



National Tracking Poll #180844  
August 29-31, 2018

*Crosstabulation Results*

*Methodology:*

This poll was conducted from August 29-31, 2018, among a national sample of 2197 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table BRD1:** Do you ever check the Rotten Tomatoes website before you see or rent a film?

Demographic	Yes	No	Don't Know	Total N
Adults	33% (724)	63% (1387)	4% (86)	2197
Gender: Male	32% (342)	63% (666)	5% (53)	1060
Gender: Female	34% (382)	63% (721)	3% (33)	1137
Age: 18-29	48% (230)	46% (224)	6% (29)	483
Age: 30-44	44% (232)	52% (276)	4% (21)	528
Age: 45-54	28% (97)	68% (235)	4% (15)	347
Age: 55-64	23% (94)	75% (301)	2% (7)	402
Age: 65+	16% (71)	81% (351)	3% (13)	436
Generation Z: 18-21	49% (80)	43% (69)	8% (12)	161
Millennial: Age 22-37	46% (281)	49% (303)	5% (32)	616
Generation X: Age 38-53	34% (190)	62% (341)	4% (20)	550
Boomers: Age 54-72	21% (160)	76% (568)	3% (20)	748
PID: Dem (no lean)	33% (256)	64% (493)	3% (20)	769
PID: Ind (no lean)	32% (264)	62% (509)	6% (51)	824
PID: Rep (no lean)	34% (205)	64% (385)	2% (15)	604
PID/Gender: Dem Men	32% (113)	64% (227)	4% (13)	353
PID/Gender: Dem Women	34% (143)	64% (266)	2% (7)	416
PID/Gender: Ind Men	31% (126)	61% (245)	8% (31)	402
PID/Gender: Ind Women	33% (138)	62% (263)	5% (20)	422
PID/Gender: Rep Men	34% (103)	63% (193)	3% (8)	305
PID/Gender: Rep Women	34% (101)	64% (191)	2% (6)	299
Ideo: Liberal (1-3)	40% (289)	57% (407)	3% (20)	716
Ideo: Moderate (4)	31% (151)	65% (324)	4% (20)	496
Ideo: Conservative (5-7)	31% (214)	67% (460)	2% (16)	690
Educ: < College	28% (430)	67% (1006)	5% (75)	1510
Educ: Bachelors degree	42% (186)	57% (252)	1% (5)	443
Educ: Post-grad	45% (109)	53% (128)	2% (6)	244

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**Table BRD1:** Do you ever check the Rotten Tomatoes website before you see or rent a film?

Demographic	Yes	No	Don't Know	Total N
Adults	33% (724)	63% (1387)	4% (86)	2197
Income: Under 50k	29% (370)	65% (838)	6% (75)	1283
Income: 50k-100k	36% (230)	63% (408)	1% (9)	647
Income: 100k+	47% (125)	53% (140)	1% (2)	267
Ethnicity: White	34% (586)	63% (1077)	3% (56)	1719
Ethnicity: Hispanic	49% (169)	49% (171)	2% (9)	349
Ethnicity: Afr. Am.	22% (60)	71% (194)	7% (20)	274
Ethnicity: Other	38% (78)	56% (115)	5% (11)	204
Relig: Protestant	33% (156)	65% (306)	2% (7)	469
Relig: Roman Catholic	35% (149)	62% (265)	3% (11)	425
Relig: Something Else	25% (59)	72% (168)	3% (7)	234
Relig: Evangelical	34% (188)	62% (346)	4% (21)	555
Relig: Non-Evang. Catholics	31% (185)	67% (398)	2% (11)	594
Relig: All Christian	32% (373)	65% (744)	3% (32)	1149
Relig: All Non-Christian	25% (59)	72% (168)	3% (7)	234
Community: Urban	34% (182)	61% (329)	6% (31)	541
Community: Suburban	36% (378)	62% (654)	3% (30)	1062
Community: Rural	28% (165)	68% (404)	4% (25)	594
Employ: Private Sector	40% (259)	58% (377)	2% (12)	648
Employ: Government	43% (58)	52% (70)	5% (6)	134
Employ: Self-Employed	34% (66)	62% (120)	3% (7)	193
Employ: Homemaker	33% (62)	65% (121)	1% (2)	185
Employ: Student	61% (79)	34% (45)	5% (6)	130
Employ: Retired	19% (91)	77% (379)	4% (21)	492
Employ: Unemployed	24% (54)	69% (151)	7% (14)	219
Employ: Other	28% (56)	63% (124)	8% (17)	197
Military HH: Yes	30% (124)	68% (281)	2% (6)	411
Military HH: No	34% (601)	62% (1105)	4% (79)	1786
RD/WT: Right Direction	32% (276)	64% (554)	5% (40)	871
RD/WT: Wrong Track	34% (448)	63% (832)	3% (46)	1326
Trump Job Approve	32% (286)	64% (572)	4% (34)	892
Trump Job Disapprove	35% (406)	63% (730)	3% (32)	1168

