



National Tracking Poll #180639
June 22-24, 2018

Crosstabulation Results

Methodology:

This poll was conducted from June 22-24, 2018, among a national sample of 2203 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 BR7_1: Have you seen any of the following in the past 30 days?

A movie

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|--------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 76% | (1677) | 21% | (471) | 3% | (55) | 2203 |
| Gender: Male | 75% | (802) | 22% | (234) | 3% | (27) | 1063 |
| Gender: Female | 77% | (875) | 21% | (237) | 2% | (28) | 1140 |
| Age: 18-29 | 84% | (398) | 11% | (53) | 4% | (20) | 472 |
| Age: 30-44 | 84% | (455) | 14% | (75) | 2% | (13) | 542 |
| Age: 45-54 | 76% | (282) | 22% | (80) | 2% | (9) | 371 |
| Age: 55-64 | 71% | (270) | 28% | (105) | 2% | (6) | 381 |
| Age: 65+ | 62% | (272) | 36% | (158) | 2% | (7) | 437 |
| Generation Z: 18-21 | 84% | (146) | 11% | (20) | 4% | (7) | 173 |
| Millennial: Age 22-37 | 86% | (510) | 11% | (65) | 3% | (19) | 594 |
| Generation X: Age 38-53 | 77% | (456) | 20% | (117) | 3% | (16) | 589 |
| Boomers: Age 54-72 | 70% | (502) | 29% | (205) | 1% | (7) | 714 |
| PID: Dem (no lean) | 78% | (539) | 21% | (146) | 1% | (8) | 693 |
| PID: Ind (no lean) | 77% | (672) | 19% | (168) | 4% | (33) | 873 |
| PID: Rep (no lean) | 73% | (465) | 25% | (157) | 2% | (15) | 637 |
| PID/Gender: Dem Men | 78% | (268) | 21% | (73) | 1% | (3) | 344 |
| PID/Gender: Dem Women | 78% | (272) | 21% | (73) | 1% | (4) | 349 |
| PID/Gender: Ind Men | 74% | (289) | 21% | (83) | 4% | (17) | 389 |
| PID/Gender: Ind Women | 79% | (383) | 18% | (85) | 3% | (15) | 484 |
| PID/Gender: Rep Men | 74% | (246) | 24% | (78) | 2% | (6) | 330 |
| PID/Gender: Rep Women | 72% | (220) | 26% | (79) | 3% | (8) | 307 |
| Ideo: Liberal (1-3) | 79% | (577) | 18% | (130) | 3% | (22) | 730 |
| Ideo: Moderate (4) | 77% | (346) | 23% | (103) | 1% | (3) | 451 |
| Ideo: Conservative (5-7) | 72% | (512) | 26% | (183) | 2% | (11) | 707 |
| Educ: < College | 76% | (1151) | 21% | (316) | 3% | (47) | 1514 |
| Educ: Bachelors degree | 77% | (342) | 22% | (98) | 1% | (4) | 444 |
| Educ: Post-grad | 75% | (184) | 23% | (57) | 1% | (4) | 244 |

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Table BR7_1: Have you seen any of the following in the past 30 days?

A movie

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|-----------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 76% | (1677) | 21% | (471) | 3% | (55) | 2203 |
| Income: Under 50k | 76% | (971) | 22% | (276) | 3% | (37) | 1284 |
| Income: 50k-100k | 76% | (490) | 21% | (138) | 3% | (16) | 645 |
| Income: 100k+ | 78% | (215) | 21% | (57) | 1% | (2) | 274 |
| Ethnicity: White | 75% | (1292) | 23% | (398) | 2% | (34) | 1724 |
| Ethnicity: Hispanic | 81% | (285) | 14% | (49) | 5% | (16) | 350 |
| Ethnicity: Afr. Am. | 80% | (220) | 16% | (44) | 4% | (11) | 275 |
| Ethnicity: Other | 81% | (165) | 14% | (29) | 5% | (11) | 204 |
| Relig: Protestant | 73% | (398) | 26% | (141) | 1% | (4) | 543 |
| Relig: Roman Catholic | 76% | (317) | 22% | (90) | 3% | (12) | 420 |
| Relig: Ath./Agn./None | 77% | (529) | 19% | (130) | 4% | (24) | 684 |
| Relig: Something Else | 82% | (261) | 16% | (52) | 2% | (6) | 319 |
| Relig: Jewish | 67% | (32) | 30% | (15) | 3% | (1) | 48 |
| Relig: Evangelical | 74% | (450) | 22% | (134) | 4% | (24) | 608 |
| Relig: Non-Evang. Catholics | 74% | (434) | 26% | (155) | — | (1) | 589 |
| Relig: All Christian | 74% | (884) | 24% | (289) | 2% | (25) | 1198 |
| Relig: All Non-Christian | 79% | (789) | 18% | (182) | 3% | (31) | 1002 |
| Community: Urban | 73% | (418) | 24% | (135) | 4% | (20) | 573 |
| Community: Suburban | 78% | (765) | 20% | (200) | 2% | (17) | 982 |
| Community: Rural | 76% | (493) | 21% | (137) | 3% | (18) | 648 |
| Employ: Private Sector | 80% | (541) | 18% | (124) | 2% | (12) | 677 |
| Employ: Government | 82% | (119) | 15% | (21) | 4% | (5) | 145 |
| Employ: Self-Employed | 79% | (147) | 19% | (36) | 2% | (3) | 186 |
| Employ: Homemaker | 76% | (137) | 21% | (39) | 2% | (4) | 179 |
| Employ: Student | 85% | (83) | 8% | (8) | 7% | (7) | 97 |
| Employ: Retired | 65% | (334) | 33% | (169) | 1% | (7) | 511 |
| Employ: Unemployed | 74% | (161) | 22% | (48) | 3% | (7) | 216 |
| Employ: Other | 81% | (155) | 14% | (27) | 5% | (10) | 192 |
| Military HH: Yes | 73% | (317) | 24% | (103) | 3% | (13) | 433 |
| Military HH: No | 77% | (1360) | 21% | (368) | 2% | (42) | 1770 |

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Table BR7_1: Have you seen any of the following in the past 30 days?

A movie

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|--------------------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 76% | (1677) | 21% | (471) | 3% | (55) | 2203 |
| RD/WT: Right Direction | 75% | (676) | 22% | (204) | 3% | (27) | 907 |
| RD/WT: Wrong Track | 77% | (1000) | 21% | (267) | 2% | (28) | 1296 |
| Trump Job Approve | 75% | (697) | 23% | (215) | 2% | (21) | 933 |
| Trump Job Disapprove | 78% | (881) | 21% | (234) | 2% | (19) | 1134 |
| Trump Job Strongly Approve | 73% | (353) | 24% | (114) | 3% | (13) | 481 |
| Trump Job Somewhat Approve | 76% | (344) | 22% | (101) | 2% | (8) | 452 |
| Trump Job Somewhat Disapprove | 80% | (233) | 19% | (55) | 1% | (4) | 293 |
| Trump Job Strongly Disapprove | 77% | (648) | 21% | (178) | 2% | (15) | 841 |
| #1 Issue: Economy | 82% | (500) | 17% | (101) | 1% | (8) | 609 |
| #1 Issue: Security | 72% | (322) | 23% | (104) | 4% | (18) | 445 |
| #1 Issue: Health Care | 79% | (265) | 20% | (68) | — | (1) | 335 |
| #1 Issue: Medicare / Social Security | 62% | (203) | 36% | (119) | 2% | (6) | 327 |
| #1 Issue: Women's Issues | 84% | (73) | 14% | (12) | 3% | (2) | 87 |
| #1 Issue: Education | 80% | (152) | 17% | (32) | 3% | (7) | 190 |
| #1 Issue: Energy | 81% | (60) | 14% | (10) | 6% | (4) | 74 |
| #1 Issue: Other | 76% | (103) | 18% | (24) | 6% | (8) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 78% | (527) | 20% | (135) | 2% | (11) | 673 |
| 2016 Vote: Republican Donald Trump | 71% | (531) | 27% | (206) | 2% | (14) | 751 |
| 2016 Vote: Someone else | 75% | (167) | 22% | (48) | 3% | (7) | 223 |
| Voted in 2014: Yes | 75% | (1066) | 24% | (334) | 2% | (21) | 1422 |
| Voted in 2014: No | 78% | (611) | 17% | (137) | 4% | (34) | 781 |
| 2012 Vote: Barack Obama | 78% | (657) | 20% | (170) | 1% | (11) | 837 |
| 2012 Vote: Mitt Romney | 70% | (402) | 28% | (159) | 2% | (10) | 571 |
| 2012 Vote: Other | 69% | (80) | 28% | (32) | 4% | (4) | 116 |
| 2012 Vote: Didn't Vote | 79% | (537) | 16% | (109) | 5% | (31) | 677 |
| 4-Region: Northeast | 74% | (293) | 24% | (93) | 2% | (9) | 394 |
| 4-Region: Midwest | 77% | (358) | 21% | (96) | 2% | (8) | 463 |
| 4-Region: South | 76% | (624) | 21% | (173) | 3% | (28) | 825 |
| 4-Region: West | 77% | (401) | 21% | (109) | 2% | (10) | 521 |

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Table BR7_1: Have you seen any of the following in the past 30 days?

A movie

| Demographic | Yes | No | Don't know / No Opinion | Total N |
|-------------------------------|------------|-----------|----------------------------|---------|
| Adults | 76% (1677) | 21% (471) | 3% (55) | 2203 |
| Favorable of Trump | 75% (681) | 23% (214) | 2% (18) | 913 |
| Unfavorable of Trump | 78% (871) | 21% (233) | 2% (18) | 1122 |
| Very Favorable of Trump | 73% (376) | 25% (130) | 2% (12) | 518 |
| Somewhat Favorable of Trump | 77% (305) | 21% (84) | 2% (6) | 395 |
| Somewhat Unfavorable of Trump | 77% (183) | 21% (51) | 2% (4) | 238 |
| Very Unfavorable of Trump | 78% (689) | 21% (183) | 2% (14) | 885 |

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

Table BR7_4: Have you seen any of the following in the past 30 days?
A TV show

| Demographic | Yes | No | Don't know / No Opinion | Total N |
|--------------------------|------------|----------|-------------------------|---------|
| Adults | 93% (2054) | 5% (108) | 2% (41) | 2203 |
| Gender: Male | 93% (990) | 5% (55) | 2% (18) | 1063 |
| Gender: Female | 93% (1064) | 5% (53) | 2% (23) | 1140 |
| Age: 18-29 | 86% (408) | 9% (42) | 5% (22) | 472 |
| Age: 30-44 | 95% (515) | 3% (15) | 2% (13) | 542 |
| Age: 45-54 | 96% (356) | 3% (11) | 1% (4) | 371 |
| Age: 55-64 | 95% (363) | 4% (17) | — (1) | 381 |
| Age: 65+ | 94% (411) | 5% (24) | — (2) | 437 |
| Generation Z: 18-21 | 89% (154) | 6% (11) | 5% (9) | 173 |
| Millennial: Age 22-37 | 90% (535) | 7% (39) | 3% (20) | 594 |
| Generation X: Age 38-53 | 96% (563) | 3% (16) | 2% (10) | 589 |
| Boomers: Age 54-72 | 95% (677) | 5% (36) | — (1) | 714 |
| PID: Dem (no lean) | 96% (663) | 4% (24) | 1% (5) | 693 |
| PID: Ind (no lean) | 91% (792) | 6% (53) | 3% (28) | 873 |
| PID: Rep (no lean) | 94% (599) | 5% (31) | 1% (8) | 637 |
| PID/Gender: Dem Men | 95% (329) | 4% (13) | 1% (3) | 344 |
| PID/Gender: Dem Women | 96% (334) | 3% (12) | 1% (3) | 349 |
| PID/Gender: Ind Men | 91% (353) | 6% (24) | 3% (11) | 389 |
| PID/Gender: Ind Women | 91% (439) | 6% (28) | 3% (16) | 484 |
| PID/Gender: Rep Men | 93% (308) | 5% (18) | 1% (4) | 330 |
| PID/Gender: Rep Women | 95% (290) | 4% (13) | 1% (4) | 307 |
| Ideo: Liberal (1-3) | 92% (673) | 5% (36) | 3% (21) | 730 |
| Ideo: Moderate (4) | 96% (432) | 4% (19) | — (1) | 451 |
| Ideo: Conservative (5-7) | 94% (668) | 5% (35) | 1% (4) | 707 |
| Educ: < College | 93% (1401) | 5% (79) | 2% (34) | 1514 |
| Educ: Bachelors degree | 96% (425) | 4% (16) | 1% (4) | 444 |
| Educ: Post-grad | 93% (228) | 5% (12) | 2% (4) | 244 |

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Table BR7_4: Have you seen any of the following in the past 30 days?
 A TV show

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|-----------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 93% | (2054) | 5% | (108) | 2% | (41) | 2203 |
| Income: Under 50k | 92% | (1178) | 6% | (74) | 2% | (32) | 1284 |
| Income: 50k-100k | 95% | (611) | 4% | (28) | 1% | (5) | 645 |
| Income: 100k+ | 96% | (265) | 2% | (6) | 2% | (4) | 274 |
| Ethnicity: White | 94% | (1623) | 5% | (81) | 1% | (21) | 1724 |
| Ethnicity: Hispanic | 90% | (313) | 7% | (24) | 4% | (12) | 350 |
| Ethnicity: Afr. Am. | 91% | (251) | 5% | (13) | 4% | (10) | 275 |
| Ethnicity: Other | 88% | (180) | 7% | (14) | 5% | (10) | 204 |
| Relig: Protestant | 95% | (515) | 5% | (26) | — | (2) | 543 |
| Relig: Roman Catholic | 97% | (408) | 2% | (8) | 1% | (4) | 420 |
| Relig: Ath./Agn./None | 91% | (622) | 6% | (40) | 3% | (22) | 684 |
| Relig: Something Else | 90% | (286) | 9% | (29) | 1% | (4) | 319 |
| Relig: Jewish | 89% | (43) | 11% | (5) | — | (0) | 48 |
| Relig: Evangelical | 95% | (575) | 3% | (19) | 2% | (15) | 608 |
| Relig: Non-Evang. Catholics | 96% | (568) | 3% | (20) | — | (1) | 589 |
| Relig: All Christian | 95% | (1143) | 3% | (39) | 1% | (16) | 1198 |
| Relig: All Non-Christian | 91% | (907) | 7% | (69) | 3% | (26) | 1002 |
| Community: Urban | 92% | (530) | 5% | (27) | 3% | (17) | 573 |
| Community: Suburban | 94% | (924) | 5% | (45) | 1% | (13) | 982 |
| Community: Rural | 93% | (601) | 6% | (36) | 2% | (12) | 648 |
| Employ: Private Sector | 95% | (641) | 4% | (27) | 1% | (9) | 677 |
| Employ: Government | 94% | (136) | 4% | (5) | 3% | (4) | 145 |
| Employ: Self-Employed | 93% | (172) | 6% | (12) | 1% | (2) | 186 |
| Employ: Homemaker | 94% | (168) | 5% | (8) | 2% | (3) | 179 |
| Employ: Student | 85% | (82) | 7% | (7) | 8% | (8) | 97 |
| Employ: Retired | 95% | (488) | 4% | (21) | — | (2) | 511 |
| Employ: Unemployed | 89% | (191) | 9% | (18) | 3% | (6) | 216 |
| Employ: Other | 91% | (175) | 4% | (9) | 4% | (8) | 192 |
| Military HH: Yes | 93% | (402) | 6% | (26) | 1% | (5) | 433 |
| Military HH: No | 93% | (1652) | 5% | (82) | 2% | (36) | 1770 |

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Table BR7_4: Have you seen any of the following in the past 30 days?

A TV show

| Demographic | Yes | No | Don't know / No Opinion | Total N |
|--------------------------------------|------------|----------|-------------------------|---------|
| Adults | 93% (2054) | 5% (108) | 2% (41) | 2203 |
| RD/WT: Right Direction | 93% (840) | 5% (48) | 2% (19) | 907 |
| RD/WT: Wrong Track | 94% (1213) | 5% (60) | 2% (22) | 1296 |
| Trump Job Approve | 93% (870) | 6% (52) | 1% (11) | 933 |
| Trump Job Disapprove | 95% (1075) | 4% (43) | 1% (15) | 1134 |
| Trump Job Strongly Approve | 93% (449) | 5% (25) | 1% (7) | 481 |
| Trump Job Somewhat Approve | 93% (422) | 6% (27) | 1% (4) | 452 |
| Trump Job Somewhat Disapprove | 96% (280) | 3% (8) | 1% (4) | 293 |
| Trump Job Strongly Disapprove | 95% (795) | 4% (35) | 1% (11) | 841 |
| #1 Issue: Economy | 96% (583) | 3% (21) | 1% (5) | 609 |
| #1 Issue: Security | 95% (421) | 4% (16) | 2% (8) | 445 |
| #1 Issue: Health Care | 94% (316) | 5% (16) | 1% (2) | 335 |
| #1 Issue: Medicare / Social Security | 92% (301) | 8% (25) | 1% (2) | 327 |
| #1 Issue: Women's Issues | 87% (75) | 8% (7) | 6% (5) | 87 |
| #1 Issue: Education | 93% (176) | 5% (9) | 3% (5) | 190 |
| #1 Issue: Energy | 86% (64) | 8% (6) | 6% (4) | 74 |
| #1 Issue: Other | 86% (117) | 6% (9) | 7% (10) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 95% (636) | 4% (30) | 1% (7) | 673 |
| 2016 Vote: Republican Donald Trump | 94% (704) | 5% (40) | 1% (7) | 751 |
| 2016 Vote: Someone else | 95% (212) | 4% (8) | 1% (2) | 223 |
| Voted in 2014: Yes | 95% (1347) | 4% (62) | 1% (13) | 1422 |
| Voted in 2014: No | 91% (707) | 6% (46) | 4% (28) | 781 |
| 2012 Vote: Barack Obama | 95% (795) | 4% (35) | 1% (7) | 837 |
| 2012 Vote: Mitt Romney | 95% (542) | 4% (26) | 1% (3) | 571 |
| 2012 Vote: Other | 92% (106) | 5% (6) | 4% (4) | 116 |
| 2012 Vote: Didn't Vote | 90% (610) | 6% (41) | 4% (27) | 677 |
| 4-Region: Northeast | 92% (363) | 6% (23) | 2% (8) | 394 |
| 4-Region: Midwest | 92% (428) | 5% (22) | 3% (13) | 463 |
| 4-Region: South | 94% (776) | 4% (35) | 2% (15) | 825 |
| 4-Region: West | 93% (487) | 6% (29) | 1% (5) | 521 |

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Table BR7_4: Have you seen any of the following in the past 30 days?

A TV show

| Demographic | Yes | No | Don't know / No Opinion | Total N |
|-------------------------------|------------|----------|----------------------------|---------|
| Adults | 93% (2054) | 5% (108) | 2% (41) | 2203 |
| Favorable of Trump | 94% (861) | 5% (46) | 1% (7) | 913 |
| Unfavorable of Trump | 95% (1062) | 4% (46) | 1% (14) | 1122 |
| Very Favorable of Trump | 93% (483) | 6% (29) | 1% (5) | 518 |
| Somewhat Favorable of Trump | 96% (378) | 4% (16) | — (1) | 395 |
| Somewhat Unfavorable of Trump | 95% (227) | 3% (6) | 2% (5) | 238 |
| Very Unfavorable of Trump | 94% (835) | 5% (40) | 1% (9) | 885 |

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

Table BR7_5: Have you seen any of the following in the past 30 days?
A live event

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|--------------------------|-----|-------|-----|--------|-------------------------|-------|---------|
| Adults | 28% | (620) | 67% | (1479) | 5% | (104) | 2203 |
| Gender: Male | 31% | (334) | 63% | (673) | 5% | (56) | 1063 |
| Gender: Female | 25% | (286) | 71% | (805) | 4% | (48) | 1140 |
| Age: 18-29 | 31% | (144) | 62% | (292) | 8% | (36) | 472 |
| Age: 30-44 | 31% | (169) | 64% | (347) | 5% | (26) | 542 |
| Age: 45-54 | 29% | (108) | 68% | (252) | 3% | (11) | 371 |
| Age: 55-64 | 27% | (105) | 69% | (262) | 4% | (14) | 381 |
| Age: 65+ | 22% | (95) | 74% | (325) | 4% | (17) | 437 |
| Generation Z: 18-21 | 32% | (55) | 61% | (106) | 7% | (13) | 173 |
| Millennial: Age 22-37 | 29% | (175) | 64% | (381) | 6% | (38) | 594 |
| Generation X: Age 38-53 | 31% | (184) | 65% | (383) | 4% | (21) | 589 |
| Boomers: Age 54-72 | 26% | (187) | 71% | (505) | 3% | (21) | 714 |
| PID: Dem (no lean) | 32% | (222) | 65% | (452) | 3% | (19) | 693 |
| PID: Ind (no lean) | 26% | (230) | 67% | (583) | 7% | (59) | 873 |
| PID: Rep (no lean) | 26% | (168) | 70% | (444) | 4% | (25) | 637 |
| PID/Gender: Dem Men | 37% | (129) | 59% | (204) | 3% | (11) | 344 |
| PID/Gender: Dem Women | 27% | (93) | 71% | (247) | 2% | (9) | 349 |
| PID/Gender: Ind Men | 30% | (115) | 62% | (241) | 8% | (33) | 389 |
| PID/Gender: Ind Women | 24% | (115) | 71% | (342) | 6% | (27) | 484 |
| PID/Gender: Rep Men | 27% | (91) | 69% | (228) | 4% | (12) | 330 |
| PID/Gender: Rep Women | 25% | (78) | 70% | (216) | 4% | (13) | 307 |
| Ideo: Liberal (1-3) | 34% | (245) | 60% | (441) | 6% | (44) | 730 |
| Ideo: Moderate (4) | 28% | (127) | 70% | (314) | 2% | (10) | 451 |
| Ideo: Conservative (5-7) | 26% | (181) | 72% | (509) | 2% | (16) | 707 |
| Educ: < College | 26% | (390) | 68% | (1036) | 6% | (88) | 1514 |
| Educ: Bachelors degree | 33% | (147) | 64% | (285) | 3% | (12) | 444 |
| Educ: Post-grad | 34% | (83) | 64% | (157) | 2% | (4) | 244 |

Continued on next page

Table BR7_5: Have you seen any of the following in the past 30 days?
A live event

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|-----------------------------|-----|-------|-----|--------|-------------------------|-------|---------|
| | | | | | | | |
| Adults | 28% | (620) | 67% | (1479) | 5% | (104) | 2203 |
| Income: Under 50k | 24% | (308) | 70% | (903) | 6% | (73) | 1284 |
| Income: 50k-100k | 32% | (204) | 64% | (415) | 4% | (25) | 645 |
| Income: 100k+ | 39% | (108) | 58% | (160) | 2% | (6) | 274 |
| Ethnicity: White | 28% | (477) | 69% | (1182) | 4% | (65) | 1724 |
| Ethnicity: Hispanic | 34% | (117) | 58% | (201) | 9% | (31) | 350 |
| Ethnicity: Afr. Am. | 32% | (89) | 62% | (171) | 5% | (15) | 275 |
| Ethnicity: Other | 27% | (55) | 61% | (125) | 12% | (24) | 204 |
| Relig: Protestant | 29% | (156) | 69% | (377) | 2% | (10) | 543 |
| Relig: Roman Catholic | 33% | (139) | 62% | (260) | 5% | (22) | 420 |
| Relig: Ath./Agn./None | 25% | (172) | 69% | (470) | 6% | (41) | 684 |
| Relig: Something Else | 31% | (99) | 65% | (207) | 4% | (13) | 319 |
| Relig: Jewish | 37% | (18) | 63% | (30) | — | (0) | 48 |
| Relig: Evangelical | 28% | (168) | 66% | (402) | 6% | (38) | 608 |
| Relig: Non-Evang. Catholics | 31% | (181) | 67% | (397) | 2% | (12) | 589 |
| Relig: All Christian | 29% | (349) | 67% | (798) | 4% | (50) | 1198 |
| Relig: All Non-Christian | 27% | (271) | 68% | (677) | 5% | (54) | 1002 |
| Community: Urban | 29% | (169) | 65% | (370) | 6% | (34) | 573 |
| Community: Suburban | 31% | (306) | 65% | (639) | 4% | (37) | 982 |
| Community: Rural | 22% | (146) | 72% | (470) | 5% | (33) | 648 |
| Employ: Private Sector | 35% | (235) | 63% | (425) | 2% | (17) | 677 |
| Employ: Government | 36% | (52) | 56% | (81) | 8% | (12) | 145 |
| Employ: Self-Employed | 32% | (59) | 60% | (111) | 9% | (16) | 186 |
| Employ: Homemaker | 19% | (34) | 78% | (141) | 3% | (5) | 179 |
| Employ: Student | 32% | (31) | 58% | (56) | 11% | (10) | 97 |
| Employ: Retired | 21% | (110) | 76% | (386) | 3% | (15) | 511 |
| Employ: Unemployed | 22% | (46) | 74% | (160) | 4% | (9) | 216 |
| Employ: Other | 28% | (54) | 62% | (118) | 10% | (20) | 192 |
| Military HH: Yes | 27% | (115) | 69% | (297) | 5% | (20) | 433 |
| Military HH: No | 29% | (505) | 67% | (1181) | 5% | (84) | 1770 |

Continued on next page

Table BR7_5: Have you seen any of the following in the past 30 days?

A live event

| Demographic | Yes | No | Don't know / No Opinion | Total N |
|--------------------------------------|-----------|------------|-------------------------|---------|
| Adults | 28% (620) | 67% (1479) | 5% (104) | 2203 |
| RD/WT: Right Direction | 29% (265) | 66% (595) | 5% (48) | 907 |
| RD/WT: Wrong Track | 27% (356) | 68% (884) | 4% (56) | 1296 |
| Trump Job Approve | 28% (265) | 68% (633) | 4% (35) | 933 |
| Trump Job Disapprove | 29% (331) | 67% (758) | 4% (45) | 1134 |
| Trump Job Strongly Approve | 29% (138) | 68% (326) | 3% (17) | 481 |
| Trump Job Somewhat Approve | 28% (127) | 68% (307) | 4% (18) | 452 |
| Trump Job Somewhat Disapprove | 33% (96) | 63% (185) | 4% (12) | 293 |
| Trump Job Strongly Disapprove | 28% (234) | 68% (573) | 4% (33) | 841 |
| #1 Issue: Economy | 31% (192) | 65% (394) | 4% (24) | 609 |
| #1 Issue: Security | 24% (108) | 70% (313) | 5% (23) | 445 |
| #1 Issue: Health Care | 31% (102) | 68% (227) | 2% (6) | 335 |
| #1 Issue: Medicare / Social Security | 20% (67) | 76% (249) | 3% (11) | 327 |
| #1 Issue: Women's Issues | 30% (26) | 65% (56) | 5% (4) | 87 |
| #1 Issue: Education | 38% (72) | 55% (105) | 7% (13) | 190 |
| #1 Issue: Energy | 27% (20) | 63% (47) | 10% (8) | 74 |
| #1 Issue: Other | 24% (33) | 65% (88) | 11% (15) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 33% (222) | 64% (431) | 3% (21) | 673 |
| 2016 Vote: Republican Donald Trump | 27% (201) | 69% (521) | 4% (29) | 751 |
| 2016 Vote: Someone else | 26% (59) | 69% (155) | 4% (9) | 223 |
| Voted in 2014: Yes | 30% (426) | 67% (951) | 3% (45) | 1422 |
| Voted in 2014: No | 25% (194) | 68% (528) | 8% (59) | 781 |
| 2012 Vote: Barack Obama | 32% (265) | 65% (547) | 3% (25) | 837 |
| 2012 Vote: Mitt Romney | 26% (150) | 71% (404) | 3% (17) | 571 |
| 2012 Vote: Other | 25% (29) | 67% (78) | 8% (9) | 116 |
| 2012 Vote: Didn't Vote | 26% (177) | 66% (448) | 8% (53) | 677 |
| 4-Region: Northeast | 29% (113) | 68% (268) | 3% (13) | 394 |
| 4-Region: Midwest | 29% (132) | 67% (309) | 5% (22) | 463 |
| 4-Region: South | 28% (229) | 67% (553) | 5% (44) | 825 |
| 4-Region: West | 28% (146) | 67% (348) | 5% (26) | 521 |

Continued on next page

Table BR7_5: Have you seen any of the following in the past 30 days?*A live event*

| Demographic | Yes | No | Don't know / No Opinion | Total N |
|-------------------------------|-----------|------------|----------------------------|---------|
| Adults | 28% (620) | 67% (1479) | 5% (104) | 2203 |
| Favorable of Trump | 28% (256) | 68% (621) | 4% (37) | 913 |
| Unfavorable of Trump | 29% (326) | 68% (760) | 3% (36) | 1122 |
| Very Favorable of Trump | 28% (145) | 68% (352) | 4% (21) | 518 |
| Somewhat Favorable of Trump | 28% (111) | 68% (269) | 4% (15) | 395 |
| Somewhat Unfavorable of Trump | 33% (78) | 63% (151) | 4% (9) | 238 |
| Very Unfavorable of Trump | 28% (248) | 69% (609) | 3% (27) | 885 |

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

Table BR8: How did you watch the movie, TV show, or live event? If more than one applies, please select the one that describes your most recent experience.

| Demographic | Live television | Recorded television | Subscription streaming | Movie theater | Free streaming | Other (please specify) | None of the above | Don't know / No Opinion | Total N |
|--------------------------|-----------------|---------------------|------------------------|---------------|----------------|------------------------|-------------------|-------------------------|---------|
| Adults | 36% (750) | 11% (238) | 22% (472) | 15% (326) | 10% (206) | 3% (72) | 1% (26) | 1% (20) | 2110 |
| Gender: Male | 39% (399) | 9% (94) | 21% (213) | 16% (163) | 10% (99) | 3% (34) | 1% (7) | 1% (7) | 1016 |
| Gender: Female | 32% (351) | 13% (144) | 24% (259) | 15% (163) | 10% (107) | 3% (38) | 2% (19) | 1% (13) | 1094 |
| Age: 18-29 | 22% (96) | 8% (33) | 32% (139) | 20% (87) | 14% (59) | 3% (11) | 1% (3) | 2% (7) | 436 |
| Age: 30-44 | 31% (160) | 9% (47) | 28% (148) | 16% (83) | 12% (64) | 2% (9) | 1% (5) | 1% (8) | 524 |
| Age: 45-54 | 39% (139) | 11% (40) | 21% (75) | 15% (53) | 8% (28) | 5% (17) | 1% (4) | 1% (3) | 359 |
| Age: 55-64 | 44% (165) | 14% (51) | 15% (55) | 15% (55) | 6% (22) | 5% (18) | 2% (7) | — (0) | 374 |
| Age: 65+ | 45% (190) | 16% (68) | 13% (55) | 11% (48) | 8% (33) | 4% (16) | 2% (7) | — (1) | 418 |
| Generation Z: 18-21 | 22% (35) | 9% (15) | 26% (43) | 22% (35) | 15% (24) | 4% (7) | 1% (1) | 2% (4) | 163 |
| Millennial: Age 22-37 | 26% (142) | 7% (38) | 34% (189) | 17% (95) | 13% (71) | 2% (11) | 1% (7) | 1% (5) | 558 |
| Generation X: Age 38-53 | 36% (208) | 11% (62) | 22% (125) | 16% (91) | 9% (50) | 3% (20) | 1% (4) | 2% (10) | 570 |
| Boomers: Age 54-72 | 45% (310) | 15% (102) | 15% (102) | 13% (92) | 7% (48) | 4% (26) | 2% (12) | — (1) | 693 |
| PID: Dem (no lean) | 38% (254) | 9% (64) | 20% (138) | 16% (111) | 11% (77) | 3% (22) | 1% (8) | — (3) | 676 |
| PID: Ind (no lean) | 33% (269) | 10% (79) | 26% (211) | 15% (124) | 11% (87) | 3% (27) | 2% (13) | 1% (10) | 820 |
| PID: Rep (no lean) | 37% (228) | 15% (95) | 20% (123) | 15% (91) | 7% (42) | 4% (23) | 1% (6) | 1% (7) | 614 |
| PID/Gender: Dem Men | 41% (138) | 8% (26) | 22% (72) | 14% (46) | 12% (39) | 3% (10) | 1% (3) | 1% (2) | 336 |
| PID/Gender: Dem Women | 34% (116) | 11% (38) | 19% (65) | 19% (66) | 11% (38) | 4% (12) | 1% (4) | — (1) | 340 |
| PID/Gender: Ind Men | 39% (143) | 7% (25) | 22% (78) | 17% (62) | 10% (37) | 3% (12) | 1% (4) | 1% (2) | 364 |
| PID/Gender: Ind Women | 28% (126) | 12% (54) | 29% (133) | 14% (62) | 11% (50) | 3% (15) | 2% (9) | 2% (8) | 456 |
| PID/Gender: Rep Men | 38% (119) | 14% (43) | 20% (62) | 17% (55) | 7% (22) | 4% (12) | — (0) | 1% (3) | 316 |
| PID/Gender: Rep Women | 37% (109) | 17% (52) | 21% (61) | 12% (36) | 7% (20) | 4% (11) | 2% (6) | 1% (4) | 298 |
| Ideo: Liberal (1-3) | 36% (249) | 11% (75) | 21% (147) | 17% (118) | 12% (81) | 3% (20) | 1% (6) | 1% (4) | 699 |
| Ideo: Moderate (4) | 37% (165) | 8% (34) | 25% (111) | 14% (61) | 11% (48) | 3% (14) | 1% (5) | 1% (2) | 440 |
| Ideo: Conservative (5-7) | 38% (257) | 14% (95) | 21% (144) | 16% (108) | 6% (41) | 3% (22) | 1% (8) | 1% (4) | 680 |
| Educ: < College | 37% (526) | 11% (154) | 22% (309) | 14% (201) | 11% (156) | 3% (50) | 2% (25) | 1% (16) | 1436 |
| Educ: Bachelors degree | 32% (139) | 13% (58) | 22% (96) | 21% (92) | 8% (35) | 3% (11) | — (1) | — (2) | 434 |
| Educ: Post-grad | 36% (86) | 11% (27) | 28% (67) | 14% (34) | 6% (15) | 5% (11) | — (0) | 1% (1) | 240 |

