(46)	61%	(285)	17%	(81)	470
Trump Job Somewhat Disapprove	3%	(10)	3%	(11)	11%	(37)	12%	(39)	55%	(180)	15%	(49)	326
Trump Job Strongly Disapprove	3%	(27)	3%	(26)	12%	(94)	13%	(104)	52%	(415)	17%	(132)	798
#1 Issue: Economy	5%	(31)	4%	(26)	8%	(53)	11%	(69)	56%	(363)	17%	(111)	653
#1 Issue: Security	5%	(22)	3%	(14)	9%	(36)	12%	(47)	53%	(212)	18%	(71)	402
#1 Issue: Health Care	3%	(10)	3%	(9)	6%	(23)	12%	(42)	60%	(212)	17%	(59)	355
#1 Issue: Medicare / Social Security	3%	(11)	2%	(8)	4%	(14)	11%	(37)	54%	(174)	24%	(78)	322
#1 Issue: Women's Issues	6%	(7)	5%	(6)	18%	(21)	15%	(17)	39%	(46)	17%	(20)	117
#1 Issue: Education	5%	(8)	4%	(6)	15%	(23)	16%	(24)	45%	(69)	16%	(24)	154
#1 Issue: Energy	3%	(3)	3%	(3)	13%	(12)	11%	(10)	59%	(54)	11%	(10)	92
#1 Issue: Other	2%	(2)	3%	(3)	4%	(4)	16%	(17)	58%	(62)	18%	(19)	107
2016 Vote: Democrat Hillary Clinton	2%	(15)	3%	(24)	12%	(86)	12%	(83)	54%	(386)	17%	(120)	714
2016 Vote: Republican Donald Trump	5%	(34)	3%	(23)	6%	(46)	12%	(92)	57%	(424)	16%	(120)	739
2016 Vote: Someone else	4%	(9)	2%	(5)	4%	(9)	12%	(25)	54%	(112)	23%	(48)	208
Voted in 2014: Yes	3%	(46)	3%	(46)	8%	(113)	12%	(169)	56%	(778)	17%	(240)	1392
Voted in 2014: No	6%	(48)	4%	(29)	9%	(73)	12%	(94)	51%	(414)	19%	(152)	810
2012 Vote: Barack Obama	3%	(29)	4%	(31)	11%	(94)	11%	(93)	55%	(476)	17%	(148)	871
2012 Vote: Mitt Romney	2%	(13)	2%	(13)	6%	(31)	12%	(68)	59%	(324)	18%	(98)	547
2012 Vote: Other	4%	(4)	4%	(4)	5%	(5)	10%	(11)	59%	(63)	18%	(19)	106
2012 Vote: Didn't Vote	7%	(48)	4%	(26)	8%	(56)	13%	(91)	49%	(328)	19%	(127)	676
4-Region: Northeast	4%	(18)	4%	(16)	11%	(44)	12%	(50)	50%	(210)	19%	(78)	416
4-Region: Midwest	4%	(22)	3%	(17)	8%	(38)	11%	(54)	55%	(276)	20%	(99)	506
4-Region: South	4%	(34)	3%	(30)	9%	(77)	12%	(107)	56%	(493)	17%	(147)	888
4-Region: West	5%	(20)	3%	(12)	7%	(27)	13%	(52)	54%	(213)	17%	(68)	392

Continued on next page

Table BRD16: Are you more or less likely to watch the movie *Deadpool* after the decision that actor T.J. Miller would remain in the movie following allegations of sexual misconduct, or does it have no impact either way?

Demographic	Much more likely		Somewhat more likely		Somewhat less likely		Much less likely		No impact either way		Don't Know / No Opinion		Total N
Adults	4%	(94)	3%	(75)	8%	(186)	12%	(263)	54%	(1192)	18%	(392)	2202
Favorable of Trump	6%	(61)	3%	(28)	6%	(55)	12%	(111)	56%	(525)	17%	(159)	939
Unfavorable of Trump	2%	(27)	4%	(40)	11%	(127)	13%	(144)	54%	(605)	16%	(177)	1120
Very Favorable of Trump	8%	(41)	3%	(15)	6%	(28)	14%	(73)	53%	(268)	16%	(83)	508
Somewhat Favorable of Trump	5%	(20)	3%	(13)	6%	(27)	9%	(38)	60%	(257)	18%	(76)	431
Somewhat Unfavorable of Trump	3%	(8)	3%	(8)	11%	(26)	12%	(28)	56%	(129)	14%	(32)	231
Very Unfavorable of Trump	2%	(19)	4%	(32)	11%	(101)	13%	(116)	54%	(476)	16%	(145)	889
Frequent Movie Watcher	14%	(52)	7%	(25)	10%	(37)	13%	(48)	47%	(168)	9%	(31)	361
Top TV watcher	3%	(19)	3%	(15)	10%	(54)	12%	(66)	57%	(323)	15%	(87)	564