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**Table BRD1:** Do you ever check the Rotten Tomatoes website before you see or rent a film?

Demographic	Yes	No	Don't Know	Total N
Adults	33% (724)	63% (1387)	4% (86)	2197
Trump Job Strongly Approve	29% (122)	66% (278)	4% (18)	418
Trump Job Somewhat Approve	35% (164)	62% (294)	3% (16)	474
Trump Job Somewhat Disapprove	32% (92)	65% (187)	4% (10)	289
Trump Job Strongly Disapprove	36% (314)	62% (543)	2% (21)	879
#1 Issue: Economy	35% (221)	63% (400)	2% (15)	636
#1 Issue: Security	31% (123)	63% (246)	6% (23)	392
#1 Issue: Health Care	32% (117)	65% (239)	3% (11)	367
#1 Issue: Medicare / Social Security	18% (58)	80% (262)	2% (8)	328
#1 Issue: Women's Issues	57% (73)	43% (55)	— (1)	129
#1 Issue: Education	42% (66)	54% (85)	5% (7)	158
#1 Issue: Energy	47% (41)	46% (40)	7% (6)	88
#1 Issue: Other	26% (26)	59% (59)	15% (15)	99
2016 Vote: Hillary Clinton	34% (241)	63% (438)	3% (20)	699
2016 Vote: Donald Trump	30% (212)	67% (476)	3% (18)	706
2016 Vote: Someone else	39% (72)	59% (110)	2% (3)	186
2016 Vote: Didn't Vote	33% (198)	60% (355)	7% (43)	596
Voted in 2014: Yes	33% (438)	64% (844)	3% (38)	1320
Voted in 2014: No	33% (287)	62% (542)	5% (48)	877
2012 Vote: Barack Obama	33% (276)	65% (543)	2% (18)	837
2012 Vote: Mitt Romney	34% (172)	65% (334)	2% (8)	514
2012 Vote: Other	18% (17)	74% (71)	8% (8)	96
2012 Vote: Didn't Vote	35% (258)	58% (436)	7% (53)	747
4-Region: Northeast	39% (152)	59% (232)	2% (9)	393
4-Region: Midwest	29% (133)	69% (318)	2% (11)	462
4-Region: South	28% (233)	67% (548)	5% (42)	823
4-Region: West	40% (207)	56% (288)	5% (24)	519
Favorable of Trump	31% (270)	65% (559)	3% (29)	858
Unfavorable of Trump	36% (419)	61% (713)	3% (34)	1166
Very Favorable of Trump	29% (132)	67% (310)	4% (19)	461
Somewhat Favorable of Trump	35% (138)	63% (250)	3% (10)	398
Somewhat Unfavorable of Trump	32% (78)	64% (156)	4% (9)	243
Very Unfavorable of Trump	37% (341)	60% (557)	3% (24)	923