Continued on next page

Table BR8: How did you watch the movie, TV show, or live event? If more than one applies, please select the one that describes your most recent experience.

| Demographic | Live television | Recorded television | Subscription streaming | Movie theater | Free streaming | Other (please specify) | None of the above | Don't know / No Opinion | Total N |
|-----------------------------|-----------------|---------------------|------------------------|---------------|----------------|------------------------|-------------------|-------------------------|---------|
| Adults | 36%(750) | 11%(238) | 22%(472) | 15%(326) | 10%(206) | 3% (72) | 1% (26) | 1% (20) | 2110 |
| Income: Under 50k | 35%(429) | 11%(139) | 22%(264) | 14%(164) | 11%(136) | 4% (44) | 2% (21) | 1% (15) | 1212 |
| Income: 50k-100k | 35% (221) | 11% (67) | 24% (151) | 18% (110) | 8% (52) | 3% (20) | 1% (4) | 1% (4) | 629 |
| Income: 100k+ | 37%(100) | 12% (32) | 21% (57) | 19% (52) | 7% (19) | 3% (7) | 1% (1) | — (1) | 270 |
| Ethnicity: White | 36%(595) | 12%(197) | 24%(394) | 14%(226) | 9%(158) | 4% (61) | 1% (22) | 1% (12) | 1665 |
| Ethnicity: Hispanic | 29% (95) | 8% (26) | 24% (78) | 23% (77) | 13% (44) | — (1) | 2% (6) | 1% (2) | 328 |
| Ethnicity: Afr. Am. | 37% (95) | 11% (29) | 15% (38) | 20% (52) | 11% (28) | 3% (8) | 1% (3) | 1% (4) | 258 |
| Ethnicity: Other | 32% (60) | 6% (12) | 21% (40) | 25% (48) | 11% (21) | 1% (3) | — (1) | 2% (4) | 188 |
| Relig: Protestant | 41%(215) | 14%(73) | 16%(83) | 16%(86) | 8%(44) | 4%(20) | 1%(8) | — (0) | 529 |
| Relig: Roman Catholic | 41%(170) | 11%(46) | 21%(85) | 16%(67) | 7%(29) | 3%(13) | 1%(3) | — (1) | 412 |
| Relig: Ath./Agn./None | 28%(182) | 9% (55) | 31%(199) | 14% (89) | 11% (69) | 3% (20) | 2% (12) | 2% (14) | 641 |
| Relig: Something Else | 30% (91) | 16% (48) | 22% (66) | 17% (51) | 10% (30) | 4% (12) | 1% (2) | 1% (3) | 304 |
| Relig: Jewish | 36% (17) | 25% (12) | 15% (7) | 14% (7) | 2% (1) | 4% (2) | 3% (2) | — (0) | 47 |
| Relig: Evangelical | 40%(232) | 11% (66) | 17%(102) | 16% (96) | 11% (62) | 3% (17) | 1% (8) | — (1) | 585 |
| Relig: Non-Evang. Catholics | 42%(245) | 12% (69) | 18% (105) | 15% (89) | 8% (44) | 4% (22) | 1% (4) | — (1) | 578 |
| Relig: All Christian | 41%(477) | 12% (135) | 18%(208) | 16%(185) | 9%(106) | 3% (39) | 1% (12) | — (1) | 1163 |
| Relig: All Non-Christian | 29%(273) | 11%(103) | 28%(265) | 15%(140) | 11% (99) | 3% (32) | 2% (14) | 2% (17) | 944 |
| Community: Urban | 38%(206) | 11% (58) | 20% (110) | 14% (75) | 10% (55) | 5% (25) | 1% (8) | 1% (7) | 544 |
| Community: Suburban | 34%(326) | 11% (104) | 23%(220) | 17% (164) | 10% (91) | 3% (28) | 1% (11) | 1% (7) | 951 |
| Community: Rural | 36% (219) | 12% (76) | 23% (142) | 14% (87) | 10% (61) | 3% (19) | 1% (7) | 1% (6) | 616 |
| Employ: Private Sector | 36%(238) | 9% (62) | 25% (161) | 17% (114) | 8% (54) | 2% (15) | 1% (5) | 1% (6) | 654 |
| Employ: Government | 30% (43) | 8% (12) | 28% (40) | 22% (31) | 5% (7) | 3% (4) | 2% (2) | 2% (2) | 142 |
| Employ: Self-Employed | 37% (66) | 10% (18) | 20% (35) | 15% (27) | 15% (27) | 1% (2) | 1% (2) | 1% (2) | 179 |
| Employ: Homemaker | 31% (53) | 7% (12) | 27% (47) | 12% (22) | 16% (27) | 5% (9) | 1% (2) | 1% (2) | 173 |
| Employ: Student | 25% (22) | 3% (3) | 22% (20) | 26% (24) | 16% (15) | 7% (6) | 1% (1) | 1% (1) | 90 |
| Employ: Retired | 43% (215) | 16% (78) | 16% (78) | 12% (57) | 8% (39) | 4% (20) | 2% (8) | — (1) | 497 |
| Employ: Unemployed | 31% (61) | 16% (32) | 21% (41) | 10% (20) | 13% (26) | 5% (11) | 2% (4) | 2% (4) | 199 |
| Employ: Other | 30% (52) | 12% (21) | 28% (50) | 17% (31) | 6% (11) | 3% (6) | 1% (2) | 2% (3) | 176 |
| Military HH: Yes | 34%(142) | 15% (62) | 21% (88) | 15% (64) | 8% (34) | 3% (13) | 2% (9) | — (2) | 413 |
| Military HH: No | 36%(609) | 10% (176) | 23%(385) | 15%(262) | 10% (172) | 3% (58) | 1% (17) | 1% (18) | 1698 |

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Table BR8: How did you watch the movie, TV show, or live event? If more than one applies, please select the one that describes your most recent experience.

| Demographic | Live television | Recorded television | Subscription streaming | Movie theater | Free streaming | Other (please specify) | None of the above | Don't know / No Opinion | Total N |
|--------------------------------------|-----------------|---------------------|------------------------|---------------|----------------|------------------------|-------------------|-------------------------|---------|
| Adults | 36% (750) | 11% (238) | 22% (472) | 15% (326) | 10% (206) | 3% (72) | 1% (26) | 1% (20) | 2110 |
| RD/WT: Right Direction | 41% (357) | 11% (96) | 21% (185) | 14% (120) | 7% (60) | 3% (25) | 1% (9) | 1% (11) | 863 |
| RD/WT: Wrong Track | 32% (394) | 11% (142) | 23% (288) | 17% (206) | 12% (146) | 4% (47) | 1% (17) | 1% (9) | 1247 |
| Trump Job Approve | 39% (345) | 12% (104) | 21% (191) | 15% (137) | 8% (71) | 4% (32) | 1% (8) | 1% (7) | 896 |
| Trump Job Disapprove | 33% (367) | 11% (125) | 23% (247) | 16% (177) | 11% (125) | 3% (32) | 1% (15) | 1% (10) | 1099 |
| Trump Job Strongly Approve | 41% (190) | 15% (68) | 16% (76) | 15% (70) | 7% (31) | 4% (17) | 1% (5) | 1% (4) | 460 |
| Trump Job Somewhat Approve | 36% (156) | 8% (36) | 26% (115) | 15% (67) | 9% (40) | 3% (14) | 1% (3) | 1% (3) | 435 |
| Trump Job Somewhat Disapprove | 30% (88) | 12% (34) | 21% (62) | 17% (49) | 13% (38) | 3% (10) | 2% (5) | 1% (3) | 289 |
| Trump Job Strongly Disapprove | 34% (279) | 11% (91) | 23% (185) | 16% (128) | 11% (86) | 3% (22) | 1% (11) | 1% (7) | 810 |
| #1 Issue: Economy | 38% (224) | 9% (52) | 24% (141) | 15% (89) | 9% (51) | 4% (22) | 1% (9) | 1% (5) | 594 |
| #1 Issue: Security | 33% (141) | 17% (74) | 16% (70) | 19% (81) | 8% (35) | 4% (18) | 1% (5) | 1% (4) | 429 |
| #1 Issue: Health Care | 37% (121) | 9% (30) | 23% (76) | 15% (48) | 11% (34) | 3% (10) | 1% (4) | 1% (3) | 327 |
| #1 Issue: Medicare / Social Security | 49% (149) | 13% (38) | 16% (48) | 11% (33) | 9% (26) | 3% (9) | — (0) | 1% (4) | 307 |
| #1 Issue: Women's Issues | 17% (14) | 6% (5) | 39% (31) | 22% (17) | 12% (10) | 3% (2) | — (0) | 2% (1) | 81 |
| #1 Issue: Education | 25% (45) | 12% (21) | 25% (44) | 17% (31) | 15% (27) | 1% (1) | 4% (8) | 1% (2) | 180 |
| #1 Issue: Energy | 33% (23) | 4% (3) | 29% (20) | 16% (11) | 15% (11) | 2% (2) | — (0) | — (0) | 69 |
| #1 Issue: Other | 26% (33) | 12% (15) | 33% (42) | 12% (15) | 10% (12) | 5% (7) | 1% (1) | — (0) | 124 |
| 2016 Vote: Democrat Hillary Clinton | 37% (245) | 11% (69) | 22% (141) | 16% (106) | 10% (69) | 3% (19) | 1% (5) | — (1) | 656 |
| 2016 Vote: Republican Donald Trump | 41% (292) | 14% (98) | 19% (139) | 14% (98) | 7% (50) | 4% (31) | 1% (10) | — (3) | 721 |
| 2016 Vote: Someone else | 36% (77) | 10% (22) | 25% (55) | 16% (34) | 8% (17) | 3% (6) | 1% (2) | 1% (3) | 215 |
| Voted in 2014: Yes | 39% (534) | 12% (171) | 20% (275) | 16% (226) | 8% (108) | 3% (42) | 1% (16) | — (4) | 1376 |
| Voted in 2014: No | 29% (216) | 9% (67) | 27% (197) | 14% (101) | 13% (98) | 4% (30) | 1% (11) | 2% (15) | 735 |
| 2012 Vote: Barack Obama | 37% (305) | 10% (83) | 21% (175) | 17% (136) | 10% (85) | 3% (23) | 1% (5) | — (4) | 815 |
| 2012 Vote: Mitt Romney | 40% (221) | 16% (88) | 18% (100) | 15% (81) | 6% (32) | 4% (24) | 1% (6) | — (0) | 552 |
| 2012 Vote: Other | 37% (40) | 13% (14) | 22% (24) | 10% (11) | 10% (10) | 2% (2) | 6% (6) | 1% (1) | 109 |
| 2012 Vote: Didn't Vote | 29% (185) | 8% (53) | 27% (173) | 16% (98) | 12% (79) | 4% (23) | 1% (9) | 2% (14) | 633 |
| 4-Region: Northeast | 39% (145) | 13% (47) | 20% (73) | 15% (54) | 10% (35) | 4% (14) | 1% (2) | 1% (2) | 373 |
| 4-Region: Midwest | 38% (167) | 11% (46) | 22% (95) | 16% (69) | 9% (39) | 3% (13) | 1% (3) | 2% (7) | 439 |
| 4-Region: South | 36% (287) | 11% (87) | 23% (181) | 15% (118) | 9% (74) | 3% (27) | 1% (12) | 1% (8) | 795 |
| 4-Region: West | 30% (151) | 11% (58) | 25% (123) | 17% (84) | 12% (58) | 4% (18) | 2% (9) | — (2) | 503 |

Continued on next page

Table BR8: How did you watch the movie, TV show, or live event? If more than one applies, please select the one that describes your most recent experience.

| Demographic | Live television | Recorded television | Subscription streaming | Movie theater | Free streaming | Other (please specify) | None of the above | Don't know / No Opinion | Total N |
|-------------------------------|-----------------|---------------------|------------------------|---------------|----------------|------------------------|-------------------|-------------------------|---------|
| Adults | 36% (750) | 11% (238) | 22% (472) | 15% (326) | 10% (206) | 3% (72) | 1% (26) | 1% (20) | 2110 |
| Favorable of Trump | 38% (333) | 12% (108) | 22% (194) | 15% (136) | 7% (63) | 4% (31) | 1% (9) | 1% (11) | 885 |
| Unfavorable of Trump | 34% (371) | 11% (120) | 22% (243) | 16% (173) | 11% (124) | 3% (38) | 1% (15) | — (1) | 1085 |
| Very Favorable of Trump | 41% (204) | 13% (67) | 18% (91) | 15% (76) | 6% (32) | 4% (18) | 1% (6) | 1% (4) | 497 |
| Somewhat Favorable of Trump | 33% (129) | 11% (42) | 27% (103) | 15% (60) | 8% (31) | 3% (13) | 1% (3) | 2% (7) | 388 |
| Somewhat Unfavorable of Trump | 35% (81) | 9% (20) | 25% (58) | 16% (36) | 10% (22) | 5% (12) | 1% (2) | — (0) | 232 |
| Very Unfavorable of Trump | 34% (290) | 12% (100) | 22% (185) | 16% (137) | 12% (101) | 3% (26) | 1% (13) | — (1) | 853 |

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

Table BR9: Do you currently pay for a cable or online streaming subscription?

| Demographic | Yes | No | Don't know / No Opinion | Total N |
|--------------------------|------------|-----------|-------------------------|---------|
| Adults | 76% (1674) | 22% (475) | 2% (54) | 2203 |
| Gender: Male | 77% (818) | 21% (225) | 2% (20) | 1063 |
| Gender: Female | 75% (856) | 22% (249) | 3% (34) | 1140 |
| Age: 18-29 | 73% (343) | 21% (101) | 6% (28) | 472 |
| Age: 30-44 | 81% (438) | 17% (92) | 2% (13) | 542 |
| Age: 45-54 | 77% (286) | 21% (78) | 2% (8) | 371 |
| Age: 55-64 | 75% (287) | 23% (89) | 1% (4) | 381 |
| Age: 65+ | 73% (320) | 26% (115) | — (2) | 437 |
| Generation Z: 18-21 | 71% (123) | 23% (39) | 6% (11) | 173 |
| Millennial: Age 22-37 | 76% (454) | 20% (118) | 4% (22) | 594 |
| Generation X: Age 38-53 | 79% (468) | 18% (107) | 2% (14) | 589 |
| Boomers: Age 54-72 | 76% (541) | 23% (165) | 1% (7) | 714 |
| PID: Dem (no lean) | 77% (534) | 22% (150) | 1% (9) | 693 |
| PID: Ind (no lean) | 73% (633) | 23% (204) | 4% (36) | 873 |
| PID: Rep (no lean) | 80% (507) | 19% (121) | 2% (10) | 637 |
| PID/Gender: Dem Men | 75% (259) | 24% (81) | 1% (4) | 344 |
| PID/Gender: Dem Women | 79% (275) | 20% (68) | 1% (5) | 349 |
| PID/Gender: Ind Men | 74% (290) | 22% (87) | 3% (13) | 389 |
| PID/Gender: Ind Women | 71% (343) | 24% (118) | 5% (23) | 484 |
| PID/Gender: Rep Men | 81% (269) | 17% (58) | 1% (4) | 330 |
| PID/Gender: Rep Women | 77% (238) | 21% (63) | 2% (6) | 307 |
| Ideo: Liberal (1-3) | 77% (560) | 21% (153) | 2% (17) | 730 |
| Ideo: Moderate (4) | 77% (348) | 22% (98) | 1% (6) | 451 |
| Ideo: Conservative (5-7) | 78% (551) | 21% (146) | 1% (9) | 707 |
| Educ: < College | 72% (1098) | 24% (368) | 3% (48) | 1514 |
| Educ: Bachelors degree | 83% (368) | 17% (73) | 1% (3) | 444 |
| Educ: Post-grad | 85% (209) | 14% (33) | 1% (2) | 244 |
| Income: Under 50k | 69% (886) | 28% (359) | 3% (38) | 1284 |
| Income: 50k-100k | 85% (545) | 14% (89) | 2% (10) | 645 |
| Income: 100k+ | 88% (243) | 10% (26) | 2% (6) | 274 |

Continued on next page

Table BR9: Do you currently pay for a cable or online streaming subscription?

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|-----------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 76% | (1674) | 22% | (475) | 2% | (54) | 2203 |
| Ethnicity: White | 77% | (1336) | 21% | (363) | 1% | (25) | 1724 |
| Ethnicity: Hispanic | 79% | (277) | 15% | (52) | 6% | (20) | 350 |
| Ethnicity: Afr. Am. | 70% | (193) | 27% | (74) | 3% | (8) | 275 |
| Ethnicity: Other | 71% | (145) | 19% | (38) | 11% | (22) | 204 |
| Relig: Protestant | 76% | (414) | 23% | (125) | 1% | (4) | 543 |
| Relig: Roman Catholic | 81% | (339) | 17% | (71) | 2% | (10) | 420 |
| Relig: Ath./Agn./None | 75% | (514) | 21% | (144) | 4% | (26) | 684 |
| Relig: Something Else | 75% | (238) | 24% | (76) | 2% | (5) | 319 |
| Relig: Jewish | 78% | (38) | 22% | (11) | — | (0) | 48 |
| Relig: Evangelical | 75% | (453) | 22% | (136) | 3% | (19) | 608 |
| Relig: Non-Evang. Catholics | 79% | (467) | 20% | (118) | 1% | (4) | 589 |
| Relig: All Christian | 77% | (921) | 21% | (254) | 2% | (23) | 1198 |
| Relig: All Non-Christian | 75% | (752) | 22% | (220) | 3% | (31) | 1002 |
| Community: Urban | 74% | (422) | 23% | (134) | 3% | (17) | 573 |
| Community: Suburban | 81% | (797) | 17% | (165) | 2% | (20) | 982 |
| Community: Rural | 70% | (455) | 27% | (176) | 3% | (18) | 648 |
| Employ: Private Sector | 81% | (551) | 17% | (116) | 1% | (10) | 677 |
| Employ: Government | 85% | (124) | 12% | (17) | 3% | (4) | 145 |
| Employ: Self-Employed | 75% | (140) | 22% | (41) | 3% | (5) | 186 |
| Employ: Homemaker | 76% | (137) | 22% | (39) | 2% | (4) | 179 |
| Employ: Student | 63% | (61) | 26% | (25) | 11% | (11) | 97 |
| Employ: Retired | 75% | (383) | 25% | (126) | — | (2) | 511 |
| Employ: Unemployed | 70% | (150) | 27% | (59) | 3% | (6) | 216 |
| Employ: Other | 67% | (128) | 27% | (51) | 6% | (12) | 192 |
| Military HH: Yes | 78% | (337) | 20% | (89) | 2% | (7) | 433 |
| Military HH: No | 76% | (1337) | 22% | (386) | 3% | (47) | 1770 |
| RD/WT: Right Direction | 77% | (702) | 20% | (181) | 3% | (25) | 907 |
| RD/WT: Wrong Track | 75% | (972) | 23% | (294) | 2% | (30) | 1296 |
| Trump Job Approve | 78% | (728) | 20% | (187) | 2% | (18) | 933 |
| Trump Job Disapprove | 76% | (864) | 22% | (249) | 2% | (21) | 1134 |

Continued on next page

Table BR9: Do you currently pay for a cable or online streaming subscription?

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|--------------------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | | | | | | | |
| Adults | 76% | (1674) | 22% | (475) | 2% | (54) | 2203 |
| Trump Job Strongly Approve | 78% | (375) | 20% | (97) | 2% | (9) | 481 |
| Trump Job Somewhat Approve | 78% | (353) | 20% | (90) | 2% | (9) | 452 |
| Trump Job Somewhat Disapprove | 78% | (228) | 21% | (63) | 1% | (2) | 293 |
| Trump Job Strongly Disapprove | 76% | (636) | 22% | (186) | 2% | (18) | 841 |
| #1 Issue: Economy | 79% | (483) | 19% | (115) | 2% | (10) | 609 |
| #1 Issue: Security | 80% | (355) | 17% | (77) | 3% | (12) | 445 |
| #1 Issue: Health Care | 76% | (256) | 23% | (76) | 1% | (3) | 335 |
| #1 Issue: Medicare / Social Security | 69% | (227) | 29% | (96) | 1% | (4) | 327 |
| #1 Issue: Women's Issues | 76% | (66) | 20% | (18) | 4% | (3) | 87 |
| #1 Issue: Education | 74% | (142) | 23% | (44) | 3% | (5) | 190 |
| #1 Issue: Energy | 72% | (54) | 20% | (15) | 8% | (6) | 74 |
| #1 Issue: Other | 67% | (91) | 25% | (34) | 8% | (11) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 77% | (517) | 22% | (146) | 1% | (10) | 673 |
| 2016 Vote: Republican Donald Trump | 79% | (597) | 19% | (144) | 1% | (10) | 751 |
| 2016 Vote: Someone else | 80% | (177) | 19% | (43) | 1% | (3) | 223 |
| Voted in 2014: Yes | 79% | (1122) | 20% | (285) | 1% | (15) | 1422 |
| Voted in 2014: No | 71% | (552) | 24% | (190) | 5% | (39) | 781 |
| 2012 Vote: Barack Obama | 79% | (658) | 21% | (173) | 1% | (6) | 837 |
| 2012 Vote: Mitt Romney | 81% | (462) | 18% | (101) | 2% | (9) | 571 |
| 2012 Vote: Other | 79% | (92) | 18% | (20) | 3% | (4) | 116 |
| 2012 Vote: Didn't Vote | 68% | (462) | 27% | (180) | 5% | (35) | 677 |
| 4-Region: Northeast | 78% | (308) | 19% | (76) | 3% | (11) | 394 |
| 4-Region: Midwest | 76% | (350) | 21% | (99) | 3% | (14) | 463 |
| 4-Region: South | 76% | (624) | 22% | (180) | 3% | (21) | 825 |
| 4-Region: West | 75% | (392) | 23% | (120) | 2% | (8) | 521 |
| Favorable of Trump | 78% | (714) | 20% | (182) | 2% | (17) | 913 |
| Unfavorable of Trump | 77% | (864) | 22% | (249) | 1% | (10) | 1122 |
| Very Favorable of Trump | 79% | (408) | 19% | (99) | 2% | (11) | 518 |
| Somewhat Favorable of Trump | 78% | (306) | 21% | (83) | 2% | (6) | 395 |
| Somewhat Unfavorable of Trump | 81% | (192) | 18% | (43) | 1% | (3) | 238 |
| Very Unfavorable of Trump | 76% | (672) | 23% | (206) | 1% | (7) | 885 |

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

Table BR10: *Of the following, which option do you use more?*

| Demographic | Cable packages and their online streaming options | | I use cable packages and online streaming services equally | | Online streaming services like Netflix, Amazon, Hulu | | None of the above | | Don't know / No Opinion | | Total N |
|--------------------------|---|-------|--|-------|--|-------|----------------------|-------|----------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | % | (N) | % | (N) | |
| Adults | 25% | (422) | 21% | (358) | 45% | (750) | 7% | (122) | 1% | (21) | 1674 |
| Gender: Male | 26% | (209) | 21% | (176) | 43% | (350) | 9% | (76) | 1% | (7) | 818 |
| Gender: Female | 25% | (214) | 21% | (183) | 47% | (400) | 5% | (46) | 2% | (14) | 856 |
| Age: 18-29 | 12% | (40) | 16% | (55) | 71% | (243) | 1% | (4) | — | (1) | 343 |
| Age: 30-44 | 21% | (92) | 25% | (110) | 51% | (223) | 2% | (9) | 1% | (4) | 438 |
| Age: 45-54 | 30% | (85) | 28% | (79) | 37% | (105) | 5% | (13) | 2% | (4) | 286 |
| Age: 55-64 | 29% | (83) | 22% | (64) | 32% | (93) | 14% | (41) | 2% | (6) | 287 |
| Age: 65+ | 38% | (123) | 16% | (50) | 27% | (87) | 17% | (54) | 2% | (6) | 320 |
| Generation Z: 18-21 | 11% | (13) | 10% | (12) | 77% | (95) | 2% | (3) | — | (0) | 123 |
| Millennial: Age 22-37 | 15% | (69) | 21% | (96) | 62% | (282) | 1% | (4) | 1% | (3) | 454 |
| Generation X: Age 38-53 | 28% | (131) | 27% | (128) | 39% | (183) | 4% | (19) | 1% | (6) | 468 |
| Boomers: Age 54-72 | 32% | (175) | 20% | (110) | 31% | (168) | 15% | (79) | 2% | (9) | 541 |
| PID: Dem (no lean) | 25% | (133) | 23% | (124) | 44% | (234) | 8% | (41) | 1% | (3) | 534 |
| PID: Ind (no lean) | 23% | (143) | 20% | (127) | 49% | (311) | 6% | (40) | 2% | (13) | 633 |
| PID: Rep (no lean) | 29% | (147) | 21% | (107) | 41% | (206) | 8% | (41) | 1% | (6) | 507 |
| PID/Gender: Dem Men | 22% | (58) | 24% | (62) | 43% | (110) | 11% | (27) | — | (1) | 259 |
| PID/Gender: Dem Women | 27% | (74) | 22% | (62) | 45% | (123) | 5% | (14) | 1% | (2) | 275 |
| PID/Gender: Ind Men | 25% | (72) | 18% | (52) | 46% | (133) | 10% | (28) | 2% | (5) | 290 |
| PID/Gender: Ind Women | 21% | (71) | 22% | (75) | 52% | (178) | 3% | (12) | 2% | (7) | 343 |
| PID/Gender: Rep Men | 29% | (79) | 23% | (61) | 40% | (108) | 8% | (21) | 1% | (1) | 269 |
| PID/Gender: Rep Women | 29% | (69) | 20% | (46) | 41% | (98) | 9% | (20) | 2% | (4) | 238 |
| Ideo: Liberal (1-3) | 26% | (146) | 21% | (119) | 45% | (253) | 7% | (37) | 1% | (5) | 560 |
| Ideo: Moderate (4) | 20% | (70) | 23% | (78) | 51% | (176) | 6% | (21) | 1% | (3) | 348 |
| Ideo: Conservative (5-7) | 30% | (166) | 20% | (108) | 39% | (216) | 10% | (55) | 1% | (6) | 551 |
| Educ: < College | 24% | (259) | 21% | (231) | 46% | (505) | 8% | (85) | 2% | (19) | 1098 |
| Educ: Bachelors degree | 30% | (110) | 24% | (89) | 40% | (147) | 6% | (21) | — | (2) | 368 |
| Educ: Post-grad | 26% | (54) | 19% | (39) | 48% | (99) | 8% | (16) | — | (1) | 209 |

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Table BR10: Of the following, which option do you use more?

| Demographic | Cable packages and their online streaming options | I use cable packages and online streaming services equally | Online streaming services like Netflix, Amazon, Hulu | None of the above | Don't know / No Opinion | Total N |
|-----------------------------|---|--|--|-------------------|-------------------------|---------|
| Adults | 25% (422) | 21% (358) | 45% (750) | 7% (122) | 1% (21) | 1674 |
| Income: Under 50k | 23% (203) | 21% (190) | 47% (417) | 7% (63) | 2% (14) | 886 |
| Income: 50k-100k | 28% (152) | 19% (105) | 46% (248) | 6% (34) | 1% (6) | 545 |
| Income: 100k+ | 28% (67) | 26% (64) | 35% (85) | 10% (25) | — (1) | 243 |
| Ethnicity: White | 25% (333) | 21% (283) | 45% (597) | 8% (104) | 1% (18) | 1336 |
| Ethnicity: Hispanic | 19% (54) | 21% (59) | 55% (154) | 3% (10) | — (1) | 277 |
| Ethnicity: Afr. Am. | 24% (47) | 26% (50) | 46% (89) | 2% (5) | 1% (3) | 193 |
| Ethnicity: Other | 29% (42) | 17% (25) | 44% (64) | 9% (13) | — (0) | 145 |
| Relig: Protestant | 30% (125) | 21% (88) | 38% (156) | 10% (42) | 1% (3) | 414 |
| Relig: Roman Catholic | 27% (92) | 22% (74) | 39% (131) | 10% (34) | 2% (8) | 339 |
| Relig: Ath./Agn./None | 20% (103) | 21% (106) | 52% (270) | 6% (30) | 1% (5) | 514 |
| Relig: Something Else | 26% (62) | 21% (50) | 47% (111) | 5% (13) | 1% (1) | 238 |
| Relig: Jewish | 37% (14) | 20% (7) | 23% (9) | 17% (6) | 4% (1) | 38 |
| Relig: Evangelical | 27% (122) | 23% (102) | 43% (197) | 6% (26) | 1% (6) | 453 |
| Relig: Non-Evang. Catholics | 29% (134) | 21% (100) | 37% (172) | 11% (53) | 2% (9) | 467 |
| Relig: All Christian | 28% (256) | 22% (202) | 40% (369) | 9% (79) | 2% (15) | 921 |
| Relig: All Non-Christian | 22% (165) | 21% (156) | 51% (381) | 6% (43) | 1% (6) | 752 |
| Community: Urban | 29% (121) | 20% (84) | 46% (193) | 4% (18) | 2% (7) | 422 |
| Community: Suburban | 25% (199) | 22% (176) | 44% (348) | 8% (65) | 1% (9) | 797 |
| Community: Rural | 22% (102) | 22% (99) | 46% (210) | 9% (39) | 1% (6) | 455 |
| Employ: Private Sector | 25% (139) | 22% (120) | 46% (253) | 6% (35) | 1% (3) | 551 |
| Employ: Government | 19% (24) | 24% (30) | 52% (64) | 4% (5) | 1% (1) | 124 |
| Employ: Self-Employed | 27% (38) | 22% (30) | 43% (61) | 7% (10) | 1% (1) | 140 |
| Employ: Homemaker | 18% (25) | 27% (36) | 50% (68) | 4% (5) | 1% (2) | 137 |
| Employ: Student | 11% (7) | 13% (8) | 74% (45) | 2% (1) | — (0) | 61 |
| Employ: Retired | 34% (132) | 19% (73) | 30% (117) | 14% (54) | 2% (8) | 383 |
| Employ: Unemployed | 24% (36) | 21% (32) | 50% (75) | 4% (5) | 1% (1) | 150 |
| Employ: Other | 17% (22) | 22% (28) | 52% (67) | 4% (6) | 4% (6) | 128 |

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Table BR10: Of the following, which option do you use more?

| Demographic | Cable packages and their online streaming options | I use cable packages and online streaming services equally | Online streaming services like Netflix, Amazon, Hulu | None of the above | Don't know / No Opinion | Total N |
|--------------------------------------|---|--|--|-------------------|-------------------------|---------|
| Adults | 25% (422) | 21% (358) | 45% (750) | 7% (122) | 1% (21) | 1674 |
| Military HH: Yes | 31% (105) | 18% (61) | 41% (137) | 8% (28) | 2% (7) | 337 |
| Military HH: No | 24% (317) | 22% (297) | 46% (613) | 7% (94) | 1% (15) | 1337 |
| RD/WT: Right Direction | 30% (209) | 22% (153) | 39% (276) | 8% (57) | 1% (7) | 702 |
| RD/WT: Wrong Track | 22% (213) | 21% (205) | 49% (475) | 7% (64) | 1% (14) | 972 |
| Trump Job Approve | 30% (221) | 19% (142) | 41% (296) | 8% (59) | 2% (11) | 728 |
| Trump Job Disapprove | 22% (187) | 23% (197) | 48% (413) | 7% (61) | 1% (7) | 864 |
| Trump Job Strongly Approve | 37% (137) | 19% (71) | 35% (131) | 8% (32) | 1% (4) | 375 |
| Trump Job Somewhat Approve | 24% (84) | 20% (70) | 47% (165) | 8% (27) | 2% (7) | 353 |
| Trump Job Somewhat Disapprove | 19% (44) | 22% (49) | 51% (115) | 8% (17) | 1% (1) | 228 |
| Trump Job Strongly Disapprove | 22% (143) | 23% (147) | 47% (297) | 7% (43) | 1% (6) | 636 |
| #1 Issue: Economy | 23% (113) | 21% (102) | 48% (230) | 7% (33) | 1% (5) | 483 |
| #1 Issue: Security | 32% (114) | 22% (77) | 37% (132) | 8% (27) | 2% (5) | 355 |
| #1 Issue: Health Care | 25% (63) | 25% (64) | 44% (113) | 6% (16) | — (1) | 256 |
| #1 Issue: Medicare / Social Security | 27% (62) | 24% (54) | 33% (74) | 14% (32) | 2% (5) | 227 |
| #1 Issue: Women's Issues | 13% (8) | 10% (7) | 74% (48) | 2% (1) | 2% (1) | 66 |
| #1 Issue: Education | 21% (30) | 24% (35) | 51% (72) | 2% (3) | 1% (1) | 142 |
| #1 Issue: Energy | 22% (12) | 15% (8) | 55% (30) | 7% (4) | 1% (1) | 54 |
| #1 Issue: Other | 22% (20) | 12% (11) | 57% (51) | 7% (6) | 2% (2) | 91 |
| 2016 Vote: Democrat Hillary Clinton | 25% (131) | 25% (128) | 42% (217) | 7% (38) | 1% (4) | 517 |
| 2016 Vote: Republican Donald Trump | 32% (188) | 20% (120) | 37% (222) | 10% (58) | 1% (9) | 597 |
| 2016 Vote: Someone else | 24% (43) | 21% (37) | 47% (84) | 7% (12) | 1% (1) | 177 |
| Voted in 2014: Yes | 28% (315) | 23% (257) | 39% (438) | 9% (100) | 1% (12) | 1122 |
| Voted in 2014: No | 19% (107) | 18% (102) | 57% (313) | 4% (22) | 2% (9) | 552 |
| 2012 Vote: Barack Obama | 25% (165) | 24% (157) | 42% (278) | 8% (49) | 1% (8) | 658 |
| 2012 Vote: Mitt Romney | 31% (142) | 20% (94) | 37% (171) | 11% (50) | 1% (5) | 462 |
| 2012 Vote: Other | 33% (30) | 22% (20) | 35% (32) | 7% (6) | 3% (3) | 92 |
| 2012 Vote: Didn't Vote | 18% (84) | 19% (87) | 58% (269) | 3% (16) | 1% (6) | 462 |

Continued on next page

Table BR10: *Of the following, which option do you use more?*

| Demographic | Cable packages and their online streaming options | | I use cable packages and online streaming services equally | | Online streaming services like Netflix, Amazon, Hulu | | None of the above | | Don't know / No Opinion | | Total N |
|-------------------------------|---|-------|--|-------|--|-------|-------------------|-------|-------------------------|------|---------|
| Adults | 25% | (422) | 21% | (358) | 45% | (750) | 7% | (122) | 1% | (21) | 1674 |
| 4-Region: Northeast | 32% | (98) | 22% | (67) | 36% | (112) | 9% | (27) | 1% | (3) | 308 |
| 4-Region: Midwest | 26% | (92) | 21% | (74) | 42% | (147) | 8% | (27) | 3% | (9) | 350 |
| 4-Region: South | 23% | (143) | 22% | (139) | 47% | (296) | 7% | (42) | 1% | (4) | 624 |
| 4-Region: West | 23% | (89) | 20% | (79) | 50% | (196) | 6% | (25) | 1% | (4) | 392 |
| Favorable of Trump | 29% | (211) | 21% | (152) | 40% | (283) | 8% | (57) | 2% | (11) | 714 |
| Unfavorable of Trump | 22% | (193) | 21% | (180) | 49% | (422) | 7% | (62) | 1% | (8) | 864 |
| Very Favorable of Trump | 33% | (135) | 20% | (81) | 37% | (152) | 8% | (34) | 1% | (5) | 408 |
| Somewhat Favorable of Trump | 25% | (76) | 23% | (71) | 43% | (131) | 7% | (23) | 2% | (6) | 306 |
| Somewhat Unfavorable of Trump | 19% | (37) | 18% | (35) | 55% | (106) | 8% | (15) | — | (0) | 192 |
| Very Unfavorable of Trump | 23% | (156) | 22% | (145) | 47% | (316) | 7% | (47) | 1% | (8) | 672 |

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

Table BR11: How satisfied are you with the entertainment packages you pay for, whether it be cable or online streaming?