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2202	100%
xdemGender	Gender: Male	976	44%
	Gender: Female	1226	56%
	N	2202	
age5	Age: 18-29	451	20%
	Age: 30-44	617	28%
	Age: 45-54	352	16%
	Age: 55-64	389	18%
	Age: 65+	393	18%
	N	2202	
demAgeGeneration	Generation Z: 18-21	136	6%
	Millennial: Age 22-37	650	30%
	Generation X: Age 38-53	594	27%
	Boomers: Age 54-72	712	32%
	N	2092	
xpid3	PID: Dem (no lean)	715	32%
	PID: Ind (no lean)	799	36%
	PID: Rep (no lean)	688	31%
	N	2202	
xpidGender	PID/Gender: Dem Men	268	12%
	PID/Gender: Dem Women	447	20%
	PID/Gender: Ind Men	364	17%
	PID/Gender: Ind Women	435	20%
	PID/Gender: Rep Men	344	16%
	PID/Gender: Rep Women	344	16%
	N	2202	
xdemIdeo3	Ideo: Liberal (1-3)	689	31%
	Ideo: Moderate (4)	479	22%
	Ideo: Conservative (5-7)	731	33%
	N	1899	
xeduc3	Educ: < College	1483	67%
	Educ: Bachelors degree	432	20%
	Educ: Post-grad	287	13%
	N	2202	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1185	54%
	Income: 50k-100k	702	32%
	Income: 100k+	315	14%
	N	2202	
xdemWhite	Ethnicity: White	1779	81%
xdemHispBin	Ethnicity: Hispanic	217	10%
demBlackBin	Ethnicity: Afr. Am.	217	10%
demRaceOther	Ethnicity: Other	206	9%
xrelNet	Relig: Protestant	532	24%
	Relig: Roman Catholic	379	17%
	Relig: Ath./Agn./None	605	27%
	Relig: Something Else	392	18%
	N	1908	
xreligion1	Relig: Jewish	73	3%
xreligion2	Relig: Evangelical	589	27%
	Relig: Non-Evang. Catholics	613	28%
	N	1202	
xreligion3	Relig: All Christian	1202	55%
	Relig: All Non-Christian	997	45%
	N	2199	
xdemUsr	Community: Urban	548	25%
	Community: Suburban	994	45%
	Community: Rural	660	30%
	N	2202	
xdemEmploy	Employ: Private Sector	698	32%
	Employ: Government	169	8%
	Employ: Self-Employed	196	9%
	Employ: Homemaker	185	8%
	Employ: Student	114	5%
	Employ: Retired	457	21%
	Employ: Unemployed	197	9%
	Employ: Other	186	8%
	N	2202	
xdemMilHH1	Military HH: Yes	398	18%
	Military HH: No	1804	82%
	N	2202	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	907	41%
	RD/WT: Wrong Track	1295	59%
	N	2202	
Trump_Approve	Trump Job Approve	929	42%
	Trump Job Disapprove	1124	51%
	N	2053	
Trump_Approve2	Trump Job Strongly Approve	459	21%
	Trump Job Somewhat Approve	470	21%
	Trump Job Somewhat Disapprove	326	15%
	Trump Job Strongly Disapprove	798	36%
	N	2053	
xnr3	#1 Issue: Economy	653	30%
	#1 Issue: Security	402	18%
	#1 Issue: Health Care	355	16%
	#1 Issue: Medicare / Social Security	322	15%
	#1 Issue: Women's Issues	117	5%
	#1 Issue: Education	154	7%
	#1 Issue: Energy	92	4%
	#1 Issue: Other	107	5%
	N	2202	
xsubVote16O	2016 Vote: Democrat Hillary Clinton	714	32%
	2016 Vote: Republican Donald Trump	739	34%
	2016 Vote: Someone else	208	9%
	N	1661	
xsubVote14O	Voted in 2014: Yes	1392	63%
	Voted in 2014: No	810	37%
	N	2202	
xsubVote12O	2012 Vote: Barack Obama	871	40%
	2012 Vote: Mitt Romney	547	25%
	2012 Vote: Other	106	5%
	2012 Vote: Didn't Vote	676	31%
	N	2200	
xreg4	4-Region: Northeast	416	19%
	4-Region: Midwest	506	23%
	4-Region: South	888	40%
	4-Region: West	392	18%
	N	2202	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	939	43%
	Unfavorable of Trump	1120	51%
	N	2059	
Trump_Fav_FULL	Very Favorable of Trump	508	23%
	Somewhat Favorable of Trump	431	20%
	Somewhat Unfavorable of Trump	231	10%
	Very Unfavorable of Trump	889	40%
	N	2059	
BRDdem5	Frequent Movie Watcher	361	16%
BRDdem6	Top TV watcher	564	26%

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