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

**Table BRD2:** *Have you ever decided not to see or rent a film because of its Rotten Tomatoes score?*

Demographic	Yes		No		Don't know		Total N
Adults	63%	(459)	34%	(245)	3%	(20)	724
Gender: Male	68%	(231)	31%	(105)	2%	(6)	342
Gender: Female	60%	(228)	37%	(140)	4%	(14)	382
Age: 18-29	72%	(166)	26%	(60)	2%	(4)	230
Age: 30-44	62%	(142)	36%	(84)	2%	(6)	232
Age: 45-54	65%	(63)	32%	(31)	3%	(3)	97
Age: 55-64	44%	(41)	50%	(47)	6%	(6)	94
Age: 65+	66%	(47)	33%	(23)	2%	(1)	71
Generation Z: 18-21	68%	(54)	31%	(25)	1%	(0)	80
Millennial: Age 22-37	66%	(185)	31%	(88)	3%	(7)	281
Generation X: Age 38-53	65%	(124)	32%	(62)	2%	(5)	190
Boomers: Age 54-72	56%	(90)	39%	(62)	5%	(8)	160
PID: Dem (no lean)	64%	(164)	33%	(85)	3%	(7)	256
PID: Ind (no lean)	62%	(165)	34%	(90)	3%	(9)	264
PID: Rep (no lean)	64%	(130)	34%	(70)	2%	(5)	205
PID/Gender: Dem Men	70%	(79)	27%	(31)	3%	(3)	113
PID/Gender: Dem Women	59%	(85)	38%	(54)	2%	(3)	143
PID/Gender: Ind Men	67%	(84)	32%	(40)	1%	(2)	126
PID/Gender: Ind Women	59%	(81)	36%	(50)	5%	(7)	138
PID/Gender: Rep Men	66%	(68)	33%	(34)	1%	(1)	103
PID/Gender: Rep Women	61%	(62)	35%	(36)	3%	(3)	101
Ideo: Liberal (1-3)	66%	(192)	30%	(87)	3%	(9)	289
Ideo: Moderate (4)	58%	(87)	40%	(60)	3%	(4)	151
Ideo: Conservative (5-7)	64%	(137)	34%	(73)	2%	(4)	214
Educ: < College	61%	(261)	36%	(155)	3%	(13)	430
Educ: Bachelors degree	68%	(126)	29%	(54)	3%	(5)	186
Educ: Post-grad	65%	(71)	34%	(37)	1%	(1)	109
Income: Under 50k	61%	(227)	36%	(132)	3%	(11)	370
Income: 50k-100k	65%	(150)	32%	(73)	3%	(7)	230
Income: 100k+	66%	(82)	32%	(40)	2%	(3)	125
Ethnicity: White	63%	(371)	34%	(197)	3%	(18)	586

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**Table BRD2:** *Have you ever decided not to see or rent a film because of its Rotten Tomatoes score?*

Demographic	Yes	No	Don't know	Total N
Adults	63% (459)	34% (245)	3% (20)	724
Ethnicity: Hispanic	69% (116)	31% (53)	— (0)	169
Ethnicity: Afr. Am.	60% (36)	39% (23)	1% (1)	60
Ethnicity: Other	67% (52)	32% (25)	1% (1)	78
Relig: Protestant	64% (100)	32% (50)	4% (5)	156
Relig: Roman Catholic	62% (92)	36% (54)	2% (2)	149
Relig: Something Else	61% (36)	38% (22)	2% (1)	59
Relig: Evangelical	63% (118)	33% (62)	5% (9)	188
Relig: Non-Evang. Catholics	64% (118)	35% (66)	1% (2)	185
Relig: All Christian	63% (236)	34% (127)	3% (10)	373
Relig: All Non-Christian	61% (36)	38% (22)	2% (1)	59
Community: Urban	72% (130)	27% (49)	1% (3)	182
Community: Suburban	60% (226)	37% (141)	3% (11)	378
Community: Rural	62% (103)	34% (56)	4% (6)	165
Employ: Private Sector	64% (167)	33% (84)	3% (7)	259
Employ: Government	62% (36)	38% (22)	— (0)	58
Employ: Self-Employed	58% (39)	37% (25)	5% (3)	66
Employ: Homemaker	55% (34)	41% (25)	4% (2)	62
Employ: Student	67% (53)	32% (25)	1% (1)	79
Employ: Retired	62% (57)	35% (32)	2% (2)	91
Employ: Unemployed	75% (40)	21% (11)	4% (2)	54
Employ: Other	60% (34)	37% (21)	3% (2)	56
Military HH: Yes	63% (79)	34% (42)	3% (3)	124
Military HH: No	63% (381)	34% (203)	3% (17)	601
RD/WT: Right Direction	65% (180)	33% (91)	2% (6)	276
RD/WT: Wrong Track	62% (279)	34% (154)	3% (14)	448
Trump Job Approve	62% (178)	35% (101)	3% (8)	286
Trump Job Disapprove	64% (262)	33% (135)	2% (9)	406
Trump Job Strongly Approve	66% (81)	31% (38)	2% (3)	122
Trump Job Somewhat Approve	59% (97)	38% (62)	3% (5)	164
Trump Job Somewhat Disapprove	74% (68)	25% (23)	1% (0)	92
Trump Job Strongly Disapprove	62% (194)	36% (112)	3% (9)	314