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 41% (681) | 42% (711) | 12% (198) | 4% (62) | 1% (21) | 1674 |
| Gender: Male | 39% (319) | 44% (359) | 12% (102) | 4% (29) | 1% (9) | 818 |
| Gender: Female | 42% (362) | 41% (353) | 11% (96) | 4% (34) | 1% (12) | 856 |
| Age: 18-29 | 59% (204) | 31% (107) | 8% (26) | 1% (5) | 1% (2) | 343 |
| Age: 30-44 | 45% (199) | 40% (177) | 8% (37) | 4% (20) | 1% (5) | 438 |
| Age: 45-54 | 34% (98) | 48% (138) | 13% (36) | 3% (9) | 1% (4) | 286 |
| Age: 55-64 | 31% (88) | 49% (141) | 15% (43) | 4% (12) | 1% (4) | 287 |
| Age: 65+ | 29% (93) | 47% (149) | 17% (56) | 5% (17) | 2% (6) | 320 |
| Generation Z: 18-21 | 65% (80) | 24% (29) | 10% (13) | 1% (1) | — (1) | 123 |
| Millennial: Age 22-37 | 53% (242) | 35% (160) | 6% (29) | 4% (19) | 1% (4) | 454 |
| Generation X: Age 38-53 | 36% (169) | 48% (223) | 12% (55) | 3% (13) | 2% (7) | 468 |
| Boomers: Age 54-72 | 30% (162) | 49% (267) | 15% (83) | 4% (24) | 1% (6) | 541 |
| PID: Dem (no lean) | 40% (215) | 44% (236) | 12% (65) | 3% (15) | 1% (4) | 534 |
| PID: Ind (no lean) | 41% (262) | 42% (264) | 11% (70) | 5% (30) | 1% (8) | 633 |
| PID: Rep (no lean) | 40% (205) | 42% (211) | 12% (63) | 4% (18) | 2% (9) | 507 |
| PID/Gender: Dem Men | 44% (113) | 42% (108) | 11% (30) | 2% (5) | 1% (3) | 259 |
| PID/Gender: Dem Women | 37% (101) | 47% (128) | 13% (36) | 3% (9) | — (1) | 275 |
| PID/Gender: Ind Men | 35% (103) | 44% (127) | 13% (39) | 6% (17) | 2% (5) | 290 |
| PID/Gender: Ind Women | 46% (159) | 40% (137) | 9% (31) | 4% (13) | 1% (3) | 343 |
| PID/Gender: Rep Men | 38% (103) | 46% (124) | 13% (34) | 2% (7) | 1% (2) | 269 |
| PID/Gender: Rep Women | 43% (102) | 37% (88) | 12% (29) | 5% (12) | 3% (8) | 238 |
| Ideo: Liberal (1-3) | 44% (249) | 40% (226) | 12% (65) | 3% (17) | 1% (4) | 560 |
| Ideo: Moderate (4) | 40% (139) | 46% (161) | 11% (37) | 3% (9) | 1% (2) | 348 |
| Ideo: Conservative (5-7) | 36% (196) | 46% (254) | 13% (73) | 4% (22) | 1% (6) | 551 |
| Educ: < College | 44% (480) | 39% (433) | 11% (126) | 4% (43) | 1% (16) | 1098 |
| Educ: Bachelors degree | 36% (131) | 47% (172) | 13% (48) | 3% (13) | 1% (5) | 368 |
| Educ: Post-grad | 34% (71) | 51% (107) | 11% (24) | 3% (7) | — (0) | 209 |
| Income: Under 50k | 42% (377) | 40% (351) | 13% (113) | 4% (33) | 1% (12) | 886 |
| Income: 50k-100k | 42% (230) | 43% (232) | 10% (56) | 3% (19) | 1% (8) | 545 |
| Income: 100k+ | 31% (75) | 53% (128) | 12% (29) | 4% (11) | — (1) | 243 |

Continued on next page

Table BR11: *How satisfied are you with the entertainment packages you pay for, whether it be cable or online streaming?*

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-----------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 41% (681) | 42% (711) | 12% (198) | 4% (62) | 1% (21) | 1674 |
| Ethnicity: White | 39% (519) | 44% (585) | 12% (164) | 4% (51) | 1% (17) | 1336 |
| Ethnicity: Hispanic | 51% (142) | 35% (98) | 10% (27) | 3% (8) | 1% (3) | 277 |
| Ethnicity: Afr. Am. | 54% (105) | 30% (57) | 11% (21) | 4% (7) | 1% (3) | 193 |
| Ethnicity: Other | 40% (57) | 48% (70) | 9% (13) | 3% (4) | 1% (1) | 145 |
| Relig: Protestant | 33% (138) | 49% (202) | 15% (61) | 3% (11) | 1% (2) | 414 |
| Relig: Roman Catholic | 37% (126) | 47% (160) | 12% (40) | 3% (9) | 1% (4) | 339 |
| Relig: Ath./Agn./None | 44% (225) | 38% (196) | 11% (54) | 6% (29) | 2% (10) | 514 |
| Relig: Something Else | 45% (107) | 39% (92) | 12% (28) | 4% (9) | 1% (1) | 238 |
| Relig: Jewish | 23% (9) | 61% (23) | 10% (4) | 3% (1) | 2% (1) | 38 |
| Relig: Evangelical | 42% (190) | 43% (196) | 12% (53) | 2% (9) | 1% (5) | 453 |
| Relig: Non-Evang. Catholics | 34% (159) | 49% (227) | 13% (61) | 3% (15) | 1% (5) | 467 |
| Relig: All Christian | 38% (349) | 46% (423) | 12% (115) | 3% (24) | 1% (10) | 921 |
| Relig: All Non-Christian | 44% (332) | 38% (289) | 11% (82) | 5% (38) | 1% (11) | 752 |
| Community: Urban | 46% (194) | 39% (164) | 11% (46) | 3% (14) | 1% (4) | 422 |
| Community: Suburban | 38% (302) | 46% (364) | 12% (93) | 3% (26) | 2% (12) | 797 |
| Community: Rural | 41% (185) | 40% (184) | 13% (59) | 5% (22) | 1% (5) | 455 |
| Employ: Private Sector | 41% (226) | 44% (241) | 11% (62) | 3% (16) | 1% (5) | 551 |
| Employ: Government | 40% (50) | 43% (53) | 12% (15) | 5% (6) | — (0) | 124 |
| Employ: Self-Employed | 42% (59) | 44% (62) | 11% (15) | 3% (4) | — (0) | 140 |
| Employ: Homemaker | 51% (70) | 32% (44) | 10% (13) | 6% (8) | 1% (1) | 137 |
| Employ: Student | 53% (33) | 36% (22) | 9% (5) | 1% (1) | 1% (1) | 61 |
| Employ: Retired | 28% (108) | 49% (187) | 16% (62) | 5% (19) | 2% (7) | 383 |
| Employ: Unemployed | 55% (83) | 30% (45) | 10% (15) | 2% (3) | 2% (3) | 150 |
| Employ: Other | 42% (53) | 45% (57) | 7% (9) | 4% (5) | 3% (4) | 128 |
| Military HH: Yes | 34% (115) | 48% (161) | 12% (41) | 5% (17) | 1% (4) | 337 |
| Military HH: No | 42% (567) | 41% (551) | 12% (157) | 3% (45) | 1% (17) | 1337 |
| RD/WT: Right Direction | 41% (287) | 41% (288) | 12% (82) | 5% (33) | 2% (12) | 702 |
| RD/WT: Wrong Track | 41% (394) | 44% (423) | 12% (116) | 3% (30) | 1% (9) | 972 |
| Trump Job Approve | 40% (292) | 43% (310) | 12% (89) | 4% (29) | 1% (7) | 728 |
| Trump Job Disapprove | 41% (351) | 44% (378) | 11% (98) | 3% (29) | 1% (8) | 864 |

Continued on next page

Table BR11: How satisfied are you with the entertainment packages you pay for, whether it be cable or online streaming?

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 41% | (681) | 42% | (711) | 12% | (198) | 4% | (62) | 1% | (21) | 1674 |
| Trump Job Strongly Approve | 44% | (165) | 40% | (149) | 12% | (45) | 4% | (14) | 1% | (2) | 375 |
| Trump Job Somewhat Approve | 36% | (128) | 46% | (162) | 12% | (44) | 4% | (15) | 1% | (5) | 353 |
| Trump Job Somewhat Disapprove | 41% | (94) | 46% | (104) | 10% | (23) | 2% | (4) | 1% | (3) | 228 |
| Trump Job Strongly Disapprove | 40% | (257) | 43% | (274) | 12% | (75) | 4% | (24) | 1% | (5) | 636 |
| #1 Issue: Economy | 42% | (204) | 42% | (204) | 9% | (46) | 5% | (24) | 1% | (6) | 483 |
| #1 Issue: Security | 41% | (145) | 44% | (156) | 12% | (41) | 3% | (10) | 1% | (3) | 355 |
| #1 Issue: Health Care | 38% | (97) | 47% | (120) | 11% | (27) | 5% | (12) | — | (1) | 256 |
| #1 Issue: Medicare / Social Security | 30% | (68) | 47% | (107) | 17% | (39) | 4% | (10) | 2% | (4) | 227 |
| #1 Issue: Women's Issues | 49% | (32) | 33% | (22) | 16% | (10) | 1% | (1) | 2% | (1) | 66 |
| #1 Issue: Education | 53% | (76) | 37% | (52) | 8% | (11) | 1% | (1) | 1% | (1) | 142 |
| #1 Issue: Energy | 49% | (26) | 32% | (17) | 14% | (7) | 4% | (2) | 1% | (1) | 54 |
| #1 Issue: Other | 38% | (34) | 37% | (33) | 17% | (16) | 3% | (3) | 5% | (5) | 91 |
| 2016 Vote: Democrat Hillary Clinton | 39% | (201) | 45% | (231) | 12% | (65) | 3% | (18) | — | (2) | 517 |
| 2016 Vote: Republican Donald Trump | 37% | (218) | 44% | (262) | 14% | (82) | 4% | (26) | 1% | (8) | 597 |
| 2016 Vote: Someone else | 41% | (73) | 44% | (77) | 10% | (18) | 5% | (9) | — | (0) | 177 |
| Voted in 2014: Yes | 36% | (404) | 45% | (507) | 14% | (153) | 4% | (48) | 1% | (10) | 1122 |
| Voted in 2014: No | 50% | (277) | 37% | (204) | 8% | (45) | 3% | (15) | 2% | (11) | 552 |
| 2012 Vote: Barack Obama | 38% | (249) | 45% | (296) | 13% | (83) | 4% | (26) | 1% | (4) | 658 |
| 2012 Vote: Mitt Romney | 35% | (162) | 47% | (215) | 13% | (62) | 4% | (19) | 1% | (4) | 462 |
| 2012 Vote: Other | 35% | (32) | 37% | (34) | 19% | (18) | 7% | (6) | 1% | (1) | 92 |
| 2012 Vote: Didn't Vote | 52% | (238) | 36% | (166) | 8% | (36) | 2% | (12) | 2% | (11) | 462 |
| 4-Region: Northeast | 38% | (116) | 46% | (140) | 12% | (38) | 3% | (9) | 1% | (4) | 308 |
| 4-Region: Midwest | 40% | (139) | 43% | (150) | 11% | (39) | 4% | (13) | 2% | (8) | 350 |
| 4-Region: South | 42% | (261) | 41% | (255) | 12% | (76) | 5% | (29) | — | (3) | 624 |
| 4-Region: West | 42% | (165) | 42% | (166) | 12% | (45) | 3% | (11) | 1% | (5) | 392 |
| Favorable of Trump | 39% | (280) | 42% | (302) | 13% | (90) | 4% | (31) | 1% | (10) | 714 |
| Unfavorable of Trump | 41% | (355) | 44% | (379) | 11% | (98) | 3% | (28) | — | (3) | 864 |
| Very Favorable of Trump | 43% | (174) | 40% | (161) | 13% | (52) | 4% | (16) | 1% | (5) | 408 |
| Somewhat Favorable of Trump | 35% | (106) | 46% | (141) | 12% | (38) | 5% | (16) | 2% | (5) | 306 |
| Somewhat Unfavorable of Trump | 43% | (83) | 46% | (88) | 8% | (15) | 3% | (6) | — | (0) | 192 |
| Very Unfavorable of Trump | 41% | (272) | 43% | (291) | 12% | (84) | 3% | (22) | — | (3) | 672 |

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

Table BR12: Are you subscribed to a cable service?

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|--------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | | | | | | | |
| Adults | 59% | (1296) | 38% | (843) | 3% | (65) | 2203 |
| Gender: Male | 60% | (638) | 37% | (398) | 3% | (27) | 1063 |
| Gender: Female | 58% | (658) | 39% | (444) | 3% | (37) | 1140 |
| Age: 18-29 | 47% | (224) | 46% | (215) | 7% | (33) | 472 |
| Age: 30-44 | 57% | (311) | 40% | (216) | 3% | (16) | 542 |
| Age: 45-54 | 61% | (226) | 35% | (130) | 4% | (16) | 371 |
| Age: 55-64 | 63% | (239) | 37% | (141) | — | (1) | 381 |
| Age: 65+ | 68% | (296) | 32% | (141) | — | (0) | 437 |
| Generation Z: 18-21 | 47% | (82) | 44% | (77) | 8% | (15) | 173 |
| Millennial: Age 22-37 | 50% | (297) | 46% | (273) | 4% | (24) | 594 |
| Generation X: Age 38-53 | 62% | (366) | 34% | (198) | 4% | (24) | 589 |
| Boomers: Age 54-72 | 65% | (463) | 35% | (249) | — | (1) | 714 |
| PID: Dem (no lean) | 62% | (430) | 36% | (250) | 2% | (12) | 693 |
| PID: Ind (no lean) | 53% | (459) | 42% | (371) | 5% | (43) | 873 |
| PID: Rep (no lean) | 64% | (406) | 35% | (222) | 2% | (10) | 637 |
| PID/Gender: Dem Men | 61% | (211) | 36% | (126) | 2% | (7) | 344 |
| PID/Gender: Dem Women | 63% | (219) | 36% | (125) | 1% | (5) | 349 |
| PID/Gender: Ind Men | 54% | (212) | 42% | (162) | 4% | (15) | 389 |
| PID/Gender: Ind Women | 51% | (248) | 43% | (209) | 6% | (27) | 484 |
| PID/Gender: Rep Men | 65% | (215) | 34% | (111) | 1% | (5) | 330 |
| PID/Gender: Rep Women | 62% | (191) | 36% | (111) | 2% | (5) | 307 |
| Ideo: Liberal (1-3) | 60% | (436) | 37% | (273) | 3% | (21) | 730 |
| Ideo: Moderate (4) | 59% | (267) | 38% | (174) | 2% | (11) | 451 |
| Ideo: Conservative (5-7) | 62% | (437) | 37% | (264) | 1% | (6) | 707 |
| Educ: < College | 55% | (834) | 41% | (622) | 4% | (58) | 1514 |
| Educ: Bachelors degree | 67% | (296) | 32% | (144) | 1% | (4) | 444 |
| Educ: Post-grad | 68% | (165) | 31% | (77) | 1% | (2) | 244 |
| Income: Under 50k | 53% | (681) | 43% | (555) | 4% | (48) | 1284 |
| Income: 50k-100k | 65% | (416) | 34% | (217) | 2% | (11) | 645 |
| Income: 100k+ | 72% | (198) | 26% | (70) | 2% | (6) | 274 |

Continued on next page

Table BR12: Are you subscribed to a cable service?

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|-----------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 59% | (1296) | 38% | (843) | 3% | (65) | 2203 |
| Ethnicity: White | 59% | (1021) | 39% | (671) | 2% | (31) | 1724 |
| Ethnicity: Hispanic | 54% | (188) | 39% | (136) | 7% | (25) | 350 |
| Ethnicity: Afr. Am. | 60% | (165) | 37% | (103) | 2% | (7) | 275 |
| Ethnicity: Other | 53% | (109) | 34% | (69) | 13% | (27) | 204 |
| Relig: Protestant | 60% | (327) | 39% | (212) | 1% | (4) | 543 |
| Relig: Roman Catholic | 67% | (281) | 31% | (132) | 2% | (7) | 420 |
| Relig: Ath./Agn./None | 54% | (366) | 41% | (278) | 6% | (40) | 684 |
| Relig: Something Else | 58% | (184) | 39% | (125) | 3% | (9) | 319 |
| Relig: Jewish | 85% | (41) | 15% | (7) | — | (0) | 48 |
| Relig: Evangelical | 58% | (354) | 40% | (244) | 2% | (10) | 608 |
| Relig: Non-Evang. Catholics | 66% | (389) | 33% | (196) | 1% | (5) | 589 |
| Relig: All Christian | 62% | (743) | 37% | (439) | 1% | (15) | 1198 |
| Relig: All Non-Christian | 55% | (550) | 40% | (403) | 5% | (49) | 1002 |
| Community: Urban | 58% | (331) | 40% | (227) | 3% | (15) | 573 |
| Community: Suburban | 65% | (643) | 32% | (314) | 2% | (25) | 982 |
| Community: Rural | 50% | (321) | 47% | (302) | 4% | (25) | 648 |
| Employ: Private Sector | 60% | (406) | 39% | (261) | 1% | (9) | 677 |
| Employ: Government | 65% | (94) | 33% | (48) | 2% | (3) | 145 |
| Employ: Self-Employed | 59% | (111) | 36% | (68) | 4% | (8) | 186 |
| Employ: Homemaker | 57% | (102) | 42% | (75) | 1% | (2) | 179 |
| Employ: Student | 45% | (44) | 45% | (44) | 9% | (9) | 97 |
| Employ: Retired | 67% | (342) | 33% | (169) | — | (0) | 511 |
| Employ: Unemployed | 53% | (114) | 41% | (89) | 6% | (13) | 216 |
| Employ: Other | 43% | (83) | 46% | (89) | 11% | (20) | 192 |
| Military HH: Yes | 65% | (280) | 34% | (145) | 2% | (8) | 433 |
| Military HH: No | 57% | (1016) | 39% | (698) | 3% | (57) | 1770 |
| RD/WT: Right Direction | 62% | (558) | 36% | (324) | 3% | (25) | 907 |
| RD/WT: Wrong Track | 57% | (737) | 40% | (519) | 3% | (39) | 1296 |
| Trump Job Approve | 61% | (568) | 38% | (353) | 1% | (12) | 933 |
| Trump Job Disapprove | 59% | (674) | 38% | (431) | 3% | (29) | 1134 |

Continued on next page

Table BR12: Are you subscribed to a cable service?

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|--------------------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 59% | (1296) | 38% | (843) | 3% | (65) | 2203 |
| Trump Job Strongly Approve | 64% | (308) | 34% | (166) | 1% | (7) | 481 |
| Trump Job Somewhat Approve | 58% | (260) | 41% | (187) | 1% | (6) | 452 |
| Trump Job Somewhat Disapprove | 58% | (169) | 41% | (121) | 1% | (3) | 293 |
| Trump Job Strongly Disapprove | 60% | (505) | 37% | (309) | 3% | (26) | 841 |
| #1 Issue: Economy | 59% | (357) | 39% | (237) | 3% | (15) | 609 |
| #1 Issue: Security | 65% | (288) | 32% | (144) | 3% | (12) | 445 |
| #1 Issue: Health Care | 61% | (204) | 37% | (123) | 2% | (7) | 335 |
| #1 Issue: Medicare / Social Security | 59% | (194) | 40% | (131) | 1% | (2) | 327 |
| #1 Issue: Women's Issues | 46% | (40) | 51% | (44) | 3% | (2) | 87 |
| #1 Issue: Education | 55% | (105) | 42% | (80) | 2% | (5) | 190 |
| #1 Issue: Energy | 52% | (38) | 41% | (31) | 7% | (5) | 74 |
| #1 Issue: Other | 51% | (69) | 38% | (51) | 11% | (15) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 64% | (432) | 34% | (226) | 2% | (15) | 673 |
| 2016 Vote: Republican Donald Trump | 64% | (480) | 35% | (266) | 1% | (6) | 751 |
| 2016 Vote: Someone else | 58% | (130) | 41% | (90) | 1% | (3) | 223 |
| Voted in 2014: Yes | 65% | (920) | 34% | (481) | 1% | (20) | 1422 |
| Voted in 2014: No | 48% | (375) | 46% | (361) | 6% | (45) | 781 |
| 2012 Vote: Barack Obama | 65% | (542) | 34% | (285) | 1% | (10) | 837 |
| 2012 Vote: Mitt Romney | 65% | (369) | 34% | (196) | 1% | (6) | 571 |
| 2012 Vote: Other | 59% | (68) | 38% | (43) | 3% | (4) | 116 |
| 2012 Vote: Didn't Vote | 46% | (315) | 47% | (318) | 7% | (45) | 677 |
| 4-Region: Northeast | 69% | (270) | 27% | (108) | 4% | (16) | 394 |
| 4-Region: Midwest | 56% | (261) | 40% | (187) | 3% | (15) | 463 |
| 4-Region: South | 57% | (470) | 41% | (336) | 2% | (19) | 825 |
| 4-Region: West | 57% | (294) | 41% | (213) | 3% | (14) | 521 |
| Favorable of Trump | 61% | (561) | 37% | (340) | 1% | (12) | 913 |
| Unfavorable of Trump | 60% | (668) | 39% | (434) | 2% | (20) | 1122 |
| Very Favorable of Trump | 63% | (328) | 35% | (181) | 2% | (9) | 518 |
| Somewhat Favorable of Trump | 59% | (234) | 40% | (159) | 1% | (2) | 395 |
| Somewhat Unfavorable of Trump | 57% | (136) | 41% | (96) | 2% | (5) | 238 |
| Very Unfavorable of Trump | 60% | (532) | 38% | (338) | 2% | (15) | 885 |

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

Table BR13_1: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Cost

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|------|---------|
| Adults | 16% | (210) | 29% | (375) | 29% | (374) | 24% | (309) | 2% | (29) | 1296 |
| Gender: Male | 16% | (103) | 30% | (188) | 31% | (198) | 22% | (139) | 2% | (10) | 638 |
| Gender: Female | 16% | (107) | 28% | (186) | 27% | (176) | 26% | (169) | 3% | (19) | 658 |
| Age: 18-29 | 31% | (69) | 32% | (72) | 21% | (48) | 11% | (26) | 4% | (9) | 224 |
| Age: 30-44 | 17% | (53) | 28% | (87) | 28% | (87) | 24% | (75) | 3% | (9) | 311 |
| Age: 45-54 | 12% | (26) | 26% | (59) | 34% | (78) | 28% | (63) | — | (1) | 226 |
| Age: 55-64 | 12% | (29) | 29% | (68) | 30% | (72) | 28% | (67) | 1% | (3) | 239 |
| Age: 65+ | 11% | (33) | 30% | (88) | 30% | (89) | 26% | (78) | 3% | (8) | 296 |
| Generation Z: 18-21 | 36% | (29) | 29% | (24) | 22% | (18) | 7% | (6) | 6% | (5) | 82 |
| Millennial: Age 22-37 | 25% | (73) | 29% | (86) | 23% | (69) | 21% | (61) | 3% | (8) | 297 |
| Generation X: Age 38-53 | 12% | (43) | 29% | (107) | 33% | (120) | 25% | (90) | 1% | (5) | 366 |
| Boomers: Age 54-72 | 11% | (50) | 27% | (127) | 32% | (146) | 28% | (131) | 2% | (9) | 463 |
| PID: Dem (no lean) | 17% | (72) | 28% | (120) | 32% | (136) | 22% | (97) | 2% | (7) | 430 |
| PID: Ind (no lean) | 18% | (82) | 29% | (134) | 27% | (123) | 23% | (106) | 3% | (16) | 459 |
| PID: Rep (no lean) | 14% | (56) | 30% | (121) | 28% | (115) | 26% | (106) | 2% | (6) | 406 |
| PID/Gender: Dem Men | 19% | (40) | 31% | (64) | 32% | (68) | 17% | (36) | 1% | (2) | 211 |
| PID/Gender: Dem Women | 14% | (31) | 25% | (55) | 31% | (68) | 28% | (61) | 2% | (4) | 219 |
| PID/Gender: Ind Men | 15% | (31) | 29% | (62) | 30% | (63) | 24% | (50) | 3% | (6) | 212 |
| PID/Gender: Ind Women | 20% | (50) | 29% | (71) | 24% | (60) | 22% | (56) | 4% | (10) | 248 |
| PID/Gender: Rep Men | 14% | (31) | 29% | (62) | 31% | (67) | 25% | (53) | 1% | (3) | 215 |
| PID/Gender: Rep Women | 13% | (25) | 31% | (60) | 25% | (48) | 28% | (53) | 2% | (4) | 191 |
| Ideo: Liberal (1-3) | 21% | (90) | 32% | (137) | 26% | (115) | 19% | (85) | 2% | (9) | 436 |
| Ideo: Moderate (4) | 14% | (36) | 28% | (75) | 33% | (88) | 23% | (62) | 2% | (5) | 267 |
| Ideo: Conservative (5-7) | 13% | (55) | 26% | (113) | 32% | (140) | 28% | (121) | 2% | (8) | 437 |
| Educ: < College | 20% | (166) | 30% | (250) | 25% | (210) | 22% | (183) | 3% | (24) | 834 |
| Educ: Bachelors degree | 10% | (29) | 25% | (74) | 37% | (109) | 27% | (80) | 2% | (5) | 296 |
| Educ: Post-grad | 9% | (15) | 31% | (51) | 33% | (54) | 28% | (46) | — | (0) | 165 |

Continued on next page

Table BR13_1: When it comes to your current cable subscription, how satisfied are you with each of the following?

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|-----------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | % | (N) | % | (N) | |
| Adults | 16% | (210) | 29% | (375) | 29% | (374) | 24% | (309) | 2% | (29) | 1296 |
| Income: Under 50k | 20% | (138) | 31% | (210) | 25% | (173) | 21% | (140) | 3% | (20) | 681 |
| Income: 50k-100k | 13% | (55) | 29% | (120) | 30% | (126) | 26% | (107) | 2% | (8) | 416 |
| Income: 100k+ | 8% | (17) | 23% | (45) | 38% | (75) | 31% | (61) | — | (1) | 198 |
| Ethnicity: White | 14% | (139) | 27% | (276) | 31% | (319) | 26% | (262) | 3% | (26) | 1021 |
| Ethnicity: Hispanic | 24% | (46) | 35% | (66) | 25% | (48) | 12% | (23) | 3% | (5) | 188 |
| Ethnicity: Afr. Am. | 30% | (49) | 34% | (57) | 16% | (27) | 18% | (30) | 1% | (2) | 165 |
| Ethnicity: Other | 20% | (22) | 38% | (42) | 26% | (28) | 15% | (17) | 1% | (1) | 109 |
| Relig: Protestant | 13% | (44) | 26% | (85) | 35% | (114) | 24% | (80) | 2% | (5) | 327 |
| Relig: Roman Catholic | 12% | (33) | 26% | (72) | 33% | (94) | 28% | (78) | 1% | (4) | 281 |
| Relig: Ath./Agn./None | 19% | (71) | 29% | (107) | 22% | (80) | 25% | (91) | 4% | (16) | 366 |
| Relig: Something Else | 17% | (32) | 36% | (66) | 26% | (49) | 19% | (35) | 2% | (3) | 184 |
| Relig: Jewish | 12% | (5) | 30% | (12) | 37% | (15) | 21% | (9) | — | (0) | 41 |
| Relig: Evangelical | 19% | (67) | 27% | (96) | 29% | (104) | 24% | (84) | 1% | (3) | 354 |
| Relig: Non-Evang. Catholics | 10% | (40) | 27% | (105) | 36% | (140) | 25% | (98) | 2% | (6) | 389 |
| Relig: All Christian | 14% | (107) | 27% | (201) | 33% | (244) | 25% | (182) | 1% | (10) | 743 |
| Relig: All Non-Christian | 19% | (103) | 31% | (173) | 23% | (129) | 23% | (126) | 4% | (19) | 550 |
| Community: Urban | 21% | (68) | 33% | (109) | 25% | (82) | 20% | (66) | 2% | (6) | 331 |
| Community: Suburban | 12% | (75) | 26% | (165) | 33% | (215) | 26% | (170) | 3% | (18) | 643 |
| Community: Rural | 21% | (66) | 31% | (101) | 24% | (77) | 23% | (73) | 2% | (5) | 321 |
| Employ: Private Sector | 15% | (61) | 24% | (96) | 34% | (139) | 26% | (105) | 1% | (5) | 406 |
| Employ: Government | 17% | (16) | 31% | (29) | 22% | (21) | 29% | (28) | 1% | (1) | 94 |
| Employ: Self-Employed | 14% | (16) | 37% | (41) | 26% | (29) | 19% | (21) | 3% | (4) | 111 |
| Employ: Homemaker | 22% | (23) | 28% | (29) | 27% | (28) | 22% | (23) | — | (0) | 102 |
| Employ: Student | 28% | (12) | 35% | (15) | 18% | (8) | 11% | (5) | 7% | (3) | 44 |
| Employ: Retired | 12% | (41) | 29% | (100) | 31% | (108) | 25% | (84) | 3% | (9) | 342 |
| Employ: Unemployed | 22% | (25) | 31% | (35) | 23% | (26) | 20% | (22) | 4% | (5) | 114 |
| Employ: Other | 19% | (16) | 36% | (30) | 17% | (14) | 25% | (21) | 1% | (1) | 83 |
| Military HH: Yes | 18% | (51) | 27% | (74) | 29% | (80) | 24% | (67) | 3% | (8) | 280 |
| Military HH: No | 16% | (159) | 30% | (300) | 29% | (293) | 24% | (242) | 2% | (21) | 1016 |

Continued on next page

Table BR13_1: When it comes to your current cable subscription, how satisfied are you with each of the following?
Cost

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|------|---------|
| Adults | 16% | (210) | 29% | (375) | 29% | (374) | 24% | (309) | 2% | (29) | 1296 |
| RD/WT: Right Direction | 17% | (98) | 28% | (155) | 29% | (160) | 24% | (134) | 2% | (12) | 558 |
| RD/WT: Wrong Track | 15% | (112) | 30% | (220) | 29% | (214) | 24% | (175) | 2% | (17) | 737 |
| Trump Job Approve | 16% | (90) | 27% | (153) | 31% | (174) | 25% | (140) | 2% | (12) | 568 |
| Trump Job Disapprove | 16% | (111) | 31% | (206) | 28% | (189) | 23% | (154) | 2% | (14) | 674 |
| Trump Job Strongly Approve | 19% | (59) | 26% | (80) | 29% | (91) | 24% | (74) | 2% | (5) | 308 |
| Trump Job Somewhat Approve | 12% | (31) | 28% | (73) | 32% | (83) | 25% | (66) | 3% | (7) | 260 |
| Trump Job Somewhat Disapprove | 12% | (20) | 31% | (53) | 28% | (47) | 26% | (44) | 3% | (5) | 169 |
| Trump Job Strongly Disapprove | 18% | (91) | 30% | (154) | 28% | (142) | 22% | (110) | 2% | (8) | 505 |
| #1 Issue: Economy | 15% | (53) | 27% | (98) | 30% | (108) | 25% | (91) | 2% | (7) | 357 |
| #1 Issue: Security | 17% | (48) | 29% | (83) | 29% | (84) | 23% | (67) | 2% | (7) | 288 |
| #1 Issue: Health Care | 14% | (29) | 28% | (56) | 33% | (66) | 24% | (49) | 2% | (3) | 204 |
| #1 Issue: Medicare / Social Security | 14% | (28) | 31% | (61) | 27% | (52) | 26% | (50) | 2% | (4) | 194 |
| #1 Issue: Women's Issues | 14% | (6) | 33% | (13) | 32% | (13) | 15% | (6) | 5% | (2) | 40 |
| #1 Issue: Education | 21% | (23) | 33% | (35) | 27% | (29) | 17% | (17) | 1% | (1) | 105 |
| #1 Issue: Energy | 30% | (11) | 30% | (11) | 14% | (6) | 24% | (9) | 3% | (1) | 38 |
| #1 Issue: Other | 19% | (13) | 25% | (17) | 23% | (16) | 27% | (19) | 5% | (4) | 69 |
| 2016 Vote: Democrat Hillary Clinton | 16% | (70) | 31% | (132) | 30% | (129) | 23% | (98) | 1% | (4) | 432 |
| 2016 Vote: Republican Donald Trump | 13% | (64) | 26% | (123) | 34% | (164) | 25% | (119) | 2% | (9) | 480 |
| 2016 Vote: Someone else | 19% | (25) | 28% | (37) | 25% | (33) | 27% | (35) | — | (0) | 130 |
| Voted in 2014: Yes | 14% | (129) | 27% | (251) | 31% | (286) | 26% | (243) | 1% | (11) | 920 |
| Voted in 2014: No | 22% | (81) | 33% | (124) | 23% | (87) | 18% | (66) | 5% | (18) | 375 |
| 2012 Vote: Barack Obama | 15% | (82) | 28% | (153) | 31% | (169) | 24% | (131) | 1% | (7) | 542 |
| 2012 Vote: Mitt Romney | 10% | (38) | 27% | (98) | 34% | (127) | 28% | (102) | 1% | (4) | 369 |
| 2012 Vote: Other | 18% | (13) | 21% | (14) | 23% | (16) | 34% | (23) | 4% | (3) | 68 |
| 2012 Vote: Didn't Vote | 25% | (77) | 35% | (109) | 20% | (62) | 17% | (52) | 5% | (14) | 315 |
| 4-Region: Northeast | 13% | (36) | 27% | (72) | 33% | (90) | 26% | (70) | 1% | (2) | 270 |
| 4-Region: Midwest | 13% | (33) | 30% | (78) | 30% | (77) | 26% | (67) | 2% | (4) | 261 |
| 4-Region: South | 19% | (88) | 28% | (130) | 27% | (128) | 25% | (119) | 1% | (5) | 470 |
| 4-Region: West | 18% | (52) | 32% | (95) | 27% | (78) | 17% | (51) | 6% | (17) | 294 |

Continued on next page

Table BR13_1: When it comes to your current cable subscription, how satisfied are you with each of the following?