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**Table BRD2:** Have you ever decided not to see or rent a film because of its Rotten Tomatoes score?

Demographic	Yes	No	Don't know	Total N
Adults	63% (459)	34% (245)	3% (20)	724
#1 Issue: Economy	62% (137)	36% (80)	2% (4)	221
#1 Issue: Security	64% (79)	34% (42)	2% (2)	123
#1 Issue: Health Care	65% (76)	31% (36)	4% (4)	117
#1 Issue: Medicare / Social Security	60% (34)	34% (20)	6% (3)	58
#1 Issue: Women's Issues	66% (48)	33% (24)	2% (1)	73
#1 Issue: Education	62% (41)	37% (24)	1% (1)	66
2016 Vote: Hillary Clinton	62% (149)	34% (82)	4% (10)	241
2016 Vote: Donald Trump	64% (135)	34% (72)	2% (5)	212
2016 Vote: Someone else	62% (45)	38% (27)	— (0)	72
2016 Vote: Didnt Vote	65% (128)	33% (65)	2% (5)	198
Voted in 2014: Yes	62% (269)	35% (153)	4% (15)	438
Voted in 2014: No	66% (190)	32% (93)	2% (5)	287
2012 Vote: Barack Obama	59% (164)	37% (101)	4% (11)	276
2012 Vote: Mitt Romney	65% (112)	32% (56)	2% (4)	172
2012 Vote: Didn't Vote	67% (173)	31% (81)	1% (4)	258
4-Region: Northeast	66% (100)	33% (50)	2% (2)	152
4-Region: Midwest	66% (87)	29% (38)	5% (7)	133
4-Region: South	62% (145)	36% (84)	2% (4)	233
4-Region: West	61% (127)	35% (73)	3% (7)	207
Favorable of Trump	63% (170)	35% (95)	2% (5)	270
Unfavorable of Trump	64% (268)	33% (139)	3% (13)	419
Very Favorable of Trump	66% (88)	32% (42)	2% (3)	132
Somewhat Favorable of Trump	60% (82)	38% (53)	2% (3)	138
Somewhat Unfavorable of Trump	71% (56)	24% (19)	5% (4)	78
Very Unfavorable of Trump	62% (212)	35% (120)	3% (9)	341

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



**Table BRD3\_1:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
 0-10%*

Demographic	Yes		No		Don't know/No opinion		Total N
Adults	17%	(126)	67%	(489)	15%	(110)	724
Gender: Male	19%	(66)	67%	(229)	14%	(48)	342
Gender: Female	16%	(60)	68%	(260)	16%	(62)	382
Age: 18-29	14%	(32)	73%	(168)	13%	(30)	230
Age: 30-44	24%	(54)	63%	(145)	14%	(32)	232
Age: 45-54	14%	(13)	71%	(69)	16%	(15)	97
Age: 55-64	22%	(21)	56%	(53)	22%	(20)	94
Age: 65+	8%	(6)	76%	(54)	16%	(12)	71
Generation Z: 18-21	16%	(13)	71%	(57)	13%	(10)	80
Millennial: Age 22-37	17%	(49)	69%	(194)	13%	(37)	281
Generation X: Age 38-53	20%	(38)	64%	(122)	16%	(30)	190
Boomers: Age 54-72	16%	(26)	65%	(104)	19%	(30)	160
PID: Dem (no lean)	18%	(45)	69%	(175)	14%	(35)	256
PID: Ind (no lean)	18%	(48)	63%	(167)	18%	(49)	264
PID: Rep (no lean)	16%	(32)	72%	(146)	13%	(26)	205
PID/Gender: Dem Men	17%	(19)	69%	(78)	15%	(17)	113
PID/Gender: Dem Women	19%	(27)	68%	(98)	13%	(18)	143
PID/Gender: Ind Men	23%	(29)	63%	(79)	14%	(18)	126
PID/Gender: Ind Women	14%	(20)	64%	(88)	22%	(31)	138
PID/Gender: Rep Men	18%	(18)	69%	(72)	13%	(13)	103
PID/Gender: Rep Women	14%	(14)	74%	(75)	13%	(13)	101
Ideo: Liberal (1-3)	18%	(51)	66%	(191)	16%	(46)	289
Ideo: Moderate (4)	18%	(27)	66%	(100)	16%	(25)	151
Ideo: Conservative (5-7)	16%	(34)	73%	(157)	11%	(24)	214
Educ: < College	18%	(79)	64%	(274)	18%	(77)	430
Educ: Bachelors degree	19%	(35)	71%	(132)	10%	(19)	186
Educ: Post-grad	11%	(12)	76%	(83)	13%	(14)	109

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**Table BRD3\_1:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
0-10%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	17% (126)	67% (489)	15% (110)	724
Income: Under 50k	19% (69)	64% (235)	18% (65)	370
Income: 50k-100k	15% (34)	71% (164)	14% (32)	230
Income: 100k+	18% (23)	72% (90)	9% (12)	125
Ethnicity: White	16% (95)	68% (399)	16% (92)	586
Ethnicity: Hispanic	18% (31)	66% (112)	16% (27)	169
Ethnicity: Afr. Am.	22% (14)	61% (37)	16% (10)	60
Ethnicity: Other	22% (17)	67% (53)	10% (8)	78
Relig: Protestant	11% (18)	72% (112)	17% (26)	156
Relig: Roman Catholic	21% (31)	67% (100)	12% (18)	149
Relig: Something Else	20% (12)	63% (37)	17% (10)	59
Relig: Evangelical	22% (41)	66% (124)	12% (23)	188
Relig: Non-Evang. Catholics	12% (23)	71% (133)	16% (30)	185
Relig: All Christian	17% (64)	69% (256)	14% (53)	373
Relig: All Non-Christian	20% (12)	63% (37)	17% (10)	59
Community: Urban	16% (29)	68% (123)	16% (29)	182
Community: Suburban	17% (66)	69% (261)	13% (51)	378
Community: Rural	19% (31)	64% (105)	18% (30)	165
Employ: Private Sector	17% (44)	70% (182)	13% (33)	259
Employ: Government	24% (14)	67% (39)	8% (5)	58
Employ: Self-Employed	25% (16)	61% (40)	15% (10)	66
Employ: Homemaker	19% (12)	61% (38)	20% (12)	62
Employ: Student	14% (11)	75% (59)	11% (8)	79
Employ: Retired	11% (10)	68% (62)	21% (19)	91
Employ: Unemployed	15% (8)	71% (38)	14% (7)	54
Employ: Other	20% (11)	54% (30)	26% (14)	56
Military HH: Yes	23% (29)	62% (76)	15% (19)	124
Military HH: No	16% (97)	69% (412)	15% (91)	601
RD/WT: Right Direction	18% (50)	67% (186)	14% (40)	276
RD/WT: Wrong Track	17% (76)	67% (302)	16% (70)	448
Trump Job Approve	19% (56)	65% (187)	15% (43)	286
Trump Job Disapprove	16% (65)	70% (285)	14% (56)	406

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**Table BRD3\_1:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
0-10%