Cost

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|-------------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|------|---------|
| Adults | 16% | (210) | 29% | (375) | 29% | (374) | 24% | (309) | 2% | (29) | 1296 |
| Favorable of Trump | 17% | (93) | 26% | (146) | 31% | (176) | 24% | (136) | 2% | (11) | 561 |
| Unfavorable of Trump | 16% | (106) | 31% | (209) | 27% | (181) | 24% | (158) | 2% | (14) | 668 |
| Very Favorable of Trump | 19% | (62) | 26% | (86) | 32% | (103) | 22% | (73) | 1% | (3) | 328 |
| Somewhat Favorable of Trump | 13% | (30) | 26% | (60) | 31% | (72) | 27% | (63) | 3% | (8) | 234 |
| Somewhat Unfavorable of Trump | 15% | (20) | 36% | (49) | 23% | (31) | 27% | (36) | — | (0) | 136 |
| Very Unfavorable of Trump | 16% | (86) | 30% | (160) | 28% | (151) | 23% | (121) | 3% | (14) | 532 |

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

Table BR13_4: *When it comes to your current cable subscription, how satisfied are you with each of the following?
Amount of content*

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 35% | (455) | 43% | (555) | 14% | (179) | 6% | (75) | 2% | (31) | 1296 |
| Gender: Male | 38% | (241) | 42% | (268) | 13% | (82) | 5% | (32) | 2% | (14) | 638 |
| Gender: Female | 33% | (214) | 44% | (287) | 15% | (97) | 7% | (43) | 3% | (17) | 658 |
| Age: 18-29 | 43% | (95) | 36% | (81) | 12% | (27) | 6% | (14) | 3% | (6) | 224 |
| Age: 30-44 | 35% | (108) | 41% | (129) | 14% | (43) | 8% | (24) | 2% | (7) | 311 |
| Age: 45-54 | 32% | (71) | 48% | (109) | 14% | (31) | 6% | (13) | 1% | (1) | 226 |
| Age: 55-64 | 35% | (83) | 45% | (109) | 13% | (31) | 5% | (11) | 2% | (5) | 239 |
| Age: 65+ | 33% | (98) | 43% | (127) | 16% | (47) | 4% | (13) | 4% | (11) | 296 |
| Generation Z: 18-21 | 46% | (38) | 34% | (28) | 10% | (8) | 8% | (7) | 2% | (2) | 82 |
| Millennial: Age 22-37 | 37% | (110) | 38% | (112) | 14% | (42) | 8% | (22) | 3% | (10) | 297 |
| Generation X: Age 38-53 | 32% | (118) | 47% | (173) | 14% | (50) | 6% | (22) | 1% | (3) | 366 |
| Boomers: Age 54-72 | 33% | (155) | 44% | (205) | 15% | (68) | 5% | (25) | 2% | (11) | 463 |
| PID: Dem (no lean) | 37% | (160) | 41% | (177) | 15% | (64) | 6% | (25) | 1% | (5) | 430 |
| PID: Ind (no lean) | 31% | (142) | 44% | (204) | 13% | (59) | 8% | (37) | 4% | (17) | 459 |
| PID: Rep (no lean) | 38% | (152) | 43% | (174) | 14% | (56) | 3% | (13) | 2% | (10) | 406 |
| PID/Gender: Dem Men | 43% | (92) | 39% | (83) | 12% | (26) | 4% | (9) | 1% | (2) | 211 |
| PID/Gender: Dem Women | 31% | (69) | 43% | (94) | 17% | (38) | 7% | (16) | 1% | (2) | 219 |
| PID/Gender: Ind Men | 30% | (64) | 43% | (90) | 14% | (30) | 9% | (18) | 4% | (8) | 212 |
| PID/Gender: Ind Women | 31% | (78) | 46% | (114) | 12% | (29) | 8% | (19) | 3% | (8) | 248 |
| PID/Gender: Rep Men | 39% | (85) | 44% | (95) | 12% | (27) | 2% | (5) | 2% | (4) | 215 |
| PID/Gender: Rep Women | 36% | (68) | 42% | (79) | 16% | (30) | 4% | (8) | 3% | (6) | 191 |
| Ideo: Liberal (1-3) | 39% | (171) | 41% | (179) | 12% | (51) | 6% | (26) | 2% | (11) | 436 |
| Ideo: Moderate (4) | 31% | (83) | 46% | (122) | 15% | (39) | 6% | (17) | 2% | (5) | 267 |
| Ideo: Conservative (5-7) | 34% | (148) | 44% | (193) | 15% | (68) | 4% | (19) | 2% | (10) | 437 |
| Educ: < College | 37% | (310) | 40% | (330) | 14% | (120) | 6% | (50) | 3% | (25) | 834 |
| Educ: Bachelors degree | 30% | (90) | 50% | (147) | 13% | (37) | 6% | (18) | 1% | (3) | 296 |
| Educ: Post-grad | 33% | (55) | 47% | (77) | 13% | (22) | 5% | (7) | 2% | (3) | 165 |

Continued on next page

Table BR13_4: When it comes to your current cable subscription, how satisfied are you with each of the following?
Amount of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-----------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 35% (455) | 43% (555) | 14% (179) | 6% (75) | 2% (31) | 1296 |
| Income: Under 50k | 36% (248) | 38% (258) | 16% (108) | 6% (44) | 3% (23) | 681 |
| Income: 50k-100k | 35% (147) | 46% (190) | 12% (49) | 5% (23) | 2% (7) | 416 |
| Income: 100k+ | 30% (60) | 54% (107) | 11% (22) | 4% (9) | — (1) | 198 |
| Ethnicity: White | 34% (345) | 44% (449) | 14% (145) | 5% (55) | 3% (28) | 1021 |
| Ethnicity: Hispanic | 44% (84) | 34% (65) | 12% (23) | 7% (14) | 2% (3) | 188 |
| Ethnicity: Afr. Am. | 43% (70) | 35% (59) | 13% (21) | 8% (13) | 1% (2) | 165 |
| Ethnicity: Other | 37% (40) | 44% (48) | 12% (13) | 7% (7) | 1% (1) | 109 |
| Relig: Protestant | 34% (112) | 47% (152) | 14% (45) | 4% (12) | 2% (7) | 327 |
| Relig: Roman Catholic | 31% (87) | 48% (135) | 14% (40) | 5% (13) | 2% (6) | 281 |
| Relig: Ath./Agn./None | 36% (132) | 40% (145) | 13% (47) | 8% (30) | 3% (13) | 366 |
| Relig: Something Else | 33% (60) | 44% (82) | 13% (24) | 8% (14) | 2% (4) | 184 |
| Relig: Jewish | 31% (13) | 49% (20) | 13% (6) | 7% (3) | — (0) | 41 |
| Relig: Evangelical | 39% (138) | 40% (142) | 15% (53) | 5% (16) | 1% (5) | 354 |
| Relig: Non-Evang. Catholics | 32% (123) | 48% (186) | 14% (54) | 4% (15) | 3% (10) | 389 |
| Relig: All Christian | 35% (261) | 44% (328) | 15% (108) | 4% (32) | 2% (15) | 743 |
| Relig: All Non-Christian | 35% (192) | 41% (226) | 13% (71) | 8% (44) | 3% (17) | 550 |
| Community: Urban | 41% (137) | 39% (129) | 12% (38) | 6% (18) | 3% (8) | 331 |
| Community: Suburban | 33% (215) | 45% (287) | 15% (94) | 5% (33) | 2% (14) | 643 |
| Community: Rural | 32% (103) | 43% (138) | 15% (47) | 7% (24) | 3% (9) | 321 |
| Employ: Private Sector | 35% (141) | 46% (186) | 12% (49) | 7% (27) | 1% (3) | 406 |
| Employ: Government | 21% (20) | 55% (52) | 13% (12) | 11% (10) | 1% (1) | 94 |
| Employ: Self-Employed | 38% (42) | 46% (51) | 8% (9) | 4% (4) | 4% (4) | 111 |
| Employ: Homemaker | 39% (40) | 42% (43) | 11% (11) | 8% (8) | — (0) | 102 |
| Employ: Student | 30% (13) | 36% (16) | 23% (10) | 3% (1) | 8% (4) | 44 |
| Employ: Retired | 34% (117) | 41% (142) | 16% (56) | 4% (15) | 3% (12) | 342 |
| Employ: Unemployed | 45% (51) | 32% (36) | 17% (19) | 5% (6) | 1% (1) | 114 |
| Employ: Other | 37% (31) | 35% (29) | 15% (13) | 4% (4) | 8% (7) | 83 |
| Military HH: Yes | 35% (98) | 43% (120) | 12% (33) | 6% (16) | 4% (12) | 280 |
| Military HH: No | 35% (357) | 43% (435) | 14% (145) | 6% (59) | 2% (19) | 1016 |

Continued on next page

Table BR13_4: When it comes to your current cable subscription, how satisfied are you with each of the following?
Amount of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 35% (455) | 43% (555) | 14% (179) | 6% (75) | 2% (31) | 1296 |
| RD/WT: Right Direction | 37% (206) | 43% (239) | 12% (67) | 6% (31) | 3% (15) | 558 |
| RD/WT: Wrong Track | 34% (249) | 43% (316) | 15% (112) | 6% (44) | 2% (16) | 737 |
| Trump Job Approve | 35% (201) | 43% (245) | 14% (80) | 5% (27) | 2% (14) | 568 |
| Trump Job Disapprove | 36% (243) | 43% (287) | 14% (92) | 6% (40) | 2% (12) | 674 |
| Trump Job Strongly Approve | 38% (117) | 40% (123) | 15% (47) | 4% (13) | 3% (8) | 308 |
| Trump Job Somewhat Approve | 32% (84) | 47% (122) | 13% (33) | 6% (15) | 2% (6) | 260 |
| Trump Job Somewhat Disapprove | 28% (48) | 48% (80) | 16% (27) | 7% (11) | 1% (2) | 169 |
| Trump Job Strongly Disapprove | 39% (195) | 41% (207) | 13% (64) | 6% (29) | 2% (10) | 505 |
| #1 Issue: Economy | 36% (127) | 43% (153) | 13% (47) | 6% (22) | 2% (8) | 357 |
| #1 Issue: Security | 35% (100) | 44% (128) | 13% (36) | 6% (19) | 2% (6) | 288 |
| #1 Issue: Health Care | 31% (64) | 47% (95) | 15% (31) | 5% (10) | 2% (4) | 204 |
| #1 Issue: Medicare / Social Security | 37% (71) | 39% (76) | 14% (26) | 6% (12) | 4% (8) | 194 |
| #1 Issue: Women's Issues | 34% (13) | 41% (16) | 13% (5) | 7% (3) | 5% (2) | 40 |
| #1 Issue: Education | 38% (40) | 39% (41) | 18% (19) | 4% (5) | 1% (1) | 105 |
| #1 Issue: Energy | 39% (15) | 37% (14) | 13% (5) | 6% (2) | 5% (2) | 38 |
| #1 Issue: Other | 35% (24) | 45% (31) | 13% (9) | 5% (3) | 2% (1) | 69 |
| 2016 Vote: Democrat Hillary Clinton | 38% (163) | 42% (182) | 13% (56) | 5% (23) | 2% (8) | 432 |
| 2016 Vote: Republican Donald Trump | 35% (169) | 41% (198) | 16% (78) | 5% (23) | 2% (11) | 480 |
| 2016 Vote: Someone else | 33% (42) | 47% (61) | 12% (15) | 8% (11) | — (0) | 130 |
| Voted in 2014: Yes | 33% (308) | 44% (408) | 15% (138) | 5% (49) | 2% (18) | 920 |
| Voted in 2014: No | 39% (148) | 39% (147) | 11% (41) | 7% (26) | 4% (14) | 375 |
| 2012 Vote: Barack Obama | 36% (193) | 44% (236) | 14% (78) | 5% (29) | 1% (7) | 542 |
| 2012 Vote: Mitt Romney | 31% (113) | 48% (177) | 16% (58) | 3% (13) | 2% (9) | 369 |
| 2012 Vote: Other | 30% (20) | 38% (26) | 9% (6) | 21% (14) | 3% (2) | 68 |
| 2012 Vote: Didn't Vote | 41% (130) | 37% (115) | 12% (37) | 6% (19) | 4% (13) | 315 |
| 4-Region: Northeast | 32% (87) | 50% (134) | 13% (34) | 4% (10) | 2% (4) | 270 |
| 4-Region: Midwest | 37% (97) | 37% (97) | 14% (36) | 8% (21) | 4% (10) | 261 |
| 4-Region: South | 36% (170) | 41% (193) | 15% (72) | 6% (30) | 1% (5) | 470 |
| 4-Region: West | 34% (102) | 44% (130) | 12% (36) | 5% (14) | 4% (13) | 294 |

Continued on next page

Table BR13_4: When it comes to your current cable subscription, how satisfied are you with each of the following?
Amount of content

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|-------------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 35% | (455) | 43% | (555) | 14% | (179) | 6% | (75) | 2% | (31) | 1296 |
| Favorable of Trump | 35% | (199) | 44% | (247) | 13% | (71) | 6% | (32) | 2% | (12) | 561 |
| Unfavorable of Trump | 36% | (238) | 43% | (286) | 14% | (95) | 6% | (38) | 2% | (12) | 668 |
| Very Favorable of Trump | 40% | (132) | 40% | (131) | 13% | (44) | 4% | (14) | 2% | (8) | 328 |
| Somewhat Favorable of Trump | 29% | (67) | 50% | (117) | 11% | (27) | 8% | (18) | 2% | (5) | 234 |
| Somewhat Unfavorable of Trump | 30% | (41) | 48% | (65) | 14% | (18) | 8% | (11) | — | (0) | 136 |
| Very Unfavorable of Trump | 37% | (196) | 41% | (220) | 14% | (77) | 5% | (27) | 2% | (12) | 532 |

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

Table BR13_5: *When it comes to your current cable subscription, how satisfied are you with each of the following?*
Quality of content

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 39% | (510) | 42% | (540) | 13% | (166) | 4% | (57) | 2% | (22) | 1296 |
| Gender: Male | 39% | (251) | 43% | (277) | 13% | (80) | 4% | (24) | 1% | (6) | 638 |
| Gender: Female | 39% | (260) | 40% | (263) | 13% | (86) | 5% | (33) | 2% | (16) | 658 |
| Age: 18-29 | 47% | (106) | 39% | (87) | 7% | (16) | 4% | (9) | 3% | (7) | 224 |
| Age: 30-44 | 39% | (122) | 41% | (127) | 13% | (39) | 6% | (19) | 1% | (4) | 311 |
| Age: 45-54 | 39% | (88) | 40% | (91) | 16% | (36) | 4% | (9) | 1% | (1) | 226 |
| Age: 55-64 | 36% | (85) | 48% | (114) | 12% | (28) | 4% | (9) | 1% | (3) | 239 |
| Age: 65+ | 37% | (109) | 41% | (121) | 16% | (47) | 4% | (11) | 2% | (7) | 296 |
| Generation Z: 18-21 | 56% | (46) | 34% | (28) | 5% | (4) | 2% | (1) | 4% | (3) | 82 |
| Millennial: Age 22-37 | 41% | (121) | 39% | (116) | 11% | (31) | 7% | (21) | 3% | (8) | 297 |
| Generation X: Age 38-53 | 39% | (143) | 42% | (153) | 15% | (54) | 4% | (15) | — | (1) | 366 |
| Boomers: Age 54-72 | 36% | (165) | 46% | (215) | 12% | (56) | 4% | (19) | 2% | (8) | 463 |
| PID: Dem (no lean) | 41% | (177) | 42% | (183) | 11% | (49) | 4% | (18) | 1% | (4) | 430 |
| PID: Ind (no lean) | 37% | (172) | 40% | (186) | 14% | (63) | 6% | (26) | 3% | (13) | 459 |
| PID: Rep (no lean) | 40% | (162) | 42% | (171) | 13% | (54) | 3% | (13) | 1% | (6) | 406 |
| PID/Gender: Dem Men | 43% | (91) | 46% | (96) | 9% | (19) | 2% | (4) | — | (1) | 211 |
| PID/Gender: Dem Women | 39% | (86) | 39% | (86) | 14% | (30) | 6% | (14) | 1% | (3) | 219 |
| PID/Gender: Ind Men | 35% | (74) | 41% | (86) | 16% | (34) | 7% | (14) | 2% | (4) | 212 |
| PID/Gender: Ind Women | 40% | (98) | 40% | (100) | 12% | (29) | 5% | (12) | 4% | (9) | 248 |
| PID/Gender: Rep Men | 40% | (86) | 44% | (94) | 13% | (27) | 2% | (5) | 1% | (2) | 215 |
| PID/Gender: Rep Women | 40% | (76) | 40% | (77) | 14% | (27) | 4% | (8) | 2% | (4) | 191 |
| Ideo: Liberal (1-3) | 44% | (191) | 40% | (174) | 11% | (50) | 3% | (13) | 2% | (8) | 436 |
| Ideo: Moderate (4) | 38% | (101) | 41% | (110) | 14% | (38) | 5% | (14) | 1% | (4) | 267 |
| Ideo: Conservative (5-7) | 34% | (148) | 47% | (204) | 14% | (62) | 4% | (17) | 1% | (6) | 437 |
| Educ: < College | 44% | (369) | 38% | (314) | 12% | (99) | 4% | (35) | 2% | (18) | 834 |
| Educ: Bachelors degree | 31% | (91) | 47% | (140) | 16% | (47) | 5% | (14) | 1% | (4) | 296 |
| Educ: Post-grad | 31% | (50) | 52% | (86) | 12% | (20) | 5% | (8) | — | (0) | 165 |

Continued on next page

Table BR13_5: When it comes to your current cable subscription, how satisfied are you with each of the following?
Quality of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-----------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 39% (510) | 42% (540) | 13% (166) | 4% (57) | 2% (22) | 1296 |
| Income: Under 50k | 44% (299) | 36% (246) | 13% (92) | 4% (28) | 2% (16) | 681 |
| Income: 50k-100k | 38% (159) | 44% (183) | 12% (48) | 5% (20) | 2% (6) | 416 |
| Income: 100k+ | 26% (52) | 56% (111) | 13% (26) | 4% (9) | — (0) | 198 |
| Ethnicity: White | 37% (379) | 43% (438) | 14% (138) | 4% (45) | 2% (20) | 1021 |
| Ethnicity: Hispanic | 47% (89) | 35% (65) | 10% (18) | 7% (13) | 2% (3) | 188 |
| Ethnicity: Afr. Am. | 54% (90) | 30% (49) | 10% (16) | 5% (8) | 1% (2) | 165 |
| Ethnicity: Other | 38% (41) | 48% (52) | 10% (11) | 4% (4) | — (0) | 109 |
| Relig: Protestant | 37% (121) | 44% (142) | 15% (50) | 3% (10) | 1% (4) | 327 |
| Relig: Roman Catholic | 35% (99) | 47% (132) | 13% (36) | 4% (12) | 1% (2) | 281 |
| Relig: Ath./Agn./None | 40% (148) | 39% (143) | 12% (42) | 6% (22) | 3% (10) | 366 |
| Relig: Something Else | 41% (75) | 44% (81) | 10% (19) | 4% (7) | 2% (3) | 184 |
| Relig: Jewish | 37% (15) | 45% (19) | 15% (6) | 3% (1) | — (0) | 41 |
| Relig: Evangelical | 45% (158) | 36% (126) | 15% (52) | 4% (14) | 1% (4) | 354 |
| Relig: Non-Evang. Catholics | 33% (128) | 49% (190) | 13% (52) | 4% (14) | 1% (5) | 389 |
| Relig: All Christian | 39% (286) | 43% (316) | 14% (104) | 4% (28) | 1% (9) | 743 |
| Relig: All Non-Christian | 41% (223) | 41% (224) | 11% (61) | 5% (29) | 2% (13) | 550 |
| Community: Urban | 48% (160) | 34% (113) | 12% (40) | 4% (13) | 2% (6) | 331 |
| Community: Suburban | 36% (230) | 45% (290) | 13% (83) | 5% (29) | 2% (11) | 643 |
| Community: Rural | 38% (121) | 43% (137) | 13% (43) | 5% (15) | 2% (5) | 321 |
| Employ: Private Sector | 38% (154) | 43% (177) | 13% (54) | 4% (17) | 1% (4) | 406 |
| Employ: Government | 31% (30) | 41% (38) | 19% (18) | 7% (7) | 2% (2) | 94 |
| Employ: Self-Employed | 40% (44) | 47% (52) | 10% (11) | 1% (2) | 2% (2) | 111 |
| Employ: Homemaker | 42% (43) | 42% (43) | 7% (7) | 9% (9) | — (0) | 102 |
| Employ: Student | 38% (17) | 41% (18) | 11% (5) | 6% (3) | 4% (2) | 44 |
| Employ: Retired | 37% (127) | 42% (145) | 15% (51) | 4% (12) | 2% (8) | 342 |
| Employ: Unemployed | 57% (65) | 31% (35) | 8% (10) | 2% (2) | 2% (2) | 114 |
| Employ: Other | 38% (31) | 39% (32) | 14% (11) | 6% (5) | 4% (3) | 83 |
| Military HH: Yes | 37% (103) | 40% (113) | 14% (40) | 6% (18) | 2% (7) | 280 |
| Military HH: No | 40% (408) | 42% (427) | 12% (126) | 4% (39) | 2% (15) | 1016 |

Continued on next page

Table BR13_5: When it comes to your current cable subscription, how satisfied are you with each of the following?
Quality of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 39% (510) | 42% (540) | 13% (166) | 4% (57) | 2% (22) | 1296 |
| RD/WT: Right Direction | 41% (231) | 40% (224) | 12% (67) | 5% (26) | 2% (9) | 558 |
| RD/WT: Wrong Track | 38% (279) | 43% (316) | 13% (99) | 4% (31) | 2% (13) | 737 |
| Trump Job Approve | 40% (227) | 43% (242) | 12% (70) | 4% (21) | 1% (7) | 568 |
| Trump Job Disapprove | 39% (266) | 41% (280) | 13% (87) | 5% (31) | 2% (11) | 674 |
| Trump Job Strongly Approve | 43% (134) | 38% (116) | 15% (46) | 3% (9) | 1% (4) | 308 |
| Trump Job Somewhat Approve | 36% (93) | 49% (127) | 9% (25) | 5% (13) | 1% (3) | 260 |
| Trump Job Somewhat Disapprove | 35% (60) | 43% (73) | 14% (24) | 6% (10) | 1% (2) | 169 |
| Trump Job Strongly Disapprove | 41% (207) | 41% (206) | 12% (62) | 4% (21) | 2% (9) | 505 |
| #1 Issue: Economy | 40% (143) | 42% (149) | 12% (43) | 5% (18) | 1% (3) | 357 |
| #1 Issue: Security | 39% (111) | 42% (122) | 12% (34) | 5% (16) | 2% (5) | 288 |
| #1 Issue: Health Care | 32% (65) | 49% (101) | 14% (28) | 4% (8) | 1% (3) | 204 |
| #1 Issue: Medicare / Social Security | 43% (83) | 35% (69) | 16% (32) | 3% (7) | 2% (4) | 194 |
| #1 Issue: Women's Issues | 48% (19) | 34% (13) | 13% (5) | 2% (1) | 3% (1) | 40 |
| #1 Issue: Education | 41% (43) | 46% (48) | 9% (10) | 3% (3) | 1% (1) | 105 |
| #1 Issue: Energy | 39% (15) | 30% (12) | 19% (7) | 4% (2) | 8% (3) | 38 |
| #1 Issue: Other | 43% (30) | 38% (26) | 10% (7) | 6% (4) | 2% (1) | 69 |
| 2016 Vote: Democrat Hillary Clinton | 39% (167) | 45% (193) | 11% (49) | 4% (18) | 1% (6) | 432 |
| 2016 Vote: Republican Donald Trump | 38% (182) | 41% (198) | 16% (75) | 3% (16) | 2% (8) | 480 |
| 2016 Vote: Someone else | 40% (52) | 36% (47) | 14% (18) | 9% (11) | 1% (1) | 130 |
| Voted in 2014: Yes | 37% (339) | 43% (396) | 14% (132) | 5% (42) | 1% (11) | 920 |
| Voted in 2014: No | 46% (172) | 38% (144) | 9% (34) | 4% (15) | 3% (11) | 375 |
| 2012 Vote: Barack Obama | 39% (210) | 41% (221) | 14% (78) | 5% (25) | 1% (8) | 542 |
| 2012 Vote: Mitt Romney | 35% (128) | 47% (173) | 15% (56) | 2% (8) | 1% (4) | 369 |
| 2012 Vote: Other | 31% (21) | 36% (24) | 10% (7) | 20% (14) | 3% (2) | 68 |
| 2012 Vote: Didn't Vote | 47% (150) | 38% (121) | 8% (26) | 3% (10) | 3% (9) | 315 |
| 4-Region: Northeast | 37% (100) | 48% (130) | 10% (28) | 3% (9) | 1% (3) | 270 |
| 4-Region: Midwest | 43% (111) | 35% (92) | 16% (42) | 4% (11) | 2% (6) | 261 |
| 4-Region: South | 40% (187) | 43% (200) | 12% (58) | 4% (21) | 1% (4) | 470 |
| 4-Region: West | 38% (112) | 40% (118) | 13% (38) | 6% (17) | 3% (9) | 294 |

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Table BR13_5: When it comes to your current cable subscription, how satisfied are you with each of the following?
Quality of content

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|-------------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 39% | (510) | 42% | (540) | 13% | (166) | 4% | (57) | 2% | (22) | 1296 |
| Favorable of Trump | 40% | (223) | 42% | (236) | 13% | (71) | 4% | (25) | 1% | (6) | 561 |
| Unfavorable of Trump | 39% | (263) | 42% | (278) | 13% | (87) | 5% | (30) | 2% | (10) | 668 |
| Very Favorable of Trump | 44% | (144) | 39% | (128) | 13% | (42) | 4% | (12) | 1% | (2) | 328 |
| Somewhat Favorable of Trump | 34% | (80) | 46% | (108) | 12% | (28) | 5% | (13) | 2% | (5) | 234 |
| Somewhat Unfavorable of Trump | 38% | (52) | 41% | (56) | 13% | (18) | 6% | (8) | 1% | (1) | 136 |
| Very Unfavorable of Trump | 40% | (211) | 42% | (222) | 13% | (68) | 4% | (22) | 2% | (9) | 532 |

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

Table BR13_6: *When it comes to your current cable subscription, how satisfied are you with each of the following?
 Speed at which content is delivered (e.g. few to no lags)*

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 42% | (545) | 41% | (530) | 11% | (143) | 4% | (51) | 2% | (26) | 1296 |
| Gender: Male | 46% | (295) | 39% | (250) | 9% | (57) | 4% | (26) | 2% | (10) | 638 |
| Gender: Female | 38% | (251) | 43% | (280) | 13% | (85) | 4% | (26) | 2% | (16) | 658 |
| Age: 18-29 | 45% | (102) | 35% | (79) | 11% | (25) | 6% | (13) | 2% | (5) | 224 |
| Age: 30-44 | 40% | (124) | 42% | (131) | 11% | (34) | 6% | (18) | 1% | (3) | 311 |
| Age: 45-54 | 43% | (97) | 39% | (89) | 15% | (33) | 2% | (4) | 1% | (3) | 226 |
| Age: 55-64 | 42% | (100) | 46% | (109) | 9% | (21) | 3% | (6) | 1% | (3) | 239 |
| Age: 65+ | 41% | (122) | 41% | (121) | 11% | (31) | 3% | (10) | 4% | (12) | 296 |
| Generation Z: 18-21 | 47% | (39) | 35% | (28) | 10% | (8) | 6% | (5) | 3% | (2) | 82 |
| Millennial: Age 22-37 | 41% | (121) | 37% | (110) | 12% | (37) | 8% | (24) | 2% | (5) | 297 |
| Generation X: Age 38-53 | 43% | (158) | 42% | (152) | 13% | (46) | 2% | (6) | 1% | (3) | 366 |
| Boomers: Age 54-72 | 41% | (192) | 44% | (202) | 10% | (44) | 3% | (14) | 2% | (11) | 463 |
| PID: Dem (no lean) | 44% | (189) | 38% | (166) | 13% | (58) | 3% | (14) | 1% | (4) | 430 |
| PID: Ind (no lean) | 39% | (179) | 40% | (186) | 12% | (54) | 5% | (25) | 3% | (15) | 459 |
| PID: Rep (no lean) | 44% | (177) | 44% | (178) | 8% | (31) | 3% | (13) | 2% | (7) | 406 |
| PID/Gender: Dem Men | 52% | (110) | 35% | (75) | 9% | (20) | 3% | (6) | — | (1) | 211 |
| PID/Gender: Dem Women | 36% | (79) | 42% | (91) | 17% | (38) | 4% | (8) | 2% | (4) | 219 |
| PID/Gender: Ind Men | 41% | (86) | 37% | (79) | 11% | (23) | 7% | (15) | 3% | (7) | 212 |
| PID/Gender: Ind Women | 37% | (93) | 43% | (107) | 12% | (31) | 4% | (10) | 3% | (8) | 248 |
| PID/Gender: Rep Men | 46% | (98) | 45% | (96) | 7% | (14) | 2% | (5) | 1% | (2) | 215 |
| PID/Gender: Rep Women | 41% | (79) | 43% | (83) | 9% | (17) | 4% | (8) | 3% | (5) | 191 |
| Ideo: Liberal (1-3) | 43% | (188) | 39% | (172) | 12% | (53) | 4% | (17) | 1% | (6) | 436 |
| Ideo: Moderate (4) | 40% | (106) | 44% | (117) | 11% | (28) | 3% | (7) | 3% | (8) | 267 |
| Ideo: Conservative (5-7) | 42% | (182) | 42% | (186) | 10% | (44) | 4% | (16) | 2% | (8) | 437 |
| Educ: < College | 44% | (371) | 37% | (313) | 11% | (95) | 4% | (34) | 3% | (22) | 834 |
| Educ: Bachelors degree | 35% | (103) | 49% | (144) | 10% | (31) | 5% | (16) | 1% | (3) | 296 |
| Educ: Post-grad | 43% | (71) | 44% | (73) | 10% | (17) | 1% | (2) | 1% | (2) | 165 |