Demographic	Yes		No		Don't know/No opinion		Total N
Adults	17%	(126)	67%	(489)	15%	(110)	724
Trump Job Strongly Approve	20%	(24)	62%	(76)	18%	(22)	122
Trump Job Somewhat Approve	19%	(31)	68%	(111)	13%	(22)	164
Trump Job Somewhat Disapprove	14%	(12)	80%	(74)	6%	(6)	92
Trump Job Strongly Disapprove	17%	(53)	67%	(212)	16%	(50)	314
#1 Issue: Economy	18%	(39)	71%	(156)	12%	(26)	221
#1 Issue: Security	19%	(23)	68%	(84)	13%	(16)	123
#1 Issue: Health Care	17%	(20)	67%	(78)	16%	(19)	117
#1 Issue: Medicare / Social Security	16%	(9)	62%	(36)	23%	(13)	58
#1 Issue: Women's Issues	17%	(12)	60%	(44)	23%	(17)	73
#1 Issue: Education	12%	(8)	66%	(44)	21%	(14)	66
2016 Vote: Hillary Clinton	16%	(38)	71%	(172)	13%	(31)	241
2016 Vote: Donald Trump	18%	(39)	68%	(145)	13%	(28)	212
2016 Vote: Someone else	19%	(13)	64%	(46)	17%	(12)	72
2016 Vote: Didnt Vote	18%	(35)	63%	(124)	19%	(38)	198
Voted in 2014: Yes	18%	(78)	68%	(299)	14%	(60)	438
Voted in 2014: No	17%	(48)	66%	(190)	17%	(49)	287
2012 Vote: Barack Obama	17%	(47)	68%	(187)	15%	(42)	276
2012 Vote: Mitt Romney	17%	(29)	70%	(121)	13%	(23)	172
2012 Vote: Didn't Vote	18%	(47)	65%	(168)	17%	(43)	258
4-Region: Northeast	16%	(25)	72%	(109)	12%	(18)	152
4-Region: Midwest	17%	(23)	68%	(91)	14%	(19)	133
4-Region: South	17%	(40)	69%	(159)	14%	(33)	233
4-Region: West	18%	(38)	62%	(129)	19%	(40)	207
Favorable of Trump	20%	(54)	65%	(175)	15%	(41)	270
Unfavorable of Trump	16%	(67)	71%	(297)	13%	(55)	419
Very Favorable of Trump	23%	(30)	61%	(80)	16%	(22)	132
Somewhat Favorable of Trump	17%	(24)	69%	(95)	14%	(19)	138
Somewhat Unfavorable of Trump	14%	(11)	79%	(61)	8%	(6)	78
Very Unfavorable of Trump	16%	(56)	69%	(235)	15%	(50)	341

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

**Table BRD3\_4:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
11%-20%*

Demographic	Yes		No		Don't know/No opinion		Total N
Adults	18%	(127)	67%	(484)	16%	(113)	724
Gender: Male	17%	(60)	68%	(233)	15%	(50)	342
Gender: Female	18%	(67)	66%	(252)	17%	(63)	382
Age: 18-29	14%	(31)	74%	(170)	13%	(29)	230
Age: 30-44	24%	(56)	60%	(140)	15%	(36)	232
Age: 45-54	14%	(13)	70%	(68)	16%	(16)	97
Age: 55-64	23%	(22)	55%	(52)	22%	(21)	94
Age: 65+	6%	(5)	77%	(55)	16%	(12)	71
Generation Z: 18-21	14%	(11)	75%	(60)	11%	(9)	80
Millennial: Age 22-37	18%	(51)	67%	(189)	15%	(41)	281
Generation X: Age 38-53	20%	(39)	63%	(120)	16%	(31)	190
Boomers: Age 54-72	16%	(26)	65%	(104)	19%	(30)	160
PID: Dem (no lean)	16%	(41)	69%	(178)	15%	(37)	256
PID: Ind (no lean)	19%	(51)	62%	(163)	19%	(50)	264
PID: Rep (no lean)	17%	(36)	70%	(143)	13%	(26)	205
PID/Gender: Dem Men	13%	(15)	70%	(79)	17%	(19)	113
PID/Gender: Dem Women	18%	(26)	69%	(99)	13%	(18)	143
PID/Gender: Ind Men	21%	(27)	64%	(81)	15%	(18)	126
PID/Gender: Ind Women	17%	(24)	60%	(82)	23%	(32)	138
PID/Gender: Rep Men	18%	(18)	71%	(73)	12%	(12)	103
PID/Gender: Rep Women	17%	(17)	70%	(71)	13%	(13)	101
Ideo: Liberal (1-3)	15%	(43)	68%	(195)	17%	(50)	289
Ideo: Moderate (4)	18%	(27)	67%	(101)	16%	(24)	151
Ideo: Conservative (5-7)	18%	(38)	71%	(152)	11%	(24)	214
Educ: < College	19%	(83)	63%	(269)	18%	(78)	430
Educ: Bachelors degree	17%	(31)	73%	(135)	11%	(20)	186
Educ: Post-grad	12%	(13)	74%	(80)	14%	(16)	109

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**Table BRD3\_4:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
11%-20%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	18% (127)	67% (484)	16% (113)	724
Income: Under 50k	20% (74)	62% (230)	18% (66)	370
Income: 50k-100k	13% (29)	72% (166)	15% (35)	230
Income: 100k+	19% (24)	71% (88)	10% (12)	125
Ethnicity: White	17% (98)	67% (394)	16% (95)	586
Ethnicity: Hispanic	18% (30)	66% (112)	16% (27)	169
Ethnicity: Afr. Am.	22% (14)	61% (37)	16% (10)	60
Ethnicity: Other	20% (15)	69% (54)	11% (9)	78
Relig: Protestant	12% (19)	71% (110)	17% (26)	156
Relig: Roman Catholic	21% (31)	67% (99)	12% (18)	149
Relig: Something Else	16% (10)	65% (39)	19% (11)	59
Relig: Evangelical	22% (41)	65% (122)	13% (25)	188
Relig: Non-Evang. Catholics	14% (26)	70% (130)	16% (29)	185
Relig: All Christian	18% (67)	68% (252)	15% (54)	373
Relig: All Non-Christian	16% (10)	65% (39)	19% (11)	59
Community: Urban	16% (28)	67% (122)	17% (32)	182
Community: Suburban	18% (69)	68% (257)	14% (52)	378
Community: Rural	18% (29)	64% (106)	18% (30)	165
Employ: Private Sector	18% (47)	66% (172)	15% (40)	259
Employ: Government	18% (11)	73% (42)	8% (5)	58
Employ: Self-Employed	22% (14)	62% (41)	16% (11)	66
Employ: Homemaker	20% (12)	58% (36)	22% (14)	62
Employ: Student	14% (11)	74% (59)	11% (9)	79
Employ: Retired	11% (10)	69% (63)	20% (18)	91
Employ: Unemployed	18% (9)	70% (38)	12% (6)	54
Employ: Other	20% (11)	61% (34)	19% (11)	56
Military HH: Yes	21% (27)	63% (78)	16% (20)	124
Military HH: No	17% (101)	68% (407)	16% (93)	601
RD/WT: Right Direction	18% (49)	68% (189)	14% (39)	276
RD/WT: Wrong Track	18% (78)	66% (296)	17% (74)	448
Trump Job Approve	19% (54)	66% (188)	16% (44)	286
Trump Job Disapprove	16% (65)	70% (284)	14% (58)	406