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Table BR13_6: When it comes to your current cable subscription, how satisfied are you with each of the following?
Speed at which content is delivered (e.g. few to no lags)

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|-----------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 42% | (545) | 41% | (530) | 11% | (143) | 4% | (51) | 2% | (26) | 1296 |
| Income: Under 50k | 44% | (299) | 38% | (256) | 12% | (84) | 4% | (26) | 2% | (17) | 681 |
| Income: 50k-100k | 42% | (176) | 44% | (183) | 8% | (34) | 3% | (14) | 2% | (9) | 416 |
| Income: 100k+ | 35% | (70) | 46% | (91) | 13% | (25) | 6% | (11) | — | (1) | 198 |
| Ethnicity: White | 40% | (412) | 43% | (439) | 11% | (112) | 4% | (36) | 2% | (23) | 1021 |
| Ethnicity: Hispanic | 44% | (84) | 34% | (64) | 13% | (25) | 8% | (15) | 1% | (2) | 188 |
| Ethnicity: Afr. Am. | 52% | (86) | 29% | (48) | 11% | (18) | 6% | (10) | 2% | (3) | 165 |
| Ethnicity: Other | 44% | (48) | 40% | (43) | 12% | (13) | 5% | (5) | — | (0) | 109 |
| Relig: Protestant | 45% | (146) | 44% | (143) | 8% | (27) | 3% | (9) | 1% | (3) | 327 |
| Relig: Roman Catholic | 38% | (108) | 45% | (125) | 10% | (28) | 4% | (12) | 3% | (7) | 281 |
| Relig: Ath./Agn./None | 37% | (135) | 43% | (156) | 13% | (47) | 5% | (17) | 3% | (10) | 366 |
| Relig: Something Else | 48% | (88) | 36% | (67) | 12% | (23) | 3% | (5) | 1% | (2) | 184 |
| Relig: Jewish | 41% | (17) | 43% | (18) | 13% | (5) | 3% | (1) | — | (0) | 41 |
| Relig: Evangelical | 46% | (163) | 37% | (130) | 12% | (41) | 4% | (15) | 1% | (5) | 354 |
| Relig: Non-Evang. Catholics | 41% | (158) | 46% | (178) | 8% | (30) | 4% | (14) | 2% | (9) | 389 |
| Relig: All Christian | 43% | (321) | 41% | (307) | 10% | (72) | 4% | (30) | 2% | (14) | 743 |
| Relig: All Non-Christian | 41% | (223) | 40% | (223) | 13% | (70) | 4% | (22) | 2% | (12) | 550 |
| Community: Urban | 48% | (159) | 35% | (117) | 11% | (37) | 3% | (9) | 3% | (9) | 331 |
| Community: Suburban | 40% | (255) | 44% | (282) | 11% | (71) | 3% | (21) | 2% | (13) | 643 |
| Community: Rural | 41% | (131) | 40% | (130) | 11% | (35) | 7% | (22) | 1% | (4) | 321 |
| Employ: Private Sector | 42% | (172) | 44% | (179) | 10% | (40) | 3% | (13) | 1% | (3) | 406 |
| Employ: Government | 30% | (29) | 42% | (40) | 18% | (17) | 9% | (9) | — | (0) | 94 |
| Employ: Self-Employed | 45% | (49) | 41% | (45) | 9% | (10) | 2% | (3) | 3% | (4) | 111 |
| Employ: Homemaker | 46% | (47) | 38% | (39) | 13% | (13) | 3% | (3) | 1% | (1) | 102 |
| Employ: Student | 45% | (20) | 29% | (13) | 14% | (6) | 8% | (4) | 4% | (2) | 44 |
| Employ: Retired | 42% | (143) | 41% | (140) | 10% | (35) | 4% | (12) | 4% | (13) | 342 |
| Employ: Unemployed | 45% | (51) | 43% | (49) | 7% | (8) | 3% | (4) | 2% | (2) | 114 |
| Employ: Other | 42% | (35) | 31% | (26) | 17% | (14) | 6% | (5) | 3% | (3) | 83 |
| Military HH: Yes | 40% | (113) | 40% | (113) | 11% | (32) | 5% | (14) | 3% | (9) | 280 |
| Military HH: No | 43% | (432) | 41% | (416) | 11% | (111) | 4% | (38) | 2% | (17) | 1016 |

Continued on next page

Table BR13_6: *When it comes to your current cable subscription, how satisfied are you with each of the following?
 Speed at which content is delivered (e.g. few to no lags)*

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 42% (545) | 41% (530) | 11% (143) | 4% (51) | 2% (26) | 1296 |
| RD/WT: Right Direction | 43% (241) | 41% (229) | 9% (49) | 5% (29) | 2% (12) | 558 |
| RD/WT: Wrong Track | 41% (305) | 41% (301) | 13% (94) | 3% (23) | 2% (15) | 737 |
| Trump Job Approve | 42% (240) | 43% (244) | 9% (52) | 4% (22) | 2% (10) | 568 |
| Trump Job Disapprove | 43% (289) | 40% (266) | 12% (83) | 3% (23) | 2% (12) | 674 |
| Trump Job Strongly Approve | 47% (146) | 40% (124) | 7% (21) | 3% (10) | 3% (8) | 308 |
| Trump Job Somewhat Approve | 36% (95) | 46% (120) | 12% (31) | 5% (12) | 1% (2) | 260 |
| Trump Job Somewhat Disapprove | 38% (64) | 44% (74) | 11% (19) | 5% (9) | 2% (4) | 169 |
| Trump Job Strongly Disapprove | 45% (226) | 38% (193) | 13% (64) | 3% (14) | 2% (9) | 505 |
| #1 Issue: Economy | 44% (156) | 39% (139) | 12% (42) | 4% (15) | 1% (5) | 357 |
| #1 Issue: Security | 40% (115) | 43% (125) | 10% (30) | 4% (10) | 3% (9) | 288 |
| #1 Issue: Health Care | 40% (81) | 44% (90) | 12% (25) | 3% (6) | 1% (1) | 204 |
| #1 Issue: Medicare / Social Security | 43% (84) | 41% (80) | 8% (16) | 5% (9) | 3% (5) | 194 |
| #1 Issue: Women's Issues | 37% (15) | 39% (16) | 15% (6) | 5% (2) | 3% (1) | 40 |
| #1 Issue: Education | 48% (51) | 37% (39) | 10% (11) | 4% (4) | 1% (1) | 105 |
| #1 Issue: Energy | 37% (14) | 44% (17) | 9% (4) | 6% (2) | 4% (2) | 38 |
| #1 Issue: Other | 44% (30) | 36% (25) | 14% (9) | 4% (3) | 3% (2) | 69 |
| 2016 Vote: Democrat Hillary Clinton | 45% (193) | 38% (164) | 13% (56) | 3% (12) | 2% (7) | 432 |
| 2016 Vote: Republican Donald Trump | 40% (193) | 44% (210) | 9% (43) | 5% (23) | 2% (11) | 480 |
| 2016 Vote: Someone else | 44% (57) | 37% (48) | 13% (16) | 5% (7) | 1% (1) | 130 |
| Voted in 2014: Yes | 41% (375) | 42% (386) | 12% (107) | 4% (37) | 2% (16) | 920 |
| Voted in 2014: No | 45% (170) | 38% (144) | 10% (36) | 4% (14) | 3% (11) | 375 |
| 2012 Vote: Barack Obama | 42% (229) | 39% (213) | 13% (68) | 5% (26) | 1% (6) | 542 |
| 2012 Vote: Mitt Romney | 39% (144) | 48% (176) | 8% (29) | 3% (11) | 3% (9) | 369 |
| 2012 Vote: Other | 38% (26) | 37% (25) | 19% (13) | 4% (2) | 3% (2) | 68 |
| 2012 Vote: Didn't Vote | 47% (147) | 36% (114) | 10% (33) | 4% (12) | 3% (10) | 315 |
| 4-Region: Northeast | 41% (111) | 44% (118) | 11% (30) | 2% (7) | 2% (5) | 270 |
| 4-Region: Midwest | 48% (125) | 35% (92) | 9% (24) | 5% (12) | 3% (7) | 261 |
| 4-Region: South | 42% (200) | 38% (180) | 13% (63) | 5% (22) | 1% (5) | 470 |
| 4-Region: West | 37% (110) | 47% (139) | 9% (26) | 3% (10) | 3% (10) | 294 |

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Table BR13_6: When it comes to your current cable subscription, how satisfied are you with each of the following?
Speed at which content is delivered (e.g. few to no lags)

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 42% (545) | 41% (530) | 11% (143) | 4% (51) | 2% (26) | 1296 |
| Favorable of Trump | 42% (234) | 43% (242) | 10% (54) | 4% (22) | 1% (8) | 561 |
| Unfavorable of Trump | 43% (289) | 40% (265) | 11% (74) | 4% (27) | 2% (13) | 668 |
| Very Favorable of Trump | 45% (148) | 43% (140) | 7% (24) | 3% (10) | 2% (6) | 328 |
| Somewhat Favorable of Trump | 37% (86) | 44% (103) | 13% (30) | 5% (12) | 1% (3) | 234 |
| Somewhat Unfavorable of Trump | 41% (56) | 44% (60) | 7% (10) | 7% (9) | 1% (2) | 136 |
| Very Unfavorable of Trump | 44% (233) | 39% (206) | 12% (64) | 3% (18) | 2% (11) | 532 |

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

Table BR14: *How satisfied are you with the number of commercials during your programming?*

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|------|---------|
| Adults | 10% | (134) | 26% | (335) | 34% | (444) | 25% | (322) | 5% | (59) | 1296 |
| Gender: Male | 13% | (83) | 26% | (167) | 32% | (204) | 25% | (158) | 4% | (25) | 638 |
| Gender: Female | 8% | (51) | 26% | (168) | 37% | (240) | 25% | (164) | 5% | (34) | 658 |
| Age: 18-29 | 19% | (43) | 29% | (64) | 31% | (70) | 17% | (37) | 4% | (9) | 224 |
| Age: 30-44 | 15% | (47) | 29% | (91) | 30% | (94) | 22% | (67) | 4% | (12) | 311 |
| Age: 45-54 | 7% | (16) | 34% | (76) | 34% | (77) | 19% | (44) | 6% | (13) | 226 |
| Age: 55-64 | 6% | (15) | 25% | (61) | 37% | (88) | 26% | (63) | 5% | (12) | 239 |
| Age: 65+ | 4% | (13) | 15% | (44) | 39% | (116) | 38% | (111) | 4% | (12) | 296 |
| Generation Z: 18-21 | 18% | (15) | 32% | (26) | 34% | (27) | 10% | (8) | 6% | (5) | 82 |
| Millennial: Age 22-37 | 18% | (53) | 27% | (81) | 29% | (85) | 22% | (65) | 4% | (12) | 297 |
| Generation X: Age 38-53 | 10% | (38) | 32% | (116) | 34% | (123) | 20% | (72) | 5% | (18) | 366 |
| Boomers: Age 54-72 | 5% | (22) | 23% | (106) | 38% | (177) | 30% | (140) | 4% | (18) | 463 |
| PID: Dem (no lean) | 12% | (50) | 28% | (121) | 32% | (137) | 23% | (99) | 5% | (23) | 430 |
| PID: Ind (no lean) | 10% | (45) | 25% | (115) | 37% | (170) | 25% | (114) | 4% | (17) | 459 |
| PID: Rep (no lean) | 10% | (40) | 25% | (99) | 34% | (138) | 27% | (110) | 5% | (19) | 406 |
| PID/Gender: Dem Men | 18% | (38) | 25% | (53) | 33% | (70) | 21% | (44) | 3% | (5) | 211 |
| PID/Gender: Dem Women | 5% | (12) | 31% | (68) | 31% | (67) | 25% | (55) | 8% | (18) | 219 |
| PID/Gender: Ind Men | 10% | (21) | 26% | (54) | 34% | (71) | 27% | (58) | 4% | (8) | 212 |
| PID/Gender: Ind Women | 10% | (24) | 24% | (61) | 40% | (99) | 23% | (56) | 3% | (9) | 248 |
| PID/Gender: Rep Men | 11% | (24) | 28% | (60) | 29% | (63) | 26% | (56) | 6% | (12) | 215 |
| PID/Gender: Rep Women | 8% | (16) | 21% | (40) | 39% | (75) | 28% | (53) | 4% | (7) | 191 |
| Ideo: Liberal (1-3) | 14% | (62) | 29% | (127) | 33% | (144) | 20% | (88) | 4% | (16) | 436 |
| Ideo: Moderate (4) | 8% | (22) | 28% | (75) | 37% | (99) | 23% | (60) | 4% | (10) | 267 |
| Ideo: Conservative (5-7) | 7% | (30) | 25% | (107) | 34% | (150) | 30% | (133) | 4% | (17) | 437 |
| Educ: < College | 12% | (103) | 24% | (200) | 32% | (270) | 26% | (215) | 5% | (45) | 834 |
| Educ: Bachelors degree | 6% | (17) | 34% | (100) | 34% | (99) | 25% | (73) | 2% | (7) | 296 |
| Educ: Post-grad | 9% | (15) | 21% | (35) | 45% | (75) | 21% | (34) | 4% | (6) | 165 |
| Income: Under 50k | 12% | (83) | 25% | (173) | 32% | (215) | 26% | (174) | 5% | (37) | 681 |
| Income: 50k-100k | 9% | (39) | 26% | (110) | 36% | (151) | 25% | (102) | 3% | (14) | 416 |
| Income: 100k+ | 6% | (13) | 27% | (53) | 40% | (79) | 23% | (47) | 4% | (7) | 198 |

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Table BR14: How satisfied are you with the number of commercials during your programming?

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|-----------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|------|---------|
| Adults | 10% | (134) | 26% | (335) | 34% | (444) | 25% | (322) | 5% | (59) | 1296 |
| Ethnicity: White | 8% | (80) | 25% | (254) | 37% | (375) | 26% | (269) | 4% | (44) | 1021 |
| Ethnicity: Hispanic | 17% | (32) | 30% | (56) | 31% | (58) | 18% | (34) | 4% | (7) | 188 |
| Ethnicity: Afr. Am. | 21% | (35) | 28% | (47) | 25% | (42) | 17% | (28) | 8% | (13) | 165 |
| Ethnicity: Other | 18% | (19) | 32% | (35) | 25% | (28) | 24% | (26) | 1% | (1) | 109 |
| Relig: Protestant | 9% | (29) | 23% | (75) | 40% | (130) | 25% | (82) | 3% | (11) | 327 |
| Relig: Roman Catholic | 8% | (21) | 29% | (82) | 36% | (102) | 26% | (73) | 1% | (3) | 281 |
| Relig: Ath./Agn./None | 9% | (33) | 27% | (98) | 31% | (115) | 25% | (92) | 8% | (28) | 366 |
| Relig: Something Else | 10% | (19) | 24% | (44) | 35% | (65) | 26% | (48) | 5% | (9) | 184 |
| Relig: Jewish | 4% | (2) | 18% | (7) | 33% | (13) | 36% | (15) | 9% | (4) | 41 |
| Relig: Evangelical | 17% | (60) | 24% | (85) | 33% | (117) | 22% | (80) | 4% | (13) | 354 |
| Relig: Non-Evang. Catholics | 6% | (21) | 28% | (109) | 38% | (147) | 26% | (102) | 2% | (9) | 389 |
| Relig: All Christian | 11% | (82) | 26% | (194) | 36% | (264) | 24% | (181) | 3% | (22) | 743 |
| Relig: All Non-Christian | 9% | (51) | 26% | (142) | 33% | (180) | 25% | (140) | 7% | (37) | 550 |
| Community: Urban | 15% | (48) | 26% | (85) | 30% | (101) | 23% | (77) | 6% | (21) | 331 |
| Community: Suburban | 8% | (49) | 28% | (180) | 35% | (225) | 24% | (155) | 5% | (34) | 643 |
| Community: Rural | 12% | (37) | 22% | (71) | 37% | (118) | 28% | (90) | 1% | (5) | 321 |
| Employ: Private Sector | 12% | (49) | 29% | (120) | 33% | (132) | 22% | (90) | 4% | (14) | 406 |
| Employ: Government | 9% | (9) | 32% | (30) | 36% | (34) | 20% | (19) | 2% | (2) | 94 |
| Employ: Self-Employed | 16% | (18) | 33% | (36) | 27% | (29) | 24% | (27) | 1% | (1) | 111 |
| Employ: Homemaker | 15% | (15) | 28% | (29) | 32% | (33) | 22% | (23) | 3% | (3) | 102 |
| Employ: Student | 11% | (5) | 27% | (12) | 41% | (18) | 14% | (6) | 7% | (3) | 44 |
| Employ: Retired | 5% | (16) | 20% | (67) | 37% | (126) | 33% | (114) | 5% | (18) | 342 |
| Employ: Unemployed | 14% | (16) | 21% | (23) | 33% | (38) | 21% | (24) | 11% | (12) | 114 |
| Employ: Other | 8% | (7) | 21% | (18) | 40% | (33) | 24% | (20) | 6% | (5) | 83 |
| Military HH: Yes | 11% | (30) | 21% | (59) | 33% | (92) | 32% | (90) | 3% | (9) | 280 |
| Military HH: No | 10% | (104) | 27% | (277) | 35% | (352) | 23% | (233) | 5% | (50) | 1016 |
| RD/WT: Right Direction | 13% | (74) | 27% | (149) | 31% | (170) | 26% | (145) | 4% | (20) | 558 |
| RD/WT: Wrong Track | 8% | (60) | 25% | (186) | 37% | (274) | 24% | (177) | 5% | (39) | 737 |
| Trump Job Approve | 12% | (67) | 24% | (139) | 33% | (188) | 27% | (154) | 4% | (20) | 568 |
| Trump Job Disapprove | 10% | (64) | 27% | (179) | 36% | (244) | 23% | (153) | 5% | (33) | 674 |

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Table BR14: How satisfied are you with the number of commercials during your programming?

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|-------|-------------------------|------|---------|
| Adults | 10% | (134) | 26% | (335) | 34% | (444) | 25% | (322) | 5% | (59) | 1296 |
| Trump Job Strongly Approve | 15% | (46) | 21% | (65) | 28% | (85) | 33% | (101) | 4% | (12) | 308 |
| Trump Job Somewhat Approve | 8% | (21) | 28% | (74) | 40% | (103) | 20% | (53) | 3% | (9) | 260 |
| Trump Job Somewhat Disapprove | 10% | (16) | 28% | (48) | 38% | (65) | 21% | (35) | 3% | (5) | 169 |
| Trump Job Strongly Disapprove | 9% | (48) | 26% | (131) | 36% | (180) | 23% | (118) | 6% | (29) | 505 |
| #1 Issue: Economy | 9% | (33) | 29% | (102) | 35% | (125) | 23% | (81) | 4% | (15) | 357 |
| #1 Issue: Security | 10% | (30) | 22% | (63) | 38% | (110) | 26% | (74) | 4% | (11) | 288 |
| #1 Issue: Health Care | 7% | (14) | 29% | (60) | 38% | (78) | 21% | (43) | 4% | (8) | 204 |
| #1 Issue: Medicare / Social Security | 6% | (12) | 17% | (32) | 31% | (61) | 40% | (77) | 7% | (13) | 194 |
| #1 Issue: Women's Issues | 22% | (9) | 34% | (14) | 21% | (8) | 13% | (5) | 11% | (4) | 40 |
| #1 Issue: Education | 17% | (18) | 29% | (31) | 34% | (35) | 16% | (17) | 4% | (5) | 105 |
| #1 Issue: Energy | 20% | (8) | 35% | (14) | 28% | (11) | 17% | (7) | — | (0) | 38 |
| #1 Issue: Other | 16% | (11) | 29% | (20) | 25% | (17) | 26% | (18) | 4% | (3) | 69 |
| 2016 Vote: Democrat Hillary Clinton | 11% | (47) | 27% | (118) | 34% | (147) | 23% | (98) | 5% | (23) | 432 |
| 2016 Vote: Republican Donald Trump | 9% | (45) | 24% | (113) | 34% | (161) | 29% | (140) | 4% | (20) | 480 |
| 2016 Vote: Someone else | 12% | (16) | 24% | (31) | 37% | (48) | 25% | (32) | 3% | (4) | 130 |
| Voted in 2014: Yes | 9% | (84) | 25% | (232) | 34% | (313) | 28% | (256) | 4% | (35) | 920 |
| Voted in 2014: No | 13% | (51) | 28% | (103) | 35% | (132) | 18% | (66) | 6% | (24) | 375 |
| 2012 Vote: Barack Obama | 10% | (54) | 28% | (152) | 34% | (184) | 23% | (127) | 5% | (25) | 542 |
| 2012 Vote: Mitt Romney | 6% | (23) | 23% | (84) | 36% | (131) | 32% | (119) | 3% | (12) | 369 |
| 2012 Vote: Other | 15% | (10) | 19% | (13) | 31% | (21) | 28% | (19) | 8% | (5) | 68 |
| 2012 Vote: Didn't Vote | 15% | (46) | 28% | (87) | 34% | (108) | 18% | (56) | 5% | (17) | 315 |
| 4-Region: Northeast | 5% | (15) | 28% | (76) | 37% | (99) | 25% | (69) | 4% | (12) | 270 |
| 4-Region: Midwest | 13% | (33) | 27% | (70) | 30% | (78) | 25% | (66) | 5% | (14) | 261 |
| 4-Region: South | 12% | (56) | 23% | (110) | 35% | (163) | 25% | (118) | 5% | (24) | 470 |
| 4-Region: West | 10% | (31) | 27% | (80) | 35% | (104) | 24% | (70) | 3% | (10) | 294 |
| Favorable of Trump | 11% | (63) | 23% | (129) | 34% | (190) | 28% | (160) | 3% | (19) | 561 |
| Unfavorable of Trump | 10% | (65) | 29% | (190) | 35% | (237) | 22% | (147) | 4% | (30) | 668 |
| Very Favorable of Trump | 13% | (44) | 21% | (69) | 30% | (100) | 32% | (106) | 3% | (9) | 328 |
| Somewhat Favorable of Trump | 9% | (20) | 26% | (60) | 39% | (91) | 23% | (54) | 4% | (9) | 234 |
| Somewhat Unfavorable of Trump | 7% | (9) | 40% | (54) | 38% | (52) | 13% | (18) | 2% | (2) | 136 |
| Very Unfavorable of Trump | 10% | (55) | 26% | (136) | 35% | (184) | 24% | (129) | 5% | (27) | 532 |

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

Table BR15: Are you subscribed to a streaming service like Netflix or Amazon Prime?

| Demographic | Yes | No | Don't know / No Opinion | Total N |
|--------------------------|------------|-----------|-------------------------|---------|
| Adults | 66% (1448) | 32% (701) | 2% (53) | 2203 |
| Gender: Male | 65% (689) | 33% (350) | 2% (25) | 1063 |
| Gender: Female | 67% (759) | 31% (352) | 2% (28) | 1140 |
| Age: 18-29 | 77% (365) | 17% (80) | 6% (26) | 472 |
| Age: 30-44 | 77% (418) | 20% (109) | 3% (15) | 542 |
| Age: 45-54 | 66% (246) | 31% (117) | 2% (8) | 371 |
| Age: 55-64 | 54% (207) | 45% (172) | — (1) | 381 |
| Age: 65+ | 48% (211) | 51% (223) | 1% (3) | 437 |
| Generation Z: 18-21 | 72% (125) | 21% (36) | 7% (12) | 173 |
| Millennial: Age 22-37 | 79% (472) | 17% (100) | 4% (22) | 594 |
| Generation X: Age 38-53 | 70% (414) | 27% (160) | 3% (16) | 589 |
| Boomers: Age 54-72 | 53% (381) | 46% (329) | 1% (4) | 714 |
| PID: Dem (no lean) | 69% (478) | 30% (208) | 1% (6) | 693 |
| PID: Ind (no lean) | 65% (570) | 31% (271) | 4% (32) | 873 |
| PID: Rep (no lean) | 63% (400) | 35% (222) | 2% (15) | 637 |
| PID/Gender: Dem Men | 69% (238) | 30% (103) | 1% (3) | 344 |
| PID/Gender: Dem Women | 69% (240) | 30% (105) | 1% (3) | 349 |
| PID/Gender: Ind Men | 61% (239) | 36% (139) | 3% (11) | 389 |
| PID/Gender: Ind Women | 68% (331) | 27% (132) | 4% (21) | 484 |
| PID/Gender: Rep Men | 64% (212) | 33% (108) | 3% (11) | 330 |
| PID/Gender: Rep Women | 61% (188) | 37% (115) | 1% (4) | 307 |
| Ideo: Liberal (1-3) | 68% (499) | 29% (212) | 3% (18) | 730 |
| Ideo: Moderate (4) | 70% (316) | 29% (131) | 1% (4) | 451 |
| Ideo: Conservative (5-7) | 62% (442) | 36% (256) | 1% (10) | 707 |
| Educ: < College | 62% (940) | 34% (522) | 3% (52) | 1514 |
| Educ: Bachelors degree | 74% (330) | 25% (113) | — (1) | 444 |
| Educ: Post-grad | 73% (178) | 27% (66) | — (1) | 244 |
| Income: Under 50k | 61% (781) | 36% (463) | 3% (40) | 1284 |
| Income: 50k-100k | 71% (460) | 27% (176) | 1% (9) | 645 |
| Income: 100k+ | 76% (208) | 23% (63) | 2% (4) | 274 |

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Table BR15: Are you subscribed to a streaming service like Netflix or Amazon Prime?

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|-----------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 66% | (1448) | 32% | (701) | 2% | (53) | 2203 |
| Ethnicity: White | 66% | (1138) | 32% | (557) | 2% | (28) | 1724 |
| Ethnicity: Hispanic | 73% | (257) | 20% | (71) | 6% | (23) | 350 |
| Ethnicity: Afr. Am. | 66% | (180) | 32% | (88) | 2% | (7) | 275 |
| Ethnicity: Other | 64% | (130) | 28% | (56) | 9% | (18) | 204 |
| Relig: Protestant | 59% | (318) | 41% | (221) | 1% | (5) | 543 |
| Relig: Roman Catholic | 65% | (274) | 33% | (138) | 2% | (8) | 420 |
| Relig: Ath./Agn./None | 69% | (470) | 27% | (184) | 4% | (30) | 684 |
| Relig: Something Else | 71% | (225) | 28% | (88) | 2% | (6) | 319 |
| Relig: Jewish | 69% | (33) | 31% | (15) | — | (0) | 48 |
| Relig: Evangelical | 63% | (384) | 34% | (207) | 3% | (17) | 608 |
| Relig: Non-Evang. Catholics | 62% | (368) | 37% | (221) | — | (1) | 589 |
| Relig: All Christian | 63% | (752) | 36% | (428) | 1% | (18) | 1198 |
| Relig: All Non-Christian | 69% | (695) | 27% | (272) | 4% | (36) | 1002 |
| Community: Urban | 64% | (365) | 33% | (191) | 3% | (17) | 573 |
| Community: Suburban | 71% | (696) | 27% | (269) | 2% | (17) | 982 |
| Community: Rural | 60% | (387) | 37% | (242) | 3% | (19) | 648 |
| Employ: Private Sector | 71% | (482) | 28% | (186) | 1% | (8) | 677 |
| Employ: Government | 82% | (119) | 16% | (23) | 3% | (4) | 145 |
| Employ: Self-Employed | 65% | (122) | 32% | (60) | 2% | (4) | 186 |
| Employ: Homemaker | 66% | (118) | 33% | (60) | 1% | (1) | 179 |
| Employ: Student | 76% | (73) | 16% | (15) | 9% | (9) | 97 |
| Employ: Retired | 53% | (270) | 46% | (237) | 1% | (3) | 511 |
| Employ: Unemployed | 64% | (138) | 32% | (69) | 4% | (9) | 216 |
| Employ: Other | 65% | (125) | 27% | (51) | 8% | (15) | 192 |
| Military HH: Yes | 61% | (264) | 38% | (164) | 1% | (5) | 433 |
| Military HH: No | 67% | (1184) | 30% | (537) | 3% | (49) | 1770 |
| RD/WT: Right Direction | 61% | (555) | 36% | (327) | 3% | (25) | 907 |
| RD/WT: Wrong Track | 69% | (893) | 29% | (374) | 2% | (28) | 1296 |
| Trump Job Approve | 62% | (578) | 36% | (339) | 2% | (15) | 933 |
| Trump Job Disapprove | 70% | (792) | 28% | (320) | 2% | (22) | 1134 |

Continued on next page

Table BR15: Are you subscribed to a streaming service like Netflix or Amazon Prime?

| Demographic | Yes | | No | | Don't know / No Opinion | | Total N |
|--------------------------------------|-----|--------|-----|-------|-------------------------|------|---------|
| | % | (N) | % | (N) | % | (N) | |
| Adults | 66% | (1448) | 32% | (701) | 2% | (53) | 2203 |
| Trump Job Strongly Approve | 59% | (282) | 40% | (191) | 2% | (7) | 481 |
| Trump Job Somewhat Approve | 66% | (296) | 33% | (148) | 2% | (8) | 452 |
| Trump Job Somewhat Disapprove | 70% | (204) | 28% | (82) | 2% | (7) | 293 |
| Trump Job Strongly Disapprove | 70% | (587) | 28% | (238) | 2% | (16) | 841 |
| #1 Issue: Economy | 69% | (421) | 29% | (175) | 2% | (12) | 609 |
| #1 Issue: Security | 64% | (283) | 34% | (151) | 2% | (11) | 445 |
| #1 Issue: Health Care | 70% | (234) | 30% | (99) | 1% | (2) | 335 |
| #1 Issue: Medicare / Social Security | 50% | (163) | 50% | (163) | 1% | (2) | 327 |
| #1 Issue: Women's Issues | 77% | (66) | 20% | (17) | 4% | (3) | 87 |
| #1 Issue: Education | 74% | (141) | 23% | (44) | 3% | (6) | 190 |
| #1 Issue: Energy | 70% | (52) | 20% | (15) | 10% | (8) | 74 |
| #1 Issue: Other | 65% | (88) | 28% | (38) | 7% | (10) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 70% | (474) | 28% | (192) | 1% | (8) | 673 |
| 2016 Vote: Republican Donald Trump | 61% | (457) | 38% | (286) | 1% | (8) | 751 |
| 2016 Vote: Someone else | 70% | (156) | 29% | (64) | 1% | (2) | 223 |
| Voted in 2014: Yes | 66% | (934) | 33% | (471) | 1% | (16) | 1422 |
| Voted in 2014: No | 66% | (514) | 29% | (230) | 5% | (37) | 781 |
| 2012 Vote: Barack Obama | 69% | (581) | 30% | (250) | 1% | (7) | 837 |
| 2012 Vote: Mitt Romney | 61% | (347) | 38% | (217) | 1% | (8) | 571 |
| 2012 Vote: Other | 63% | (73) | 33% | (39) | 3% | (4) | 116 |
| 2012 Vote: Didn't Vote | 66% | (448) | 29% | (194) | 5% | (35) | 677 |
| 4-Region: Northeast | 66% | (260) | 32% | (124) | 2% | (9) | 394 |
| 4-Region: Midwest | 65% | (302) | 32% | (149) | 3% | (12) | 463 |
| 4-Region: South | 64% | (532) | 33% | (272) | 3% | (21) | 825 |
| 4-Region: West | 68% | (354) | 30% | (155) | 2% | (11) | 521 |
| Favorable of Trump | 62% | (566) | 36% | (333) | 2% | (14) | 913 |
| Unfavorable of Trump | 70% | (790) | 28% | (319) | 1% | (14) | 1122 |
| Very Favorable of Trump | 60% | (309) | 38% | (199) | 2% | (10) | 518 |
| Somewhat Favorable of Trump | 65% | (258) | 34% | (133) | 1% | (4) | 395 |
| Somewhat Unfavorable of Trump | 71% | (169) | 26% | (61) | 3% | (8) | 238 |
| Very Unfavorable of Trump | 70% | (621) | 29% | (258) | 1% | (6) | 885 |

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

Table BR16_1: When it comes to your current streaming service, how satisfied are you with each of the following?

Cost

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 46% | (667) | 39% | (571) | 10% | (144) | 3% | (42) | 2% | (24) | 1448 |
| Gender: Male | 43% | (297) | 42% | (292) | 11% | (77) | 2% | (16) | 1% | (6) | 689 |
| Gender: Female | 49% | (370) | 37% | (278) | 9% | (67) | 3% | (26) | 2% | (19) | 759 |
| Age: 18-29 | 50% | (184) | 35% | (128) | 9% | (33) | 3% | (11) | 3% | (10) | 365 |
| Age: 30-44 | 51% | (215) | 35% | (147) | 8% | (33) | 4% | (16) | 2% | (8) | 418 |
| Age: 45-54 | 41% | (102) | 47% | (116) | 10% | (24) | 2% | (4) | — | (1) | 246 |
| Age: 55-64 | 44% | (91) | 39% | (81) | 13% | (26) | 3% | (7) | 1% | (2) | 207 |
| Age: 65+ | 36% | (76) | 47% | (99) | 14% | (29) | 2% | (4) | 2% | (3) | 211 |
| Generation Z: 18-21 | 48% | (60) | 36% | (45) | 10% | (12) | 2% | (2) | 5% | (6) | 125 |
| Millennial: Age 22-37 | 53% | (250) | 33% | (157) | 8% | (39) | 4% | (21) | 1% | (4) | 472 |
| Generation X: Age 38-53 | 44% | (183) | 43% | (177) | 9% | (37) | 2% | (7) | 2% | (9) | 414 |
| Boomers: Age 54-72 | 39% | (149) | 45% | (172) | 12% | (45) | 3% | (11) | 1% | (5) | 381 |
| PID: Dem (no lean) | 47% | (224) | 40% | (189) | 10% | (48) | 3% | (13) | 1% | (4) | 478 |
| PID: Ind (no lean) | 44% | (250) | 40% | (226) | 10% | (57) | 4% | (23) | 3% | (15) | 570 |
| PID: Rep (no lean) | 48% | (193) | 39% | (155) | 10% | (39) | 2% | (7) | 1% | (5) | 400 |
| PID/Gender: Dem Men | 47% | (111) | 41% | (99) | 10% | (24) | 1% | (3) | 1% | (1) | 238 |
| PID/Gender: Dem Women | 47% | (112) | 38% | (90) | 10% | (24) | 4% | (10) | 1% | (3) | 240 |
| PID/Gender: Ind Men | 39% | (92) | 43% | (103) | 13% | (30) | 4% | (10) | 2% | (4) | 239 |
| PID/Gender: Ind Women | 48% | (158) | 37% | (123) | 8% | (27) | 4% | (13) | 3% | (11) | 331 |
| PID/Gender: Rep Men | 44% | (94) | 43% | (91) | 11% | (23) | 1% | (3) | — | (1) | 212 |
| PID/Gender: Rep Women | 53% | (99) | 34% | (65) | 9% | (16) | 2% | (4) | 2% | (4) | 188 |
| Ideo: Liberal (1-3) | 48% | (240) | 39% | (192) | 11% | (57) | 1% | (7) | 1% | (3) | 499 |
| Ideo: Moderate (4) | 49% | (154) | 39% | (122) | 8% | (26) | 2% | (7) | 2% | (6) | 316 |
| Ideo: Conservative (5-7) | 42% | (185) | 42% | (187) | 11% | (48) | 4% | (16) | 1% | (6) | 442 |
| Educ: < College | 49% | (458) | 37% | (345) | 9% | (82) | 3% | (32) | 2% | (22) | 940 |
| Educ: Bachelors degree | 42% | (138) | 46% | (152) | 9% | (31) | 2% | (8) | — | (1) | 330 |
| Educ: Post-grad | 40% | (71) | 41% | (73) | 17% | (31) | 1% | (2) | — | (1) | 178 |

Continued on next page

Table BR16_1: When it comes to your current streaming service, how satisfied are you with each of the following?

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-----------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 46% (667) | 39% (571) | 10% (144) | 3% (42) | 2% (24) | 1448 |
| Income: Under 50k | 49% (384) | 35% (274) | 9% (73) | 4% (28) | 3% (22) | 781 |
| Income: 50k-100k | 45% (206) | 42% (194) | 11% (50) | 2% (9) | — (0) | 460 |
| Income: 100k+ | 37% (77) | 50% (103) | 10% (21) | 3% (5) | 1% (2) | 208 |
| Ethnicity: White | 45% (507) | 41% (468) | 10% (116) | 3% (30) | 2% (17) | 1138 |
| Ethnicity: Hispanic | 51% (132) | 32% (81) | 10% (25) | 4% (11) | 3% (7) | 257 |
| Ethnicity: Afr. Am. | 51% (91) | 34% (61) | 10% (18) | 4% (7) | 2% (3) | 180 |
| Ethnicity: Other | 52% (68) | 32% (42) | 8% (10) | 4% (5) | 3% (4) | 130 |
| Relig: Protestant | 42% (134) | 42% (133) | 13% (42) | 2% (7) | 1% (3) | 318 |
| Relig: Roman Catholic | 41% (113) | 45% (124) | 10% (28) | 3% (8) | — (1) | 274 |
| Relig: Ath./Agn./None | 49% (228) | 37% (173) | 7% (34) | 4% (17) | 4% (17) | 470 |
| Relig: Something Else | 45% (101) | 41% (92) | 10% (22) | 3% (7) | 1% (3) | 225 |
| Relig: Jewish | 35% (12) | 52% (17) | 9% (3) | — (0) | 4% (1) | 33 |
| Relig: Evangelical | 49% (188) | 35% (133) | 13% (48) | 3% (10) | 1% (4) | 384 |
| Relig: Non-Evang. Catholics | 40% (149) | 46% (171) | 11% (40) | 2% (8) | — (1) | 368 |
| Relig: All Christian | 45% (337) | 40% (304) | 12% (88) | 2% (18) | 1% (5) | 752 |
| Relig: All Non-Christian | 47% (329) | 38% (265) | 8% (56) | 3% (24) | 3% (20) | 695 |
| Community: Urban | 49% (178) | 37% (136) | 9% (33) | 3% (12) | 2% (6) | 365 |
| Community: Suburban | 46% (321) | 40% (277) | 10% (69) | 3% (18) | 2% (11) | 696 |
| Community: Rural | 43% (168) | 41% (157) | 11% (43) | 3% (12) | 2% (7) | 387 |
| Employ: Private Sector | 47% (229) | 41% (195) | 9% (42) | 3% (13) | 1% (3) | 482 |
| Employ: Government | 44% (53) | 41% (49) | 13% (15) | — (1) | 1% (2) | 119 |
| Employ: Self-Employed | 40% (48) | 42% (52) | 13% (16) | 5% (6) | — (0) | 122 |
| Employ: Homemaker | 60% (71) | 30% (35) | 3% (3) | 5% (6) | 3% (3) | 118 |
| Employ: Student | 53% (39) | 37% (27) | 5% (4) | 2% (1) | 3% (2) | 73 |
| Employ: Retired | 39% (105) | 44% (119) | 14% (37) | 3% (8) | 1% (2) | 270 |
| Employ: Unemployed | 45% (61) | 36% (50) | 11% (16) | 2% (3) | 5% (8) | 138 |
| Employ: Other | 49% (62) | 35% (43) | 9% (11) | 3% (4) | 4% (5) | 125 |
| Military HH: Yes | 41% (109) | 41% (110) | 12% (32) | 4% (9) | 1% (4) | 264 |
| Military HH: No | 47% (558) | 39% (461) | 9% (112) | 3% (33) | 2% (21) | 1184 |

Continued on next page

Table BR16_1: When it comes to your current streaming service, how satisfied are you with each of the following?
 Cost

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 46% (667) | 39% (571) | 10% (144) | 3% (42) | 2% (24) | 1448 |
| RD/WT: Right Direction | 48% (266) | 38% (212) | 10% (53) | 3% (19) | 1% (5) | 555 |
| RD/WT: Wrong Track | 45% (401) | 40% (359) | 10% (91) | 3% (23) | 2% (19) | 893 |
| Trump Job Approve | 49% (282) | 39% (224) | 9% (54) | 2% (13) | 1% (5) | 578 |
| Trump Job Disapprove | 45% (354) | 40% (316) | 10% (83) | 3% (23) | 2% (16) | 792 |
| Trump Job Strongly Approve | 50% (141) | 41% (114) | 7% (19) | 2% (5) | 1% (3) | 282 |
| Trump Job Somewhat Approve | 48% (141) | 37% (110) | 12% (34) | 3% (9) | 1% (3) | 296 |
| Trump Job Somewhat Disapprove | 35% (71) | 48% (99) | 13% (26) | 2% (4) | 2% (5) | 204 |
| Trump Job Strongly Disapprove | 48% (283) | 37% (217) | 10% (57) | 3% (19) | 2% (11) | 587 |
| #1 Issue: Economy | 49% (205) | 37% (154) | 10% (44) | 3% (14) | 1% (5) | 421 |
| #1 Issue: Security | 47% (134) | 41% (115) | 10% (28) | 2% (5) | 1% (2) | 283 |
| #1 Issue: Health Care | 38% (89) | 47% (109) | 12% (27) | 2% (5) | 1% (3) | 234 |
| #1 Issue: Medicare / Social Security | 38% (61) | 46% (74) | 11% (17) | 4% (6) | 2% (4) | 163 |
| #1 Issue: Women's Issues | 49% (32) | 31% (21) | 10% (7) | 4% (3) | 5% (4) | 66 |
| #1 Issue: Education | 57% (80) | 33% (47) | 6% (9) | 3% (4) | — (0) | 141 |
| #1 Issue: Energy | 50% (26) | 44% (23) | 6% (3) | — (0) | — (0) | 52 |
| #1 Issue: Other | 45% (40) | 31% (27) | 11% (9) | 5% (5) | 8% (7) | 88 |
| 2016 Vote: Democrat Hillary Clinton | 45% (215) | 41% (194) | 10% (48) | 3% (13) | 1% (3) | 474 |
| 2016 Vote: Republican Donald Trump | 44% (200) | 41% (188) | 10% (47) | 4% (16) | 1% (5) | 457 |
| 2016 Vote: Someone else | 46% (73) | 42% (66) | 9% (14) | 2% (4) | — (0) | 156 |
| Voted in 2014: Yes | 44% (414) | 41% (387) | 10% (96) | 3% (30) | 1% (8) | 934 |
| Voted in 2014: No | 49% (253) | 36% (184) | 9% (48) | 2% (12) | 3% (17) | 514 |
| 2012 Vote: Barack Obama | 47% (275) | 38% (221) | 9% (54) | 4% (22) | 1% (8) | 581 |
| 2012 Vote: Mitt Romney | 39% (137) | 45% (156) | 12% (41) | 3% (9) | 1% (3) | 347 |
| 2012 Vote: Other | 40% (30) | 44% (33) | 10% (8) | 5% (3) | — (0) | 73 |
| 2012 Vote: Didn't Vote | 50% (225) | 36% (161) | 9% (41) | 2% (8) | 3% (13) | 448 |
| 4-Region: Northeast | 42% (110) | 43% (111) | 9% (24) | 3% (8) | 3% (8) | 260 |
| 4-Region: Midwest | 45% (134) | 40% (122) | 11% (33) | 2% (7) | 2% (6) | 302 |
| 4-Region: South | 47% (251) | 39% (207) | 10% (52) | 3% (17) | 1% (5) | 532 |
| 4-Region: West | 49% (172) | 37% (130) | 10% (35) | 3% (10) | 2% (6) | 354 |

Continued on next page

Table BR16_1: When it comes to your current streaming service, how satisfied are you with each of the following?

Cost

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|-------------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 46% | (667) | 39% | (571) | 10% | (144) | 3% | (42) | 2% | (24) | 1448 |
| Favorable of Trump | 48% | (272) | 39% | (219) | 9% | (52) | 3% | (18) | 1% | (6) | 566 |
| Unfavorable of Trump | 45% | (358) | 40% | (316) | 10% | (80) | 3% | (22) | 2% | (13) | 790 |
| Very Favorable of Trump | 52% | (161) | 37% | (116) | 8% | (23) | 2% | (6) | 1% | (3) | 309 |
| Somewhat Favorable of Trump | 43% | (111) | 40% | (103) | 11% | (29) | 5% | (12) | 1% | (3) | 258 |
| Somewhat Unfavorable of Trump | 42% | (71) | 45% | (76) | 12% | (20) | 1% | (2) | — | (1) | 169 |
| Very Unfavorable of Trump | 46% | (287) | 39% | (240) | 10% | (60) | 3% | (21) | 2% | (12) | 621 |

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

Table BR16_4: When it comes to your current streaming service, how satisfied are you with each of the following?
Amount of content

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------|----------------|-------|--------------------|-------|-----------------------|-------|-------------------|------|-------------------------|------|---------|
| Adults | 48% | (698) | 40% | (577) | 8% | (123) | 2% | (31) | 1% | (19) | 1448 |
| Gender: Male | 48% | (331) | 40% | (276) | 10% | (66) | 2% | (11) | 1% | (4) | 689 |
| Gender: Female | 48% | (367) | 40% | (300) | 7% | (57) | 3% | (20) | 2% | (16) | 759 |
| Age: 18-29 | 54% | (196) | 33% | (120) | 9% | (33) | 3% | (10) | 2% | (6) | 365 |
| Age: 30-44 | 49% | (207) | 37% | (156) | 8% | (35) | 3% | (14) | 1% | (6) | 418 |
| Age: 45-54 | 42% | (105) | 49% | (120) | 8% | (19) | 1% | (2) | — | (0) | 246 |
| Age: 55-64 | 47% | (97) | 40% | (84) | 10% | (20) | 1% | (3) | 2% | (3) | 207 |
| Age: 65+ | 44% | (94) | 46% | (97) | 7% | (15) | 1% | (2) | 2% | (4) | 211 |
| Generation Z: 18-21 | 57% | (71) | 33% | (41) | 4% | (5) | 4% | (5) | 2% | (2) | 125 |
| Millennial: Age 22-37 | 52% | (244) | 34% | (160) | 10% | (48) | 3% | (16) | 1% | (3) | 472 |
| Generation X: Age 38-53 | 44% | (183) | 45% | (186) | 8% | (33) | 1% | (6) | 1% | (6) | 414 |
| Boomers: Age 54-72 | 45% | (172) | 43% | (164) | 9% | (34) | 1% | (5) | 2% | (7) | 381 |
| PID: Dem (no lean) | 51% | (242) | 39% | (187) | 7% | (35) | 2% | (11) | 1% | (3) | 478 |
| PID: Ind (no lean) | 44% | (250) | 41% | (233) | 10% | (60) | 3% | (18) | 2% | (10) | 570 |
| PID: Rep (no lean) | 52% | (207) | 39% | (157) | 7% | (28) | 1% | (3) | 1% | (6) | 400 |
| PID/Gender: Dem Men | 54% | (129) | 38% | (90) | 8% | (18) | 1% | (2) | — | (0) | 238 |
| PID/Gender: Dem Women | 47% | (114) | 40% | (97) | 7% | (17) | 4% | (9) | 1% | (3) | 240 |
| PID/Gender: Ind Men | 41% | (98) | 41% | (99) | 13% | (31) | 3% | (8) | 1% | (3) | 239 |
| PID/Gender: Ind Women | 46% | (152) | 41% | (135) | 9% | (28) | 3% | (9) | 2% | (8) | 331 |
| PID/Gender: Rep Men | 49% | (105) | 42% | (88) | 8% | (17) | — | (1) | — | (1) | 212 |
| PID/Gender: Rep Women | 54% | (102) | 37% | (69) | 6% | (11) | 1% | (2) | 3% | (5) | 188 |
| Ideo: Liberal (1-3) | 52% | (262) | 37% | (183) | 9% | (46) | 1% | (6) | — | (2) | 499 |
| Ideo: Moderate (4) | 47% | (149) | 43% | (136) | 7% | (22) | 2% | (5) | 1% | (4) | 316 |
| Ideo: Conservative (5-7) | 46% | (204) | 41% | (180) | 9% | (38) | 3% | (12) | 2% | (8) | 442 |
| Educ: < College | 51% | (481) | 37% | (351) | 7% | (69) | 2% | (22) | 2% | (17) | 940 |
| Educ: Bachelors degree | 44% | (147) | 45% | (147) | 9% | (30) | 2% | (6) | — | (1) | 330 |
| Educ: Post-grad | 40% | (71) | 44% | (78) | 14% | (24) | 2% | (4) | 1% | (1) | 178 |

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Table BR16_4: When it comes to your current streaming service, how satisfied are you with each of the following?
Amount of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-----------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 48% (698) | 40% (577) | 8% (123) | 2% (31) | 1% (19) | 1448 |
| Income: Under 50k | 50% (388) | 37% (286) | 9% (72) | 2% (19) | 2% (15) | 781 |
| Income: 50k-100k | 51% (234) | 40% (184) | 7% (33) | 2% (7) | — (1) | 460 |
| Income: 100k+ | 37% (76) | 51% (106) | 9% (18) | 2% (5) | 1% (3) | 208 |
| Ethnicity: White | 46% (529) | 42% (475) | 9% (100) | 2% (22) | 1% (11) | 1138 |
| Ethnicity: Hispanic | 52% (133) | 35% (91) | 8% (20) | 3% (9) | 1% (3) | 257 |
| Ethnicity: Afr. Am. | 58% (104) | 30% (54) | 6% (12) | 4% (7) | 2% (4) | 180 |
| Ethnicity: Other | 50% (65) | 36% (47) | 9% (11) | 2% (2) | 3% (4) | 130 |
| Relig: Protestant | 45% (143) | 44% (140) | 8% (26) | 2% (5) | 1% (4) | 318 |
| Relig: Roman Catholic | 44% (121) | 47% (129) | 7% (19) | 1% (4) | — (1) | 274 |
| Relig: Ath./Agn./None | 51% (238) | 34% (158) | 10% (47) | 3% (16) | 2% (10) | 470 |
| Relig: Something Else | 48% (109) | 41% (91) | 8% (18) | 2% (4) | 1% (2) | 225 |
| Relig: Jewish | 40% (13) | 47% (16) | 9% (3) | — (0) | 4% (1) | 33 |
| Relig: Evangelical | 48% (184) | 42% (159) | 7% (29) | 1% (5) | 1% (6) | 384 |
| Relig: Non-Evang. Catholics | 45% (164) | 46% (168) | 8% (29) | 1% (6) | — (1) | 368 |
| Relig: All Christian | 46% (349) | 44% (328) | 8% (58) | 1% (11) | 1% (6) | 752 |
| Relig: All Non-Christian | 50% (347) | 36% (249) | 9% (65) | 3% (20) | 2% (13) | 695 |
| Community: Urban | 52% (190) | 36% (131) | 9% (31) | 2% (7) | 2% (6) | 365 |
| Community: Suburban | 46% (323) | 41% (287) | 9% (64) | 2% (16) | 1% (5) | 696 |
| Community: Rural | 48% (185) | 41% (159) | 7% (28) | 2% (8) | 2% (8) | 387 |
| Employ: Private Sector | 50% (241) | 40% (192) | 8% (38) | 2% (11) | — (1) | 482 |
| Employ: Government | 33% (39) | 46% (55) | 19% (22) | 1% (1) | 2% (2) | 119 |
| Employ: Self-Employed | 48% (59) | 37% (45) | 11% (13) | 4% (5) | — (0) | 122 |
| Employ: Homemaker | 53% (62) | 36% (43) | 4% (4) | 4% (5) | 3% (4) | 118 |
| Employ: Student | 57% (42) | 34% (25) | 3% (2) | 2% (2) | 3% (2) | 73 |
| Employ: Retired | 44% (118) | 45% (120) | 10% (26) | 1% (2) | 1% (4) | 270 |
| Employ: Unemployed | 51% (70) | 38% (53) | 8% (11) | 2% (3) | 1% (1) | 138 |
| Employ: Other | 53% (66) | 36% (45) | 6% (7) | 2% (2) | 4% (5) | 125 |
| Military HH: Yes | 46% (123) | 41% (108) | 8% (21) | 4% (11) | 1% (2) | 264 |
| Military HH: No | 49% (576) | 40% (469) | 9% (102) | 2% (20) | 1% (17) | 1184 |

Continued on next page

Table BR16_4: When it comes to your current streaming service, how satisfied are you with each of the following?
Amount of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 48% (698) | 40% (577) | 8% (123) | 2% (31) | 1% (19) | 1448 |
| RD/WT: Right Direction | 51% (281) | 40% (219) | 7% (37) | 2% (13) | 1% (6) | 555 |
| RD/WT: Wrong Track | 47% (418) | 40% (357) | 10% (86) | 2% (19) | 2% (14) | 893 |
| Trump Job Approve | 49% (285) | 41% (238) | 7% (41) | 1% (8) | 1% (6) | 578 |
| Trump Job Disapprove | 48% (379) | 39% (308) | 10% (77) | 2% (17) | 1% (10) | 792 |
| Trump Job Strongly Approve | 53% (149) | 40% (112) | 6% (16) | 1% (2) | 1% (4) | 282 |
| Trump Job Somewhat Approve | 46% (136) | 43% (126) | 9% (25) | 2% (6) | 1% (3) | 296 |
| Trump Job Somewhat Disapprove | 47% (97) | 41% (83) | 11% (23) | 1% (1) | — (1) | 204 |
| Trump Job Strongly Disapprove | 48% (282) | 38% (226) | 9% (55) | 3% (16) | 2% (9) | 587 |
| #1 Issue: Economy | 49% (205) | 39% (164) | 9% (40) | 2% (9) | 1% (3) | 421 |
| #1 Issue: Security | 48% (137) | 44% (126) | 6% (16) | 1% (3) | 1% (2) | 283 |
| #1 Issue: Health Care | 43% (101) | 44% (104) | 10% (23) | 1% (3) | 2% (4) | 234 |
| #1 Issue: Medicare / Social Security | 43% (70) | 44% (71) | 6% (10) | 4% (6) | 3% (5) | 163 |
| #1 Issue: Women's Issues | 55% (36) | 28% (18) | 11% (7) | 4% (2) | 3% (2) | 66 |
| #1 Issue: Education | 54% (76) | 32% (46) | 9% (13) | 4% (6) | — (0) | 141 |
| #1 Issue: Energy | 54% (28) | 34% (18) | 11% (6) | 1% (1) | — (0) | 52 |
| #1 Issue: Other | 51% (45) | 34% (30) | 9% (8) | 2% (1) | 4% (3) | 88 |
| 2016 Vote: Democrat Hillary Clinton | 49% (232) | 39% (186) | 9% (42) | 2% (9) | 1% (4) | 474 |
| 2016 Vote: Republican Donald Trump | 45% (208) | 43% (195) | 8% (37) | 3% (12) | 1% (6) | 457 |
| 2016 Vote: Someone else | 48% (75) | 43% (68) | 8% (13) | 1% (1) | — (0) | 156 |
| Voted in 2014: Yes | 46% (433) | 42% (390) | 9% (82) | 2% (21) | 1% (9) | 934 |
| Voted in 2014: No | 52% (265) | 36% (187) | 8% (41) | 2% (10) | 2% (10) | 514 |
| 2012 Vote: Barack Obama | 49% (282) | 38% (223) | 10% (57) | 2% (14) | 1% (5) | 581 |
| 2012 Vote: Mitt Romney | 43% (149) | 47% (163) | 7% (26) | 1% (4) | 1% (4) | 347 |
| 2012 Vote: Other | 41% (30) | 41% (30) | 13% (10) | 5% (3) | 1% (1) | 73 |
| 2012 Vote: Didn't Vote | 53% (237) | 36% (160) | 7% (31) | 2% (10) | 2% (10) | 448 |
| 4-Region: Northeast | 40% (105) | 47% (121) | 9% (22) | 2% (4) | 3% (8) | 260 |
| 4-Region: Midwest | 51% (152) | 37% (112) | 9% (28) | 2% (7) | 1% (3) | 302 |
| 4-Region: South | 51% (273) | 38% (204) | 7% (39) | 2% (11) | 1% (6) | 532 |
| 4-Region: West | 47% (168) | 40% (140) | 10% (34) | 2% (9) | 1% (4) | 354 |

Continued on next page

Table BR16_4: When it comes to your current streaming service, how satisfied are you with each of the following?
Amount of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 48% (698) | 40% (577) | 8% (123) | 2% (31) | 1% (19) | 1448 |
| Favorable of Trump | 49% (280) | 41% (229) | 7% (39) | 2% (12) | 1% (6) | 566 |
| Unfavorable of Trump | 47% (374) | 40% (314) | 10% (77) | 2% (18) | 1% (7) | 790 |
| Very Favorable of Trump | 55% (171) | 37% (114) | 6% (17) | 1% (3) | 1% (4) | 309 |
| Somewhat Favorable of Trump | 42% (109) | 45% (115) | 9% (22) | 3% (9) | 1% (3) | 258 |
| Somewhat Unfavorable of Trump | 50% (85) | 38% (65) | 11% (18) | 1% (1) | — (0) | 169 |
| Very Unfavorable of Trump | 47% (289) | 40% (249) | 9% (58) | 3% (17) | 1% (7) | 621 |

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

Table BR16_5: *When it comes to your current streaming service, how satisfied are you with each of the following?*
Quality of content

| Demographic | Very satisfied | | Somewhat satisfied | | Somewhat dissatisfied | | Very dissatisfied | | Don't know / No Opinion | | Total N |
|--------------------------|----------------|-------|--------------------|-------|-----------------------|------|-------------------|------|-------------------------|------|---------|
| Adults | 54% | (784) | 37% | (542) | 5% | (71) | 2% | (27) | 2% | (24) | 1448 |
| Gender: Male | 52% | (361) | 39% | (270) | 6% | (39) | 2% | (11) | 1% | (7) | 689 |
| Gender: Female | 56% | (423) | 36% | (273) | 4% | (32) | 2% | (16) | 2% | (16) | 759 |
| Age: 18-29 | 63% | (229) | 28% | (103) | 4% | (14) | 3% | (11) | 2% | (7) | 365 |
| Age: 30-44 | 56% | (232) | 35% | (148) | 5% | (22) | 3% | (11) | 1% | (6) | 418 |
| Age: 45-54 | 49% | (122) | 43% | (106) | 7% | (17) | — | (0) | 1% | (1) | 246 |
| Age: 55-64 | 49% | (102) | 43% | (89) | 5% | (10) | 1% | (3) | 2% | (3) | 207 |
| Age: 65+ | 46% | (98) | 45% | (96) | 4% | (8) | 1% | (3) | 3% | (6) | 211 |
| Generation Z: 18-21 | 70% | (87) | 18% | (23) | 6% | (8) | 3% | (4) | 3% | (3) | 125 |
| Millennial: Age 22-37 | 60% | (281) | 32% | (151) | 5% | (21) | 3% | (15) | 1% | (4) | 472 |
| Generation X: Age 38-53 | 50% | (206) | 42% | (175) | 5% | (22) | 1% | (3) | 2% | (7) | 414 |
| Boomers: Age 54-72 | 47% | (180) | 44% | (169) | 5% | (19) | 2% | (6) | 2% | (8) | 381 |
| PID: Dem (no lean) | 57% | (271) | 37% | (177) | 4% | (19) | 1% | (5) | 1% | (5) | 478 |
| PID: Ind (no lean) | 53% | (301) | 37% | (210) | 5% | (30) | 3% | (19) | 2% | (10) | 570 |
| PID: Rep (no lean) | 53% | (211) | 39% | (155) | 6% | (22) | 1% | (3) | 2% | (8) | 400 |
| PID/Gender: Dem Men | 57% | (136) | 38% | (91) | 3% | (8) | — | (1) | 1% | (2) | 238 |
| PID/Gender: Dem Women | 56% | (135) | 36% | (87) | 4% | (11) | 2% | (5) | 1% | (3) | 240 |
| PID/Gender: Ind Men | 48% | (114) | 40% | (96) | 7% | (17) | 3% | (8) | 1% | (3) | 239 |
| PID/Gender: Ind Women | 56% | (187) | 34% | (114) | 4% | (12) | 3% | (11) | 2% | (8) | 331 |
| PID/Gender: Rep Men | 52% | (111) | 39% | (82) | 6% | (14) | 1% | (2) | 1% | (3) | 212 |
| PID/Gender: Rep Women | 54% | (101) | 39% | (73) | 4% | (8) | — | (1) | 3% | (5) | 188 |
| Ideo: Liberal (1-3) | 59% | (295) | 34% | (172) | 4% | (22) | 1% | (6) | 1% | (4) | 499 |
| Ideo: Moderate (4) | 55% | (173) | 39% | (122) | 4% | (12) | 1% | (4) | 2% | (6) | 316 |
| Ideo: Conservative (5-7) | 48% | (214) | 42% | (184) | 6% | (26) | 2% | (9) | 2% | (8) | 442 |
| Educ: < College | 58% | (545) | 34% | (318) | 4% | (39) | 2% | (19) | 2% | (21) | 940 |
| Educ: Bachelors degree | 47% | (157) | 44% | (147) | 7% | (23) | 1% | (3) | — | (1) | 330 |
| Educ: Post-grad | 46% | (82) | 44% | (78) | 6% | (10) | 3% | (6) | 1% | (2) | 178 |

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Table BR16_5: When it comes to your current streaming service, how satisfied are you with each of the following?
Quality of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-----------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 54% (784) | 37% (542) | 5% (71) | 2% (27) | 2% (24) | 1448 |
| Income: Under 50k | 57% (445) | 33% (261) | 5% (38) | 2% (19) | 2% (18) | 781 |
| Income: 50k-100k | 54% (250) | 40% (184) | 4% (17) | 1% (5) | 1% (3) | 460 |
| Income: 100k+ | 43% (89) | 47% (97) | 8% (16) | 1% (3) | 1% (3) | 208 |
| Ethnicity: White | 52% (595) | 39% (449) | 5% (60) | 2% (21) | 1% (14) | 1138 |
| Ethnicity: Hispanic | 58% (149) | 33% (86) | 3% (8) | 4% (11) | 1% (3) | 257 |
| Ethnicity: Afr. Am. | 62% (112) | 28% (50) | 3% (6) | 3% (6) | 3% (6) | 180 |
| Ethnicity: Other | 60% (77) | 33% (43) | 4% (5) | 1% (1) | 3% (4) | 130 |
| Relig: Protestant | 46% (147) | 47% (149) | 5% (16) | 1% (3) | 1% (4) | 318 |
| Relig: Roman Catholic | 53% (146) | 41% (113) | 4% (12) | 1% (2) | 1% (2) | 274 |
| Relig: Ath./Agn./None | 55% (261) | 34% (158) | 5% (26) | 3% (13) | 3% (13) | 470 |
| Relig: Something Else | 57% (128) | 35% (78) | 5% (11) | 3% (6) | 1% (3) | 225 |
| Relig: Jewish | 49% (16) | 34% (11) | 13% (4) | — (0) | 4% (1) | 33 |
| Relig: Evangelical | 55% (211) | 36% (140) | 5% (17) | 2% (8) | 2% (7) | 384 |
| Relig: Non-Evang. Catholics | 50% (184) | 45% (167) | 4% (16) | — (1) | — (1) | 368 |
| Relig: All Christian | 53% (395) | 41% (307) | 4% (33) | 1% (9) | 1% (8) | 752 |
| Relig: All Non-Christian | 56% (388) | 34% (235) | 5% (36) | 3% (19) | 2% (16) | 695 |
| Community: Urban | 59% (216) | 34% (125) | 5% (16) | 1% (2) | 2% (6) | 365 |
| Community: Suburban | 52% (364) | 39% (272) | 5% (35) | 2% (16) | 1% (8) | 696 |
| Community: Rural | 53% (204) | 37% (145) | 5% (20) | 2% (9) | 3% (10) | 387 |
| Employ: Private Sector | 56% (270) | 37% (178) | 5% (23) | 2% (10) | — (1) | 482 |
| Employ: Government | 42% (50) | 47% (56) | 6% (7) | 3% (4) | 2% (2) | 119 |
| Employ: Self-Employed | 49% (59) | 46% (56) | 2% (3) | 2% (2) | 1% (1) | 122 |
| Employ: Homemaker | 64% (75) | 28% (33) | 2% (3) | 3% (3) | 3% (4) | 118 |
| Employ: Student | 62% (45) | 24% (18) | 7% (5) | 3% (2) | 4% (3) | 73 |
| Employ: Retired | 46% (124) | 46% (123) | 5% (13) | 1% (4) | 2% (6) | 270 |
| Employ: Unemployed | 59% (82) | 32% (43) | 8% (11) | — (0) | 1% (2) | 138 |
| Employ: Other | 62% (77) | 28% (35) | 5% (6) | 1% (2) | 4% (5) | 125 |
| Military HH: Yes | 51% (135) | 39% (102) | 5% (12) | 4% (11) | 2% (4) | 264 |
| Military HH: No | 55% (649) | 37% (441) | 5% (59) | 1% (16) | 2% (20) | 1184 |

Continued on next page

Table BR16_5: When it comes to your current streaming service, how satisfied are you with each of the following?
Quality of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 54% (784) | 37% (542) | 5% (71) | 2% (27) | 2% (24) | 1448 |
| RD/WT: Right Direction | 55% (305) | 36% (201) | 5% (26) | 3% (15) | 2% (9) | 555 |
| RD/WT: Wrong Track | 54% (479) | 38% (342) | 5% (45) | 1% (12) | 2% (15) | 893 |
| Trump Job Approve | 53% (309) | 38% (222) | 6% (34) | 1% (5) | 2% (9) | 578 |
| Trump Job Disapprove | 55% (436) | 37% (294) | 4% (35) | 2% (15) | 1% (12) | 792 |
| Trump Job Strongly Approve | 58% (163) | 35% (99) | 5% (14) | — (1) | 2% (5) | 282 |
| Trump Job Somewhat Approve | 49% (146) | 41% (123) | 7% (20) | 1% (4) | 1% (4) | 296 |
| Trump Job Somewhat Disapprove | 53% (108) | 40% (82) | 5% (11) | 1% (3) | — (1) | 204 |
| Trump Job Strongly Disapprove | 56% (328) | 36% (212) | 4% (24) | 2% (12) | 2% (11) | 587 |
| #1 Issue: Economy | 54% (227) | 37% (157) | 5% (22) | 2% (9) | 1% (5) | 421 |
| #1 Issue: Security | 52% (148) | 41% (116) | 6% (16) | — (1) | 1% (3) | 283 |
| #1 Issue: Health Care | 51% (119) | 42% (97) | 4% (9) | 2% (4) | 2% (4) | 234 |
| #1 Issue: Medicare / Social Security | 49% (79) | 41% (67) | 4% (7) | 3% (4) | 3% (5) | 163 |
| #1 Issue: Women's Issues | 60% (40) | 31% (21) | 4% (2) | 2% (1) | 3% (2) | 66 |
| #1 Issue: Education | 62% (87) | 30% (42) | 5% (7) | 3% (4) | 1% (1) | 141 |
| #1 Issue: Energy | 69% (36) | 24% (12) | 3% (2) | 4% (2) | — (0) | 52 |
| #1 Issue: Other | 55% (48) | 34% (30) | 5% (4) | 1% (1) | 5% (4) | 88 |
| 2016 Vote: Democrat Hillary Clinton | 54% (258) | 39% (184) | 4% (18) | 2% (8) | 1% (6) | 474 |
| 2016 Vote: Republican Donald Trump | 49% (224) | 41% (189) | 6% (28) | 2% (9) | 2% (7) | 457 |
| 2016 Vote: Someone else | 51% (80) | 38% (60) | 7% (11) | 4% (6) | — (0) | 156 |
| Voted in 2014: Yes | 51% (475) | 41% (382) | 5% (48) | 2% (18) | 1% (12) | 934 |
| Voted in 2014: No | 60% (308) | 31% (161) | 5% (23) | 2% (9) | 2% (12) | 514 |
| 2012 Vote: Barack Obama | 55% (319) | 36% (211) | 5% (29) | 3% (16) | 1% (7) | 581 |
| 2012 Vote: Mitt Romney | 44% (154) | 48% (165) | 6% (20) | — (1) | 2% (6) | 347 |
| 2012 Vote: Other | 44% (32) | 45% (33) | 8% (6) | 3% (2) | 1% (1) | 73 |
| 2012 Vote: Didn't Vote | 62% (279) | 30% (134) | 4% (16) | 2% (9) | 2% (11) | 448 |
| 4-Region: Northeast | 50% (131) | 39% (103) | 6% (17) | 1% (2) | 3% (8) | 260 |
| 4-Region: Midwest | 57% (173) | 35% (105) | 6% (18) | 1% (4) | 1% (3) | 302 |
| 4-Region: South | 53% (282) | 39% (207) | 4% (23) | 2% (13) | 1% (7) | 532 |
| 4-Region: West | 56% (198) | 36% (128) | 4% (14) | 3% (9) | 1% (5) | 354 |

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Table BR16_5: When it comes to your current streaming service, how satisfied are you with each of the following?
Quality of content

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 54% (784) | 37% (542) | 5% (71) | 2% (27) | 2% (24) | 1448 |
| Favorable of Trump | 53% (299) | 38% (215) | 6% (33) | 2% (10) | 2% (9) | 566 |
| Unfavorable of Trump | 56% (442) | 37% (291) | 4% (34) | 2% (15) | 1% (8) | 790 |
| Very Favorable of Trump | 57% (177) | 34% (104) | 5% (16) | 2% (5) | 2% (6) | 309 |
| Somewhat Favorable of Trump | 47% (122) | 43% (110) | 7% (17) | 2% (5) | 1% (4) | 258 |
| Somewhat Unfavorable of Trump | 60% (101) | 35% (60) | 3% (6) | 1% (2) | — (0) | 169 |
| Very Unfavorable of Trump | 55% (341) | 37% (231) | 4% (28) | 2% (13) | 1% (8) | 621 |

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

Table BR16_6: When it comes to your current streaming service, how satisfied are you with each of the following?
 Speed at which content is delivered (e.g. few to no lags)

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 55% (795) | 35% (511) | 6% (90) | 2% (25) | 2% (26) | 1448 |
| Gender: Male | 56% (387) | 35% (244) | 6% (41) | 2% (11) | 1% (7) | 689 |
| Gender: Female | 54% (409) | 35% (268) | 7% (49) | 2% (14) | 3% (19) | 759 |
| Age: 18-29 | 63% (231) | 27% (98) | 6% (21) | 2% (6) | 2% (8) | 365 |
| Age: 30-44 | 57% (240) | 35% (144) | 4% (16) | 3% (13) | 1% (5) | 418 |
| Age: 45-54 | 50% (122) | 42% (104) | 7% (17) | 1% (1) | 1% (1) | 246 |
| Age: 55-64 | 48% (100) | 40% (83) | 8% (16) | 1% (3) | 3% (5) | 207 |
| Age: 65+ | 48% (102) | 39% (81) | 9% (20) | 1% (2) | 3% (6) | 211 |
| Generation Z: 18-21 | 62% (77) | 29% (37) | 4% (5) | 1% (2) | 4% (5) | 125 |
| Millennial: Age 22-37 | 61% (289) | 29% (139) | 5% (25) | 3% (16) | 1% (3) | 472 |
| Generation X: Age 38-53 | 52% (215) | 40% (165) | 6% (23) | 1% (3) | 2% (7) | 414 |
| Boomers: Age 54-72 | 47% (178) | 41% (157) | 8% (32) | 1% (5) | 3% (10) | 381 |
| PID: Dem (no lean) | 54% (260) | 37% (178) | 5% (25) | 2% (8) | 1% (7) | 478 |
| PID: Ind (no lean) | 53% (303) | 36% (203) | 7% (39) | 3% (15) | 2% (11) | 570 |
| PID: Rep (no lean) | 58% (232) | 32% (129) | 7% (27) | 1% (3) | 2% (8) | 400 |
| PID/Gender: Dem Men | 57% (135) | 39% (92) | 3% (8) | 1% (2) | — (1) | 238 |
| PID/Gender: Dem Women | 52% (125) | 36% (87) | 7% (17) | 2% (6) | 3% (6) | 240 |
| PID/Gender: Ind Men | 55% (130) | 35% (84) | 7% (16) | 3% (6) | 1% (3) | 239 |
| PID/Gender: Ind Women | 52% (172) | 36% (120) | 7% (22) | 3% (9) | 3% (9) | 331 |
| PID/Gender: Rep Men | 57% (121) | 32% (68) | 8% (17) | 1% (3) | 1% (3) | 212 |
| PID/Gender: Rep Women | 59% (111) | 33% (61) | 6% (10) | — (0) | 3% (5) | 188 |
| Ideo: Liberal (1-3) | 59% (293) | 33% (165) | 6% (29) | 1% (5) | 1% (6) | 499 |
| Ideo: Moderate (4) | 52% (164) | 40% (125) | 5% (14) | 2% (5) | 2% (7) | 316 |
| Ideo: Conservative (5-7) | 54% (237) | 35% (153) | 8% (35) | 2% (10) | 2% (7) | 442 |
| Educ: < College | 57% (533) | 33% (309) | 6% (59) | 2% (18) | 2% (22) | 940 |
| Educ: Bachelors degree | 50% (165) | 42% (139) | 6% (19) | 1% (5) | 1% (2) | 330 |
| Educ: Post-grad | 55% (97) | 35% (63) | 7% (13) | 2% (3) | 1% (2) | 178 |

Continued on next page

Table BR16_6: When it comes to your current streaming service, how satisfied are you with each of the following?
Speed at which content is delivered (e.g. few to no lags)

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-----------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 55% (795) | 35% (511) | 6% (90) | 2% (25) | 2% (26) | 1448 |
| Income: Under 50k | 56% (437) | 34% (262) | 6% (45) | 2% (15) | 3% (21) | 781 |
| Income: 50k-100k | 57% (263) | 34% (156) | 7% (32) | 1% (6) | 1% (3) | 460 |
| Income: 100k+ | 46% (95) | 45% (93) | 6% (13) | 2% (4) | 1% (2) | 208 |
| Ethnicity: White | 55% (627) | 36% (405) | 6% (70) | 2% (19) | 1% (17) | 1138 |
| Ethnicity: Hispanic | 61% (156) | 27% (68) | 7% (17) | 4% (11) | 1% (3) | 257 |
| Ethnicity: Afr. Am. | 55% (99) | 36% (65) | 4% (7) | 3% (5) | 2% (4) | 180 |
| Ethnicity: Other | 53% (69) | 32% (41) | 10% (13) | 1% (1) | 4% (5) | 130 |
| Relig: Protestant | 47% (151) | 41% (130) | 9% (29) | 1% (4) | 1% (4) | 318 |
| Relig: Roman Catholic | 55% (151) | 35% (97) | 7% (20) | 1% (4) | 1% (3) | 274 |
| Relig: Ath./Agn./None | 56% (264) | 33% (154) | 5% (25) | 3% (13) | 3% (14) | 470 |
| Relig: Something Else | 57% (127) | 34% (77) | 6% (14) | 2% (4) | 1% (2) | 225 |
| Relig: Jewish | 42% (14) | 50% (17) | 4% (1) | — (0) | 4% (1) | 33 |
| Relig: Evangelical | 56% (213) | 36% (137) | 6% (22) | 1% (5) | 2% (7) | 384 |
| Relig: Non-Evang. Catholics | 52% (191) | 39% (142) | 8% (30) | 1% (3) | — (2) | 368 |
| Relig: All Christian | 54% (404) | 37% (279) | 7% (51) | 1% (8) | 1% (9) | 752 |
| Relig: All Non-Christian | 56% (391) | 33% (231) | 6% (39) | 2% (17) | 2% (17) | 695 |
| Community: Urban | 59% (215) | 31% (113) | 7% (25) | 1% (4) | 2% (7) | 365 |
| Community: Suburban | 54% (376) | 38% (265) | 5% (32) | 2% (14) | 1% (10) | 696 |
| Community: Rural | 53% (205) | 34% (133) | 8% (33) | 2% (8) | 2% (9) | 387 |
| Employ: Private Sector | 59% (284) | 34% (165) | 4% (21) | 2% (11) | — (1) | 482 |
| Employ: Government | 49% (58) | 36% (43) | 9% (11) | 4% (5) | 1% (2) | 119 |
| Employ: Self-Employed | 46% (56) | 45% (54) | 7% (9) | 1% (1) | 1% (1) | 122 |
| Employ: Homemaker | 60% (71) | 32% (37) | 2% (2) | 3% (3) | 4% (4) | 118 |
| Employ: Student | 57% (42) | 27% (20) | 12% (9) | 1% (0) | 3% (2) | 73 |
| Employ: Retired | 48% (130) | 39% (106) | 10% (26) | 1% (2) | 2% (7) | 270 |
| Employ: Unemployed | 60% (83) | 31% (43) | 6% (8) | 1% (1) | 2% (3) | 138 |
| Employ: Other | 56% (70) | 34% (43) | 3% (4) | 1% (1) | 5% (6) | 125 |
| Military HH: Yes | 50% (132) | 36% (96) | 9% (23) | 4% (10) | 1% (4) | 264 |
| Military HH: No | 56% (663) | 35% (415) | 6% (68) | 1% (16) | 2% (22) | 1184 |

Continued on next page

Table BR16_6: When it comes to your current streaming service, how satisfied are you with each of the following?
Speed at which content is delivered (e.g. few to no lags)

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|--------------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 55% (795) | 35% (511) | 6% (90) | 2% (25) | 2% (26) | 1448 |
| RD/WT: Right Direction | 59% (325) | 31% (173) | 6% (35) | 2% (13) | 2% (8) | 555 |
| RD/WT: Wrong Track | 53% (470) | 38% (338) | 6% (55) | 1% (13) | 2% (18) | 893 |
| Trump Job Approve | 58% (337) | 33% (192) | 6% (35) | 1% (5) | 2% (9) | 578 |
| Trump Job Disapprove | 54% (427) | 36% (287) | 6% (50) | 2% (15) | 2% (13) | 792 |
| Trump Job Strongly Approve | 63% (179) | 30% (84) | 5% (13) | — (1) | 2% (5) | 282 |
| Trump Job Somewhat Approve | 53% (158) | 36% (108) | 7% (22) | 2% (4) | 1% (4) | 296 |
| Trump Job Somewhat Disapprove | 52% (106) | 40% (82) | 6% (12) | 2% (4) | — (1) | 204 |
| Trump Job Strongly Disapprove | 55% (321) | 35% (205) | 6% (38) | 2% (10) | 2% (13) | 587 |
| #1 Issue: Economy | 55% (230) | 35% (149) | 6% (25) | 3% (11) | 1% (5) | 421 |
| #1 Issue: Security | 56% (159) | 34% (97) | 7% (20) | 1% (3) | 1% (4) | 283 |
| #1 Issue: Health Care | 53% (123) | 41% (96) | 3% (8) | 1% (2) | 2% (4) | 234 |
| #1 Issue: Medicare / Social Security | 46% (75) | 37% (60) | 11% (18) | 3% (4) | 3% (5) | 163 |
| #1 Issue: Women's Issues | 61% (41) | 27% (18) | 5% (3) | 1% (1) | 5% (4) | 66 |
| #1 Issue: Education | 59% (84) | 32% (45) | 7% (9) | 2% (3) | — (0) | 141 |
| #1 Issue: Energy | 64% (34) | 34% (18) | — (0) | 1% (1) | — (0) | 52 |
| #1 Issue: Other | 56% (50) | 32% (28) | 7% (6) | 1% (1) | 5% (4) | 88 |
| 2016 Vote: Democrat Hillary Clinton | 54% (256) | 36% (173) | 6% (29) | 2% (9) | 1% (7) | 474 |
| 2016 Vote: Republican Donald Trump | 55% (251) | 35% (160) | 6% (29) | 2% (10) | 2% (7) | 457 |
| 2016 Vote: Someone else | 49% (77) | 40% (63) | 9% (14) | 2% (2) | — (0) | 156 |
| Voted in 2014: Yes | 53% (491) | 37% (346) | 7% (65) | 2% (19) | 1% (12) | 934 |
| Voted in 2014: No | 59% (304) | 32% (165) | 5% (25) | 1% (6) | 3% (14) | 514 |
| 2012 Vote: Barack Obama | 55% (317) | 35% (202) | 7% (38) | 3% (17) | 1% (7) | 581 |
| 2012 Vote: Mitt Romney | 52% (180) | 39% (134) | 7% (26) | — (1) | 2% (6) | 347 |
| 2012 Vote: Other | 38% (28) | 50% (37) | 8% (6) | 3% (2) | 1% (1) | 73 |
| 2012 Vote: Didn't Vote | 60% (269) | 31% (139) | 5% (21) | 1% (6) | 3% (13) | 448 |
| 4-Region: Northeast | 48% (125) | 41% (106) | 6% (17) | 2% (4) | 3% (8) | 260 |
| 4-Region: Midwest | 54% (164) | 35% (107) | 8% (24) | 1% (4) | 1% (3) | 302 |
| 4-Region: South | 56% (299) | 34% (183) | 6% (30) | 2% (9) | 2% (11) | 532 |
| 4-Region: West | 58% (207) | 33% (115) | 6% (20) | 2% (9) | 1% (4) | 354 |

Continued on next page

Table BR16_6: When it comes to your current streaming service, how satisfied are you with each of the following?
Speed at which content is delivered (e.g. few to no lags)

| Demographic | Very satisfied | Somewhat satisfied | Somewhat dissatisfied | Very dissatisfied | Don't know / No Opinion | Total N |
|-------------------------------|----------------|--------------------|-----------------------|-------------------|-------------------------|---------|
| Adults | 55% (795) | 35% (511) | 6% (90) | 2% (25) | 2% (26) | 1448 |
| Favorable of Trump | 58% (330) | 32% (183) | 6% (34) | 2% (10) | 2% (9) | 566 |
| Unfavorable of Trump | 54% (425) | 37% (290) | 6% (50) | 2% (14) | 1% (11) | 790 |
| Very Favorable of Trump | 65% (200) | 26% (80) | 7% (21) | — (1) | 2% (6) | 309 |
| Somewhat Favorable of Trump | 50% (130) | 40% (102) | 5% (13) | 3% (9) | 1% (3) | 258 |
| Somewhat Unfavorable of Trump | 53% (90) | 40% (67) | 6% (11) | 1% (2) | — (0) | 169 |
| Very Unfavorable of Trump | 54% (336) | 36% (222) | 6% (39) | 2% (12) | 2% (11) | 621 |

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

Table BR17: Whats more important when thinking about entertainment subscriptions, whether it be cable or online streaming services?

| Demographic | More options, but higher costs | | Fewer options, but lower costs | | Don't know / No Opinion | | Total N |
|--------------------------|-----------------------------------|-------|-----------------------------------|-------|----------------------------|-------|---------|
| Adults | 27% | (588) | 43% | (955) | 30% | (661) | 2203 |
| Gender: Male | 29% | (308) | 44% | (467) | 27% | (288) | 1063 |
| Gender: Female | 25% | (279) | 43% | (488) | 33% | (373) | 1140 |
| Age: 18-29 | 40% | (188) | 32% | (151) | 28% | (133) | 472 |
| Age: 30-44 | 32% | (173) | 38% | (209) | 30% | (160) | 542 |
| Age: 45-54 | 24% | (89) | 46% | (170) | 30% | (113) | 371 |
| Age: 55-64 | 17% | (66) | 51% | (192) | 32% | (123) | 381 |
| Age: 65+ | 17% | (72) | 53% | (233) | 30% | (131) | 437 |
| Generation Z: 18-21 | 43% | (74) | 30% | (51) | 28% | (48) | 173 |
| Millennial: Age 22-37 | 37% | (219) | 36% | (213) | 27% | (162) | 594 |
| Generation X: Age 38-53 | 26% | (152) | 42% | (247) | 32% | (190) | 589 |
| Boomers: Age 54-72 | 16% | (116) | 53% | (378) | 31% | (220) | 714 |
| PID: Dem (no lean) | 29% | (204) | 44% | (308) | 26% | (181) | 693 |
| PID: Ind (no lean) | 25% | (216) | 41% | (360) | 34% | (297) | 873 |
| PID: Rep (no lean) | 26% | (168) | 45% | (287) | 29% | (183) | 637 |
| PID/Gender: Dem Men | 31% | (107) | 43% | (149) | 25% | (87) | 344 |
| PID/Gender: Dem Women | 28% | (97) | 45% | (158) | 27% | (94) | 349 |
| PID/Gender: Ind Men | 25% | (99) | 43% | (167) | 32% | (124) | 389 |
| PID/Gender: Ind Women | 24% | (117) | 40% | (194) | 36% | (173) | 484 |
| PID/Gender: Rep Men | 31% | (103) | 46% | (151) | 23% | (77) | 330 |
| PID/Gender: Rep Women | 21% | (65) | 44% | (136) | 35% | (106) | 307 |
| Ideo: Liberal (1-3) | 31% | (227) | 44% | (324) | 24% | (178) | 730 |
| Ideo: Moderate (4) | 29% | (130) | 46% | (206) | 26% | (115) | 451 |
| Ideo: Conservative (5-7) | 24% | (170) | 46% | (328) | 30% | (209) | 707 |
| Educ: < College | 26% | (391) | 41% | (618) | 33% | (506) | 1514 |
| Educ: Bachelors degree | 28% | (126) | 50% | (221) | 22% | (97) | 444 |
| Educ: Post-grad | 29% | (71) | 47% | (115) | 24% | (58) | 244 |
| Income: Under 50k | 26% | (330) | 42% | (544) | 32% | (410) | 1284 |
| Income: 50k-100k | 27% | (173) | 46% | (296) | 27% | (176) | 645 |
| Income: 100k+ | 31% | (85) | 42% | (116) | 27% | (74) | 274 |

Continued on next page

Table BR17: Whats more important when thinking about entertainment subscriptions, whether it be cable or online streaming services?

| Demographic | More options, but higher costs | | Fewer options, but lower costs | | Don't know / No Opinion | | Total N |
|-----------------------------|-----------------------------------|-------|-----------------------------------|-------|----------------------------|-------|---------|
| | | | | | | | |
| Adults | 27% | (588) | 43% | (955) | 30% | (661) | 2203 |
| Ethnicity: White | 25% | (436) | 44% | (761) | 31% | (527) | 1724 |
| Ethnicity: Hispanic | 35% | (122) | 36% | (126) | 29% | (102) | 350 |
| Ethnicity: Afr. Am. | 33% | (90) | 41% | (112) | 26% | (72) | 275 |
| Ethnicity: Other | 30% | (61) | 40% | (82) | 30% | (61) | 204 |
| Relig: Protestant | 23% | (126) | 52% | (281) | 25% | (137) | 543 |
| Relig: Roman Catholic | 25% | (107) | 50% | (212) | 24% | (101) | 420 |
| Relig: Ath./Agn./None | 27% | (181) | 36% | (245) | 38% | (257) | 684 |
| Relig: Something Else | 32% | (101) | 40% | (128) | 28% | (90) | 319 |
| Relig: Jewish | 24% | (12) | 42% | (20) | 34% | (16) | 48 |
| Relig: Evangelical | 26% | (160) | 47% | (285) | 27% | (163) | 608 |
| Relig: Non-Evang. Catholics | 24% | (144) | 50% | (294) | 26% | (151) | 589 |
| Relig: All Christian | 25% | (304) | 48% | (580) | 26% | (314) | 1198 |
| Relig: All Non-Christian | 28% | (282) | 37% | (373) | 35% | (347) | 1002 |
| Community: Urban | 27% | (156) | 42% | (239) | 31% | (178) | 573 |
| Community: Suburban | 26% | (258) | 47% | (458) | 27% | (266) | 982 |
| Community: Rural | 27% | (174) | 40% | (258) | 33% | (217) | 648 |
| Employ: Private Sector | 30% | (204) | 47% | (316) | 23% | (157) | 677 |
| Employ: Government | 33% | (49) | 40% | (58) | 27% | (39) | 145 |
| Employ: Self-Employed | 34% | (63) | 44% | (81) | 23% | (42) | 186 |
| Employ: Homemaker | 31% | (55) | 37% | (66) | 32% | (58) | 179 |
| Employ: Student | 41% | (39) | 30% | (29) | 30% | (29) | 97 |
| Employ: Retired | 16% | (79) | 51% | (261) | 33% | (171) | 511 |
| Employ: Unemployed | 21% | (45) | 39% | (84) | 40% | (86) | 216 |
| Employ: Other | 28% | (53) | 32% | (60) | 41% | (78) | 192 |
| Military HH: Yes | 26% | (112) | 43% | (186) | 31% | (136) | 433 |
| Military HH: No | 27% | (476) | 43% | (769) | 30% | (525) | 1770 |
| RD/WT: Right Direction | 26% | (237) | 44% | (403) | 29% | (267) | 907 |
| RD/WT: Wrong Track | 27% | (351) | 43% | (552) | 30% | (393) | 1296 |
| Trump Job Approve | 27% | (248) | 46% | (427) | 28% | (258) | 933 |
| Trump Job Disapprove | 28% | (314) | 43% | (489) | 29% | (331) | 1134 |

Continued on next page

Table BR17: Whats more important when thinking about entertainment subscriptions, whether it be cable or online streaming services?

| Demographic | More options, but higher costs | | Fewer options, but lower costs | | Don't know / No Opinion | | Total N |
|--------------------------------------|-----------------------------------|-------|-----------------------------------|-------|----------------------------|-------|---------|
| Adults | 27% | (588) | 43% | (955) | 30% | (661) | 2203 |
| Trump Job Strongly Approve | 25% | (122) | 48% | (228) | 27% | (130) | 481 |
| Trump Job Somewhat Approve | 28% | (126) | 44% | (198) | 28% | (128) | 452 |
| Trump Job Somewhat Disapprove | 30% | (87) | 44% | (128) | 27% | (78) | 293 |
| Trump Job Strongly Disapprove | 27% | (227) | 43% | (361) | 30% | (253) | 841 |
| #1 Issue: Economy | 29% | (177) | 42% | (257) | 29% | (175) | 609 |
| #1 Issue: Security | 29% | (127) | 40% | (179) | 31% | (139) | 445 |
| #1 Issue: Health Care | 26% | (86) | 47% | (157) | 28% | (92) | 335 |
| #1 Issue: Medicare / Social Security | 14% | (47) | 54% | (178) | 31% | (103) | 327 |
| #1 Issue: Women's Issues | 32% | (28) | 39% | (34) | 29% | (25) | 87 |
| #1 Issue: Education | 35% | (67) | 42% | (79) | 23% | (44) | 190 |
| #1 Issue: Energy | 40% | (30) | 30% | (22) | 31% | (23) | 74 |
| #1 Issue: Other | 20% | (27) | 36% | (49) | 44% | (59) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 27% | (182) | 48% | (321) | 25% | (170) | 673 |
| 2016 Vote: Republican Donald Trump | 24% | (181) | 49% | (370) | 27% | (200) | 751 |
| 2016 Vote: Someone else | 30% | (66) | 41% | (91) | 30% | (66) | 223 |
| Voted in 2014: Yes | 25% | (362) | 49% | (694) | 26% | (366) | 1422 |
| Voted in 2014: No | 29% | (226) | 33% | (261) | 38% | (295) | 781 |
| 2012 Vote: Barack Obama | 27% | (226) | 46% | (387) | 27% | (224) | 837 |
| 2012 Vote: Mitt Romney | 23% | (130) | 50% | (286) | 27% | (155) | 571 |
| 2012 Vote: Other | 23% | (27) | 49% | (57) | 28% | (32) | 116 |
| 2012 Vote: Didn't Vote | 30% | (205) | 33% | (224) | 37% | (249) | 677 |
| 4-Region: Northeast | 24% | (93) | 49% | (191) | 28% | (110) | 394 |
| 4-Region: Midwest | 27% | (126) | 43% | (198) | 30% | (138) | 463 |
| 4-Region: South | 27% | (220) | 44% | (364) | 29% | (241) | 825 |
| 4-Region: West | 29% | (149) | 38% | (200) | 33% | (172) | 521 |
| Favorable of Trump | 27% | (246) | 45% | (415) | 28% | (252) | 913 |
| Unfavorable of Trump | 28% | (315) | 43% | (487) | 29% | (320) | 1122 |
| Very Favorable of Trump | 26% | (135) | 46% | (238) | 28% | (145) | 518 |
| Somewhat Favorable of Trump | 28% | (111) | 45% | (177) | 27% | (107) | 395 |
| Somewhat Unfavorable of Trump | 30% | (71) | 40% | (95) | 30% | (72) | 238 |
| Very Unfavorable of Trump | 28% | (244) | 44% | (392) | 28% | (248) | 885 |

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

Table BR18_1: For each of the following categories, which of the following statements best applies?
Media companies

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|--------------------------|---------------------|--------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 52% | (1152) | 6% | (129) | 19% | (422) | 23% | (499) | 2203 |
| Gender: Male | 57% | (604) | 7% | (76) | 19% | (206) | 17% | (177) | 1063 |
| Gender: Female | 48% | (549) | 5% | (53) | 19% | (216) | 28% | (322) | 1140 |
| Age: 18-29 | 45% | (213) | 10% | (49) | 20% | (95) | 24% | (114) | 472 |
| Age: 30-44 | 50% | (272) | 7% | (35) | 18% | (97) | 26% | (139) | 542 |
| Age: 45-54 | 55% | (205) | 6% | (21) | 17% | (63) | 22% | (82) | 371 |
| Age: 55-64 | 57% | (216) | 4% | (14) | 20% | (76) | 19% | (74) | 381 |
| Age: 65+ | 56% | (246) | 2% | (9) | 21% | (91) | 21% | (91) | 437 |
| Generation Z: 18-21 | 44% | (77) | 16% | (28) | 20% | (34) | 20% | (34) | 173 |
| Millennial: Age 22-37 | 48% | (287) | 6% | (36) | 20% | (117) | 26% | (154) | 594 |
| Generation X: Age 38-53 | 52% | (307) | 7% | (41) | 17% | (98) | 24% | (143) | 589 |
| Boomers: Age 54-72 | 57% | (407) | 3% | (23) | 20% | (144) | 20% | (140) | 714 |
| PID: Dem (no lean) | 49% | (338) | 7% | (50) | 22% | (154) | 22% | (150) | 693 |
| PID: Ind (no lean) | 51% | (441) | 4% | (33) | 18% | (161) | 27% | (238) | 873 |
| PID: Rep (no lean) | 59% | (374) | 7% | (45) | 17% | (107) | 17% | (111) | 637 |
| PID/Gender: Dem Men | 52% | (179) | 10% | (33) | 22% | (77) | 16% | (55) | 344 |
| PID/Gender: Dem Women | 46% | (159) | 5% | (17) | 22% | (77) | 27% | (96) | 349 |
| PID/Gender: Ind Men | 54% | (211) | 5% | (20) | 18% | (70) | 23% | (88) | 389 |
| PID/Gender: Ind Women | 48% | (230) | 3% | (13) | 19% | (90) | 31% | (150) | 484 |
| PID/Gender: Rep Men | 65% | (214) | 7% | (22) | 18% | (59) | 10% | (35) | 330 |
| PID/Gender: Rep Women | 52% | (159) | 7% | (23) | 16% | (48) | 25% | (77) | 307 |
| Ideo: Liberal (1-3) | 50% | (368) | 9% | (65) | 22% | (162) | 18% | (134) | 730 |
| Ideo: Moderate (4) | 57% | (256) | 5% | (21) | 19% | (84) | 20% | (91) | 451 |
| Ideo: Conservative (5-7) | 60% | (422) | 4% | (26) | 18% | (128) | 18% | (130) | 707 |
| Educ: < College | 49% | (735) | 6% | (93) | 18% | (279) | 27% | (407) | 1514 |
| Educ: Bachelors degree | 60% | (266) | 5% | (24) | 20% | (91) | 14% | (64) | 444 |
| Educ: Post-grad | 62% | (152) | 5% | (13) | 21% | (52) | 11% | (28) | 244 |

Continued on next page

Table BR18_1: For each of the following categories, which of the following statements best applies?
Media companies

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|-----------------------------|---------------------|--------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 52% | (1152) | 6% | (129) | 19% | (422) | 23% | (499) | 2203 |
| Income: Under 50k | 50% | (637) | 7% | (85) | 19% | (245) | 25% | (317) | 1284 |
| Income: 50k-100k | 58% | (371) | 5% | (35) | 18% | (113) | 19% | (125) | 645 |
| Income: 100k+ | 52% | (144) | 3% | (9) | 23% | (64) | 21% | (58) | 274 |
| Ethnicity: White | 56% | (958) | 5% | (84) | 18% | (317) | 21% | (365) | 1724 |
| Ethnicity: Hispanic | 38% | (133) | 11% | (38) | 24% | (83) | 28% | (96) | 350 |
| Ethnicity: Afr. Am. | 43% | (119) | 10% | (28) | 20% | (55) | 26% | (72) | 275 |
| Ethnicity: Other | 37% | (75) | 8% | (17) | 24% | (50) | 30% | (62) | 204 |
| Relig: Protestant | 55% | (301) | 5% | (28) | 21% | (115) | 18% | (99) | 543 |
| Relig: Roman Catholic | 53% | (222) | 5% | (22) | 22% | (92) | 20% | (83) | 420 |
| Relig: Ath./Agn./None | 50% | (343) | 5% | (33) | 17% | (113) | 29% | (195) | 684 |
| Relig: Something Else | 55% | (177) | 7% | (22) | 16% | (52) | 21% | (68) | 319 |
| Relig: Jewish | 61% | (29) | 3% | (2) | 16% | (8) | 20% | (10) | 48 |
| Relig: Evangelical | 49% | (298) | 8% | (49) | 22% | (133) | 21% | (129) | 608 |
| Relig: Non-Evang. Catholics | 57% | (334) | 4% | (25) | 21% | (124) | 18% | (107) | 589 |
| Relig: All Christian | 53% | (632) | 6% | (73) | 21% | (257) | 20% | (236) | 1198 |
| Relig: All Non-Christian | 52% | (519) | 5% | (55) | 16% | (165) | 26% | (263) | 1002 |
| Community: Urban | 48% | (277) | 8% | (47) | 21% | (122) | 22% | (127) | 573 |
| Community: Suburban | 55% | (542) | 5% | (50) | 19% | (186) | 21% | (204) | 982 |
| Community: Rural | 51% | (333) | 5% | (33) | 18% | (114) | 26% | (168) | 648 |
| Employ: Private Sector | 60% | (407) | 7% | (46) | 18% | (122) | 15% | (101) | 677 |
| Employ: Government | 58% | (85) | 7% | (10) | 13% | (19) | 22% | (32) | 145 |
| Employ: Self-Employed | 55% | (103) | 6% | (12) | 18% | (34) | 20% | (37) | 186 |
| Employ: Homemaker | 41% | (74) | 8% | (14) | 20% | (36) | 30% | (55) | 179 |
| Employ: Student | 39% | (37) | 11% | (11) | 25% | (25) | 24% | (24) | 97 |
| Employ: Retired | 53% | (271) | 3% | (16) | 21% | (108) | 23% | (115) | 511 |
| Employ: Unemployed | 45% | (97) | 5% | (11) | 21% | (45) | 29% | (63) | 216 |
| Employ: Other | 40% | (77) | 4% | (8) | 18% | (34) | 38% | (73) | 192 |
| Military HH: Yes | 55% | (236) | 6% | (28) | 21% | (89) | 18% | (80) | 433 |
| Military HH: No | 52% | (916) | 6% | (101) | 19% | (333) | 24% | (419) | 1770 |

Continued on next page

Table BR18_1: For each of the following categories, which of the following statements best applies?
Media companies

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|--------------------------------------|---------------------|--------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 52% | (1152) | 6% | (129) | 19% | (422) | 23% | (499) | 2203 |
| RD/WT: Right Direction | 57% | (518) | 7% | (62) | 18% | (165) | 18% | (163) | 907 |
| RD/WT: Wrong Track | 49% | (635) | 5% | (67) | 20% | (257) | 26% | (337) | 1296 |
| Trump Job Approve | 59% | (549) | 6% | (58) | 18% | (165) | 17% | (162) | 933 |
| Trump Job Disapprove | 49% | (552) | 6% | (66) | 22% | (248) | 24% | (268) | 1134 |
| Trump Job Strongly Approve | 58% | (280) | 6% | (29) | 19% | (93) | 16% | (78) | 481 |
| Trump Job Somewhat Approve | 59% | (268) | 6% | (29) | 16% | (72) | 18% | (84) | 452 |
| Trump Job Somewhat Disapprove | 49% | (142) | 7% | (20) | 22% | (65) | 22% | (65) | 293 |
| Trump Job Strongly Disapprove | 49% | (409) | 5% | (45) | 22% | (183) | 24% | (203) | 841 |
| #1 Issue: Economy | 53% | (320) | 6% | (34) | 21% | (131) | 20% | (124) | 609 |
| #1 Issue: Security | 55% | (244) | 7% | (29) | 16% | (72) | 22% | (99) | 445 |
| #1 Issue: Health Care | 57% | (190) | 6% | (20) | 19% | (64) | 18% | (60) | 335 |
| #1 Issue: Medicare / Social Security | 51% | (167) | 4% | (12) | 20% | (65) | 26% | (84) | 327 |
| #1 Issue: Women's Issues | 40% | (35) | 9% | (8) | 23% | (20) | 28% | (24) | 87 |
| #1 Issue: Education | 49% | (93) | 7% | (14) | 19% | (36) | 25% | (47) | 190 |
| #1 Issue: Energy | 51% | (38) | 7% | (5) | 23% | (17) | 19% | (14) | 74 |
| #1 Issue: Other | 47% | (64) | 5% | (7) | 13% | (17) | 35% | (47) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 51% | (340) | 7% | (49) | 22% | (147) | 20% | (136) | 673 |
| 2016 Vote: Republican Donald Trump | 63% | (470) | 4% | (28) | 16% | (123) | 17% | (130) | 751 |
| 2016 Vote: Someone else | 54% | (121) | 4% | (10) | 21% | (46) | 21% | (46) | 223 |
| Voted in 2014: Yes | 57% | (810) | 5% | (71) | 20% | (282) | 18% | (259) | 1422 |
| Voted in 2014: No | 44% | (342) | 7% | (58) | 18% | (140) | 31% | (241) | 781 |
| 2012 Vote: Barack Obama | 53% | (448) | 6% | (49) | 21% | (176) | 20% | (164) | 837 |
| 2012 Vote: Mitt Romney | 62% | (352) | 4% | (23) | 18% | (101) | 17% | (95) | 571 |
| 2012 Vote: Other | 52% | (61) | 6% | (7) | 13% | (15) | 28% | (32) | 116 |
| 2012 Vote: Didn't Vote | 43% | (291) | 7% | (50) | 19% | (128) | 31% | (208) | 677 |
| 4-Region: Northeast | 50% | (198) | 6% | (22) | 21% | (81) | 24% | (93) | 394 |
| 4-Region: Midwest | 54% | (249) | 5% | (21) | 20% | (91) | 22% | (102) | 463 |
| 4-Region: South | 50% | (417) | 6% | (54) | 18% | (152) | 25% | (203) | 825 |
| 4-Region: West | 56% | (290) | 6% | (32) | 19% | (97) | 19% | (101) | 521 |

Continued on next page

Table BR18_1: For each of the following categories, which of the following statements best applies?*Media companies*

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|-------------------------------|----------------------------|--------|------------------------------|-------|--|-------|--------------------------------|-------|----------------|
| Adults | 52% | (1152) | 6% | (129) | 19% | (422) | 23% | (499) | 2203 |
| Favorable of Trump | 60% | (551) | 4% | (41) | 17% | (159) | 18% | (162) | 913 |
| Unfavorable of Trump | 49% | (547) | 7% | (76) | 22% | (244) | 23% | (255) | 1122 |
| Very Favorable of Trump | 61% | (316) | 5% | (26) | 17% | (91) | 16% | (85) | 518 |
| Somewhat Favorable of Trump | 60% | (236) | 4% | (14) | 17% | (68) | 19% | (77) | 395 |
| Somewhat Unfavorable of Trump | 51% | (121) | 11% | (27) | 21% | (51) | 16% | (39) | 238 |
| Very Unfavorable of Trump | 48% | (426) | 6% | (49) | 22% | (193) | 24% | (217) | 885 |

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

Table BR18_4: For each of the following categories, which of the following statements best applies?
Tech companies

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|--------------------------|---------------------|-------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 39% | (859) | 6% | (138) | 28% | (615) | 27% | (591) | 2203 |
| Gender: Male | 42% | (447) | 6% | (60) | 32% | (345) | 20% | (210) | 1063 |
| Gender: Female | 36% | (412) | 7% | (78) | 24% | (270) | 33% | (381) | 1140 |
| Age: 18-29 | 32% | (153) | 12% | (57) | 27% | (127) | 29% | (135) | 472 |
| Age: 30-44 | 36% | (196) | 8% | (44) | 26% | (141) | 30% | (162) | 542 |
| Age: 45-54 | 44% | (162) | 4% | (14) | 28% | (103) | 25% | (92) | 371 |
| Age: 55-64 | 44% | (167) | 4% | (13) | 29% | (112) | 23% | (89) | 381 |
| Age: 65+ | 41% | (181) | 2% | (10) | 30% | (132) | 26% | (114) | 437 |
| Generation Z: 18-21 | 35% | (60) | 12% | (21) | 25% | (43) | 29% | (50) | 173 |
| Millennial: Age 22-37 | 33% | (197) | 11% | (63) | 27% | (160) | 29% | (174) | 594 |
| Generation X: Age 38-53 | 41% | (239) | 5% | (31) | 27% | (159) | 27% | (161) | 589 |
| Boomers: Age 54-72 | 43% | (306) | 3% | (22) | 30% | (213) | 24% | (172) | 714 |
| PID: Dem (no lean) | 40% | (279) | 6% | (41) | 30% | (205) | 24% | (168) | 693 |
| PID: Ind (no lean) | 36% | (312) | 6% | (53) | 27% | (235) | 31% | (273) | 873 |
| PID: Rep (no lean) | 42% | (267) | 7% | (44) | 28% | (176) | 24% | (150) | 637 |
| PID/Gender: Dem Men | 45% | (153) | 7% | (23) | 32% | (111) | 16% | (56) | 344 |
| PID/Gender: Dem Women | 36% | (126) | 5% | (18) | 27% | (93) | 32% | (112) | 349 |
| PID/Gender: Ind Men | 39% | (152) | 4% | (14) | 32% | (123) | 26% | (100) | 389 |
| PID/Gender: Ind Women | 33% | (161) | 8% | (39) | 23% | (112) | 36% | (173) | 484 |
| PID/Gender: Rep Men | 43% | (142) | 7% | (23) | 34% | (111) | 16% | (54) | 330 |
| PID/Gender: Rep Women | 41% | (126) | 7% | (21) | 21% | (65) | 31% | (96) | 307 |
| Ideo: Liberal (1-3) | 42% | (304) | 8% | (58) | 28% | (202) | 23% | (166) | 730 |
| Ideo: Moderate (4) | 41% | (185) | 4% | (20) | 32% | (143) | 23% | (103) | 451 |
| Ideo: Conservative (5-7) | 41% | (290) | 6% | (45) | 29% | (202) | 24% | (170) | 707 |
| Educ: < College | 36% | (546) | 7% | (99) | 26% | (393) | 31% | (476) | 1514 |
| Educ: Bachelors degree | 43% | (193) | 6% | (28) | 32% | (143) | 18% | (80) | 444 |
| Educ: Post-grad | 49% | (120) | 5% | (11) | 32% | (78) | 14% | (35) | 244 |

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Table BR18_4: For each of the following categories, which of the following statements best applies?
Tech companies

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|-----------------------------|---------------------|-------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 39% | (859) | 6% | (138) | 28% | (615) | 27% | (591) | 2203 |
| Income: Under 50k | 38% | (491) | 7% | (89) | 26% | (330) | 29% | (374) | 1284 |
| Income: 50k-100k | 40% | (260) | 6% | (36) | 30% | (193) | 24% | (155) | 645 |
| Income: 100k+ | 39% | (108) | 5% | (12) | 34% | (92) | 23% | (62) | 274 |
| Ethnicity: White | 42% | (720) | 6% | (97) | 27% | (468) | 25% | (440) | 1724 |
| Ethnicity: Hispanic | 34% | (120) | 8% | (28) | 30% | (105) | 28% | (97) | 350 |
| Ethnicity: Afr. Am. | 28% | (78) | 9% | (25) | 30% | (83) | 32% | (89) | 275 |
| Ethnicity: Other | 30% | (61) | 8% | (17) | 31% | (64) | 31% | (63) | 204 |
| Relig: Protestant | 42% | (230) | 5% | (25) | 30% | (164) | 23% | (124) | 543 |
| Relig: Roman Catholic | 41% | (174) | 6% | (27) | 29% | (122) | 23% | (98) | 420 |
| Relig: Ath./Agn./None | 37% | (252) | 6% | (43) | 25% | (173) | 32% | (216) | 684 |
| Relig: Something Else | 39% | (125) | 7% | (23) | 28% | (88) | 26% | (83) | 319 |
| Relig: Jewish | 37% | (18) | — | (0) | 37% | (18) | 26% | (12) | 48 |
| Relig: Evangelical | 37% | (227) | 6% | (38) | 30% | (180) | 27% | (163) | 608 |
| Relig: Non-Evang. Catholics | 43% | (254) | 6% | (34) | 29% | (173) | 22% | (129) | 589 |
| Relig: All Christian | 40% | (481) | 6% | (72) | 30% | (354) | 24% | (292) | 1198 |
| Relig: All Non-Christian | 38% | (377) | 7% | (65) | 26% | (261) | 30% | (299) | 1002 |
| Community: Urban | 38% | (217) | 6% | (33) | 30% | (173) | 26% | (150) | 573 |
| Community: Suburban | 39% | (385) | 6% | (61) | 31% | (301) | 24% | (236) | 982 |
| Community: Rural | 40% | (258) | 7% | (45) | 22% | (141) | 32% | (205) | 648 |
| Employ: Private Sector | 44% | (301) | 7% | (46) | 30% | (200) | 19% | (130) | 677 |
| Employ: Government | 42% | (61) | 7% | (10) | 26% | (38) | 25% | (36) | 145 |
| Employ: Self-Employed | 33% | (62) | 11% | (21) | 27% | (51) | 28% | (52) | 186 |
| Employ: Homemaker | 30% | (54) | 8% | (14) | 30% | (54) | 32% | (57) | 179 |
| Employ: Student | 28% | (27) | 12% | (12) | 27% | (26) | 33% | (32) | 97 |
| Employ: Retired | 42% | (216) | 2% | (13) | 29% | (150) | 26% | (132) | 511 |
| Employ: Unemployed | 34% | (74) | 5% | (10) | 29% | (62) | 33% | (70) | 216 |
| Employ: Other | 34% | (64) | 6% | (11) | 18% | (34) | 43% | (82) | 192 |
| Military HH: Yes | 42% | (181) | 6% | (26) | 28% | (120) | 25% | (107) | 433 |
| Military HH: No | 38% | (678) | 6% | (112) | 28% | (495) | 27% | (484) | 1770 |

Continued on next page

Table BR18_4: For each of the following categories, which of the following statements best applies?

Tech companies

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|--------------------------------------|---------------------|-------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 39% | (859) | 6% | (138) | 28% | (615) | 27% | (591) | 2203 |
| RD/WT: Right Direction | 40% | (366) | 7% | (59) | 30% | (271) | 23% | (211) | 907 |
| RD/WT: Wrong Track | 38% | (493) | 6% | (79) | 27% | (344) | 29% | (380) | 1296 |
| Trump Job Approve | 42% | (387) | 6% | (60) | 29% | (268) | 23% | (218) | 933 |
| Trump Job Disapprove | 39% | (437) | 6% | (72) | 29% | (325) | 26% | (300) | 1134 |
| Trump Job Strongly Approve | 43% | (207) | 6% | (28) | 28% | (135) | 23% | (110) | 481 |
| Trump Job Somewhat Approve | 40% | (180) | 7% | (32) | 29% | (132) | 24% | (108) | 452 |
| Trump Job Somewhat Disapprove | 35% | (102) | 9% | (26) | 31% | (92) | 25% | (72) | 293 |
| Trump Job Strongly Disapprove | 40% | (335) | 5% | (45) | 28% | (233) | 27% | (227) | 841 |
| #1 Issue: Economy | 36% | (220) | 7% | (44) | 31% | (191) | 25% | (154) | 609 |
| #1 Issue: Security | 40% | (177) | 8% | (36) | 28% | (124) | 24% | (107) | 445 |
| #1 Issue: Health Care | 46% | (153) | 8% | (27) | 26% | (88) | 20% | (67) | 335 |
| #1 Issue: Medicare / Social Security | 39% | (126) | 1% | (4) | 28% | (90) | 33% | (106) | 327 |
| #1 Issue: Women's Issues | 36% | (31) | 3% | (3) | 26% | (22) | 35% | (30) | 87 |
| #1 Issue: Education | 40% | (76) | 5% | (10) | 28% | (54) | 26% | (50) | 190 |
| #1 Issue: Energy | 34% | (25) | 9% | (7) | 31% | (23) | 25% | (19) | 74 |
| #1 Issue: Other | 37% | (50) | 5% | (7) | 16% | (22) | 42% | (57) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 41% | (277) | 6% | (40) | 30% | (199) | 23% | (157) | 673 |
| 2016 Vote: Republican Donald Trump | 46% | (342) | 4% | (33) | 29% | (214) | 22% | (162) | 751 |
| 2016 Vote: Someone else | 33% | (73) | 8% | (17) | 33% | (73) | 27% | (60) | 223 |
| Voted in 2014: Yes | 43% | (608) | 6% | (81) | 29% | (417) | 22% | (316) | 1422 |
| Voted in 2014: No | 32% | (251) | 7% | (57) | 25% | (198) | 35% | (275) | 781 |
| 2012 Vote: Barack Obama | 40% | (338) | 6% | (48) | 31% | (256) | 23% | (196) | 837 |
| 2012 Vote: Mitt Romney | 44% | (250) | 5% | (28) | 29% | (163) | 23% | (131) | 571 |
| 2012 Vote: Other | 37% | (43) | 7% | (8) | 28% | (32) | 28% | (33) | 116 |
| 2012 Vote: Didn't Vote | 34% | (228) | 8% | (54) | 24% | (163) | 34% | (231) | 677 |
| 4-Region: Northeast | 40% | (159) | 3% | (13) | 25% | (100) | 31% | (121) | 394 |
| 4-Region: Midwest | 39% | (181) | 5% | (25) | 29% | (133) | 27% | (124) | 463 |
| 4-Region: South | 36% | (299) | 8% | (63) | 27% | (224) | 29% | (239) | 825 |
| 4-Region: West | 42% | (219) | 7% | (37) | 30% | (159) | 20% | (106) | 521 |

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Table BR18_4: For each of the following categories, which of the following statements best applies?*Tech companies*

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|-------------------------------|---------------------|-------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 39% | (859) | 6% | (138) | 28% | (615) | 27% | (591) | 2203 |
| Favorable of Trump | 42% | (386) | 7% | (59) | 28% | (259) | 23% | (208) | 913 |
| Unfavorable of Trump | 39% | (440) | 6% | (69) | 29% | (322) | 26% | (291) | 1122 |
| Very Favorable of Trump | 45% | (231) | 6% | (32) | 28% | (145) | 21% | (110) | 518 |
| Somewhat Favorable of Trump | 39% | (156) | 7% | (27) | 29% | (114) | 25% | (98) | 395 |
| Somewhat Unfavorable of Trump | 37% | (89) | 10% | (25) | 33% | (77) | 20% | (47) | 238 |
| Very Unfavorable of Trump | 40% | (352) | 5% | (45) | 28% | (244) | 28% | (244) | 885 |

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

Table BR18_5: For each of the following categories, which of the following statements best applies?
Telecom providers

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|--------------------------|---------------------|-------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 43% | (958) | 6% | (138) | 21% | (471) | 29% | (635) | 2203 |
| Gender: Male | 48% | (511) | 7% | (78) | 24% | (250) | 21% | (224) | 1063 |
| Gender: Female | 39% | (447) | 5% | (61) | 19% | (221) | 36% | (411) | 1140 |
| Age: 18-29 | 32% | (151) | 11% | (53) | 24% | (111) | 33% | (157) | 472 |
| Age: 30-44 | 42% | (230) | 6% | (34) | 19% | (105) | 32% | (173) | 542 |
| Age: 45-54 | 47% | (174) | 7% | (25) | 20% | (74) | 26% | (98) | 371 |
| Age: 55-64 | 51% | (194) | 3% | (11) | 21% | (80) | 25% | (95) | 381 |
| Age: 65+ | 48% | (208) | 4% | (16) | 23% | (100) | 26% | (112) | 437 |
| Generation Z: 18-21 | 25% | (43) | 15% | (26) | 28% | (49) | 32% | (55) | 173 |
| Millennial: Age 22-37 | 40% | (236) | 7% | (39) | 21% | (124) | 33% | (194) | 594 |
| Generation X: Age 38-53 | 44% | (261) | 8% | (46) | 18% | (108) | 29% | (173) | 589 |
| Boomers: Age 54-72 | 50% | (355) | 2% | (17) | 23% | (163) | 25% | (178) | 714 |
| PID: Dem (no lean) | 43% | (298) | 8% | (54) | 21% | (147) | 28% | (194) | 693 |
| PID: Ind (no lean) | 42% | (365) | 5% | (40) | 21% | (179) | 33% | (288) | 873 |
| PID: Rep (no lean) | 46% | (294) | 7% | (44) | 23% | (145) | 24% | (154) | 637 |
| PID/Gender: Dem Men | 46% | (160) | 10% | (33) | 24% | (81) | 20% | (70) | 344 |
| PID/Gender: Dem Women | 40% | (139) | 6% | (21) | 19% | (65) | 35% | (123) | 349 |
| PID/Gender: Ind Men | 50% | (194) | 4% | (16) | 20% | (79) | 26% | (101) | 389 |
| PID/Gender: Ind Women | 35% | (172) | 5% | (24) | 21% | (101) | 39% | (187) | 484 |
| PID/Gender: Rep Men | 48% | (158) | 9% | (29) | 27% | (90) | 16% | (53) | 330 |
| PID/Gender: Rep Women | 45% | (137) | 5% | (15) | 18% | (55) | 33% | (100) | 307 |
| Ideo: Liberal (1-3) | 46% | (333) | 9% | (68) | 21% | (154) | 24% | (175) | 730 |
| Ideo: Moderate (4) | 47% | (210) | 5% | (21) | 23% | (106) | 25% | (114) | 451 |
| Ideo: Conservative (5-7) | 46% | (328) | 4% | (31) | 23% | (166) | 26% | (181) | 707 |
| Educ: < College | 38% | (579) | 7% | (110) | 20% | (307) | 34% | (519) | 1514 |
| Educ: Bachelors degree | 53% | (234) | 4% | (20) | 25% | (111) | 18% | (80) | 444 |
| Educ: Post-grad | 60% | (146) | 4% | (9) | 22% | (54) | 15% | (36) | 244 |

Continued on next page

Table BR18_5: For each of the following categories, which of the following statements best applies?
 Telecom providers

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|-----------------------------|---------------------|-------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 43% | (958) | 6% | (138) | 21% | (471) | 29% | (635) | 2203 |
| Income: Under 50k | 41% | (525) | 7% | (91) | 20% | (259) | 32% | (410) | 1284 |
| Income: 50k-100k | 47% | (303) | 6% | (37) | 22% | (144) | 25% | (160) | 645 |
| Income: 100k+ | 47% | (130) | 4% | (10) | 25% | (69) | 24% | (66) | 274 |
| Ethnicity: White | 47% | (813) | 5% | (93) | 20% | (348) | 27% | (470) | 1724 |
| Ethnicity: Hispanic | 29% | (100) | 11% | (38) | 26% | (91) | 34% | (120) | 350 |
| Ethnicity: Afr. Am. | 30% | (84) | 9% | (24) | 28% | (76) | 33% | (91) | 275 |
| Ethnicity: Other | 30% | (62) | 10% | (21) | 23% | (46) | 37% | (75) | 204 |
| Relig: Protestant | 48% | (258) | 4% | (20) | 25% | (135) | 24% | (130) | 543 |
| Relig: Roman Catholic | 42% | (178) | 7% | (29) | 25% | (104) | 26% | (109) | 420 |
| Relig: Ath./Agn./None | 43% | (296) | 5% | (35) | 18% | (122) | 34% | (230) | 684 |
| Relig: Something Else | 48% | (152) | 8% | (27) | 19% | (60) | 25% | (81) | 319 |
| Relig: Jewish | 57% | (28) | 3% | (1) | 21% | (10) | 20% | (10) | 48 |
| Relig: Evangelical | 40% | (243) | 8% | (46) | 24% | (145) | 29% | (175) | 608 |
| Relig: Non-Evang. Catholics | 45% | (266) | 5% | (30) | 25% | (145) | 25% | (149) | 589 |
| Relig: All Christian | 42% | (508) | 6% | (76) | 24% | (290) | 27% | (324) | 1198 |
| Relig: All Non-Christian | 45% | (448) | 6% | (62) | 18% | (181) | 31% | (311) | 1002 |
| Community: Urban | 40% | (227) | 8% | (44) | 22% | (128) | 30% | (175) | 573 |
| Community: Suburban | 46% | (453) | 5% | (50) | 23% | (224) | 26% | (254) | 982 |
| Community: Rural | 43% | (278) | 7% | (45) | 18% | (120) | 32% | (206) | 648 |
| Employ: Private Sector | 52% | (351) | 7% | (44) | 22% | (147) | 20% | (134) | 677 |
| Employ: Government | 48% | (70) | 7% | (10) | 20% | (30) | 24% | (36) | 145 |
| Employ: Self-Employed | 46% | (86) | 7% | (14) | 20% | (38) | 26% | (49) | 186 |
| Employ: Homemaker | 33% | (60) | 8% | (15) | 22% | (40) | 36% | (65) | 179 |
| Employ: Student | 29% | (28) | 10% | (9) | 28% | (27) | 33% | (32) | 97 |
| Employ: Retired | 46% | (235) | 4% | (19) | 23% | (118) | 27% | (139) | 511 |
| Employ: Unemployed | 31% | (68) | 6% | (13) | 19% | (41) | 44% | (95) | 216 |
| Employ: Other | 32% | (61) | 8% | (15) | 15% | (30) | 45% | (87) | 192 |
| Military HH: Yes | 44% | (189) | 8% | (36) | 23% | (101) | 25% | (107) | 433 |
| Military HH: No | 43% | (769) | 6% | (102) | 21% | (371) | 30% | (528) | 1770 |

Continued on next page

Table BR18_5: For each of the following categories, which of the following statements best applies?
Telecom providers

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|--------------------------------------|---------------------|-------|-----------------------|-------|-----------------------------------|-------|-------------------------|-------|---------|
| Adults | 43% | (958) | 6% | (138) | 21% | (471) | 29% | (635) | 2203 |
| RD/WT: Right Direction | 44% | (403) | 8% | (72) | 23% | (206) | 25% | (227) | 907 |
| RD/WT: Wrong Track | 43% | (555) | 5% | (67) | 20% | (265) | 32% | (409) | 1296 |
| Trump Job Approve | 45% | (422) | 7% | (61) | 23% | (219) | 25% | (232) | 933 |
| Trump Job Disapprove | 44% | (503) | 6% | (72) | 21% | (237) | 28% | (322) | 1134 |
| Trump Job Strongly Approve | 46% | (222) | 6% | (30) | 23% | (111) | 25% | (118) | 481 |
| Trump Job Somewhat Approve | 44% | (199) | 7% | (31) | 24% | (108) | 25% | (114) | 452 |
| Trump Job Somewhat Disapprove | 43% | (127) | 9% | (27) | 22% | (63) | 26% | (76) | 293 |
| Trump Job Strongly Disapprove | 45% | (376) | 5% | (46) | 21% | (174) | 29% | (245) | 841 |
| #1 Issue: Economy | 43% | (264) | 7% | (43) | 21% | (131) | 28% | (172) | 609 |
| #1 Issue: Security | 42% | (187) | 7% | (31) | 23% | (100) | 28% | (126) | 445 |
| #1 Issue: Health Care | 51% | (172) | 7% | (24) | 19% | (63) | 22% | (75) | 335 |
| #1 Issue: Medicare / Social Security | 43% | (142) | 2% | (8) | 24% | (78) | 31% | (100) | 327 |
| #1 Issue: Women's Issues | 43% | (37) | 4% | (3) | 17% | (15) | 36% | (32) | 87 |
| #1 Issue: Education | 37% | (70) | 9% | (17) | 26% | (50) | 28% | (54) | 190 |
| #1 Issue: Energy | 38% | (29) | 10% | (7) | 23% | (17) | 29% | (22) | 74 |
| #1 Issue: Other | 43% | (58) | 3% | (4) | 13% | (18) | 41% | (55) | 135 |
| 2016 Vote: Democrat Hillary Clinton | 47% | (316) | 7% | (50) | 21% | (140) | 25% | (167) | 673 |
| 2016 Vote: Republican Donald Trump | 49% | (366) | 5% | (34) | 22% | (167) | 24% | (184) | 751 |
| 2016 Vote: Someone else | 48% | (108) | 5% | (10) | 22% | (49) | 25% | (55) | 223 |
| Voted in 2014: Yes | 49% | (702) | 5% | (78) | 22% | (316) | 23% | (327) | 1422 |
| Voted in 2014: No | 33% | (257) | 8% | (61) | 20% | (155) | 40% | (309) | 781 |
| 2012 Vote: Barack Obama | 49% | (413) | 5% | (46) | 21% | (177) | 24% | (202) | 837 |
| 2012 Vote: Mitt Romney | 49% | (278) | 4% | (25) | 24% | (134) | 24% | (134) | 571 |
| 2012 Vote: Other | 40% | (46) | 11% | (12) | 19% | (22) | 31% | (36) | 116 |
| 2012 Vote: Didn't Vote | 33% | (221) | 8% | (55) | 20% | (137) | 39% | (263) | 677 |
| 4-Region: Northeast | 41% | (161) | 5% | (21) | 24% | (93) | 30% | (119) | 394 |
| 4-Region: Midwest | 45% | (209) | 5% | (23) | 19% | (90) | 30% | (141) | 463 |
| 4-Region: South | 44% | (364) | 6% | (48) | 21% | (171) | 29% | (243) | 825 |
| 4-Region: West | 43% | (224) | 9% | (46) | 23% | (117) | 26% | (133) | 521 |

Continued on next page

Table BR18_5: For each of the following categories, which of the following statements best applies?*Telecom providers*

| Demographic | Have too much power | | Have too little power | | Have as much power as they should | | Don't know / No opinion | | Total N |
|-------------------------------|----------------------------|-------|------------------------------|-------|--|-------|--------------------------------|-------|----------------|
| Adults | 43% | (958) | 6% | (138) | 21% | (471) | 29% | (635) | 2203 |
| Favorable of Trump | 46% | (422) | 6% | (57) | 23% | (207) | 25% | (227) | 913 |
| Unfavorable of Trump | 44% | (497) | 6% | (69) | 21% | (239) | 28% | (318) | 1122 |
| Very Favorable of Trump | 47% | (244) | 7% | (36) | 23% | (117) | 23% | (121) | 518 |
| Somewhat Favorable of Trump | 45% | (179) | 5% | (20) | 23% | (90) | 27% | (106) | 395 |
| Somewhat Unfavorable of Trump | 42% | (99) | 8% | (20) | 27% | (65) | 23% | (54) | 238 |
| Very Unfavorable of Trump | 45% | (398) | 6% | (49) | 20% | (174) | 30% | (264) | 885 |

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 | 2203 | 100% |
| xdemGender | Gender: Male | 1063 | 48% |
| | Gender: Female | 1140 | 52% |
| | N | 2203 | |
| age5 | Age: 18-29 | 472 | 21% |
| | Age: 30-44 | 542 | 25% |
| | Age: 45-54 | 371 | 17% |
| | Age: 55-64 | 381 | 17% |
| | Age: 65+ | 437 | 20% |
| | N | 2203 | |
| demAgeGeneration | Generation Z: 18-21 | 173 | 8% |
| | Millennial: Age 22-37 | 594 | 27% |
| | Generation X: Age 38-53 | 589 | 27% |
| | Boomers: Age 54-72 | 714 | 32% |
| | N | 2070 | |
| xpid3 | PID: Dem (no lean) | 693 | 31% |
| | PID: Ind (no lean) | 873 | 40% |
| | PID: Rep (no lean) | 637 | 29% |
| | N | 2203 | |
| xpidGender | PID/Gender: Dem Men | 344 | 16% |
| | PID/Gender: Dem Women | 349 | 16% |
| | PID/Gender: Ind Men | 389 | 18% |
| | PID/Gender: Ind Women | 484 | 22% |
| | PID/Gender: Rep Men | 330 | 15% |
| | PID/Gender: Rep Women | 307 | 14% |
| | N | 2203 | |
| xdemIdeo3 | Ideo: Liberal (1-3) | 730 | 33% |
| | Ideo: Moderate (4) | 451 | 20% |
| | Ideo: Conservative (5-7) | 707 | 32% |
| | N | 1888 | |
| xeduc3 | Educ: < College | 1514 | 69% |
| | Educ: Bachelors degree | 444 | 20% |
| | Educ: Post-grad | 244 | 11% |
| | N | 2203 | |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|--------------|-----------------------------|-----------|------------|
| xdemInc3 | Income: Under 50k | 1284 | 58% |
| | Income: 50k-100k | 645 | 29% |
| | Income: 100k+ | 274 | 12% |
| | N | 2203 | |
| xdemWhite | Ethnicity: White | 1724 | 78% |
| xdemHispBin | Ethnicity: Hispanic | 350 | 16% |
| demBlackBin | Ethnicity: Afr. Am. | 275 | 12% |
| demRaceOther | Ethnicity: Other | 204 | 9% |
| xrelNet | Relig: Protestant | 543 | 25% |
| | Relig: Roman Catholic | 420 | 19% |
| | Relig: Ath./Agn./None | 684 | 31% |
| | Relig: Something Else | 319 | 14% |
| | N | 1966 | |
| xreligion1 | Relig: Jewish | 48 | 2% |
| xreligion2 | Relig: Evangelical | 608 | 28% |
| | Relig: Non-Evang. Catholics | 589 | 27% |
| | N | 1198 | |
| xreligion3 | Relig: All Christian | 1198 | 54% |
| | Relig: All Non-Christian | 1002 | 45% |
| | N | 2200 | |
| xdemUsr | Community: Urban | 573 | 26% |
| | Community: Suburban | 982 | 45% |
| | Community: Rural | 648 | 29% |
| | N | 2203 | |
| xdemEmploy | Employ: Private Sector | 677 | 31% |
| | Employ: Government | 145 | 7% |
| | Employ: Self-Employed | 186 | 8% |
| | Employ: Homemaker | 179 | 8% |
| | Employ: Student | 97 | 4% |
| | Employ: Retired | 511 | 23% |
| | Employ: Unemployed | 216 | 10% |
| | Employ: Other | 192 | 9% |
| | N | 2203 | |
| xdemMilHH1 | Military HH: Yes | 433 | 20% |
| | Military HH: No | 1770 | 80% |
| | N | 2203 | |

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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 | 1296 | 59% |
| | N | 2203 | |
| Trump_Approve | Trump Job Approve | 933 | 42% |
| | Trump Job Disapprove | 1134 | 51% |
| | N | 2067 | |
| Trump_Approve2 | Trump Job Strongly Approve | 481 | 22% |
| | Trump Job Somewhat Approve | 452 | 21% |
| | Trump Job Somewhat Disapprove | 293 | 13% |
| | Trump Job Strongly Disapprove | 841 | 38% |
| | N | 2067 | |
| xnr3 | #1 Issue: Economy | 609 | 28% |
| | #1 Issue: Security | 445 | 20% |
| | #1 Issue: Health Care | 335 | 15% |
| | #1 Issue: Medicare / Social Security | 327 | 15% |
| | #1 Issue: Women's Issues | 87 | 4% |
| | #1 Issue: Education | 190 | 9% |
| | #1 Issue: Energy | 74 | 3% |
| | #1 Issue: Other | 135 | 6% |
| | N | 2203 | |
| xsubVote16O | 2016 Vote: Democrat Hillary Clinton | 673 | 31% |
| | 2016 Vote: Republican Donald Trump | 751 | 34% |
| | 2016 Vote: Someone else | 223 | 10% |
| | N | 1646 | |
| xsubVote14O | Voted in 2014: Yes | 1422 | 65% |
| | Voted in 2014: No | 781 | 35% |
| | N | 2203 | |
| xsubVote12O | 2012 Vote: Barack Obama | 837 | 38% |
| | 2012 Vote: Mitt Romney | 571 | 26% |
| | 2012 Vote: Other | 116 | 5% |
| | 2012 Vote: Didn't Vote | 677 | 31% |
| | N | 2201 | |
| xreg4 | 4-Region: Northeast | 394 | 18% |
| | 4-Region: Midwest | 463 | 21% |
| | 4-Region: South | 825 | 37% |
| | 4-Region: West | 521 | 24% |
| | N | 2203 | |

Continued on next page

Summary Statistics of Survey Respondent Demographics

| Demographic | Group | Frequency | Percentage |
|----------------|-------------------------------|-----------|------------|
| Trump_Fav | Favorable of Trump | 913 | 41% |
| | Unfavorable of Trump | 1122 | 51% |
| | N | 2036 | |
| Trump_Fav_FULL | Very Favorable of Trump | 518 | 24% |
| | Somewhat Favorable of Trump | 395 | 18% |
| | Somewhat Unfavorable of Trump | 238 | 11% |
| | Very Unfavorable of Trump | 885 | 40% |
| | N | 2036 | |

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