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**Table BRD3\_4:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
11%-20%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	18% (127)	67% (484)	16% (113)	724
Trump Job Strongly Approve	18% (22)	65% (79)	17% (21)	122
Trump Job Somewhat Approve	19% (32)	66% (109)	14% (23)	164
Trump Job Somewhat Disapprove	12% (11)	80% (74)	8% (8)	92
Trump Job Strongly Disapprove	17% (54)	67% (210)	16% (50)	314
#1 Issue: Economy	20% (44)	68% (150)	13% (28)	221
#1 Issue: Security	20% (24)	68% (84)	12% (15)	123
#1 Issue: Health Care	19% (22)	66% (77)	16% (18)	117
#1 Issue: Medicare / Social Security	17% (10)	61% (35)	23% (13)	58
#1 Issue: Women's Issues	11% (8)	64% (47)	25% (18)	73
#1 Issue: Education	16% (11)	61% (40)	23% (15)	66
2016 Vote: Hillary Clinton	15% (37)	72% (173)	13% (31)	241
2016 Vote: Donald Trump	19% (41)	67% (142)	14% (30)	212
2016 Vote: Someone else	18% (13)	64% (46)	18% (13)	72
2016 Vote: Didnt Vote	19% (37)	61% (121)	20% (39)	198
Voted in 2014: Yes	17% (74)	69% (301)	14% (63)	438
Voted in 2014: No	18% (53)	64% (183)	18% (50)	287
2012 Vote: Barack Obama	19% (53)	64% (177)	17% (47)	276
2012 Vote: Mitt Romney	15% (26)	71% (123)	14% (24)	172
2012 Vote: Didn't Vote	18% (46)	66% (171)	16% (41)	258
4-Region: Northeast	16% (24)	71% (107)	14% (21)	152
4-Region: Midwest	20% (26)	66% (88)	14% (18)	133
4-Region: South	19% (44)	65% (152)	16% (37)	233
4-Region: West	16% (33)	66% (137)	18% (37)	207
Favorable of Trump	19% (51)	66% (177)	16% (42)	270
Unfavorable of Trump	16% (69)	70% (293)	14% (58)	419
Very Favorable of Trump	20% (26)	64% (84)	16% (22)	132
Somewhat Favorable of Trump	18% (25)	67% (93)	15% (20)	138
Somewhat Unfavorable of Trump	13% (10)	77% (60)	10% (8)	78
Very Unfavorable of Trump	17% (59)	68% (233)	15% (50)	341

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

**Table BRD3\_5:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
 21%-30%*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	26% (189)	55% (402)	18% (133)	724
Gender: Male	27% (93)	57% (194)	16% (55)	342
Gender: Female	25% (96)	54% (208)	20% (78)	382
Age: 18-29	23% (54)	63% (146)	13% (30)	230
Age: 30-44	33% (76)	48% (111)	20% (45)	232
Age: 45-54	26% (26)	55% (54)	18% (18)	97
Age: 55-64	27% (26)	45% (42)	28% (26)	94
Age: 65+	11% (8)	70% (50)	19% (14)	71
Generation Z: 18-21	24% (19)	65% (52)	12% (9)	80
Millennial: Age 22-37	29% (81)	55% (153)	16% (46)	281
Generation X: Age 38-53	29% (55)	51% (97)	20% (37)	190
Boomers: Age 54-72	21% (34)	55% (88)	23% (37)	160
PID: Dem (no lean)	26% (65)	60% (154)	14% (36)	256
PID: Ind (no lean)	26% (68)	52% (138)	22% (58)	264
PID: Rep (no lean)	27% (56)	54% (110)	19% (39)	205
PID/Gender: Dem Men	21% (23)	62% (70)	18% (20)	113
PID/Gender: Dem Women	29% (42)	59% (84)	11% (16)	143
PID/Gender: Ind Men	28% (35)	55% (70)	17% (21)	126
PID/Gender: Ind Women	24% (33)	49% (68)	27% (37)	138
PID/Gender: Rep Men	34% (35)	53% (54)	13% (14)	103
PID/Gender: Rep Women	21% (21)	55% (56)	25% (25)	101
Ideo: Liberal (1-3)	23% (65)	60% (174)	17% (49)	289
Ideo: Moderate (4)	25% (37)	56% (85)	19% (29)	151
Ideo: Conservative (5-7)	29% (63)	52% (112)	18% (40)	214
Educ: < College	27% (115)	53% (229)	20% (86)	430
Educ: Bachelors degree	26% (48)	60% (112)	14% (25)	186
Educ: Post-grad	24% (26)	56% (61)	21% (22)	109

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**Table BRD3\_5:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
21%-30%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	26% (189)	55% (402)	18% (133)	724
Income: Under 50k	28% (104)	52% (193)	20% (72)	370
Income: 50k-100k	22% (50)	59% (135)	19% (44)	230
Income: 100k+	28% (34)	59% (74)	13% (17)	125
Ethnicity: White	25% (148)	55% (322)	20% (116)	586
Ethnicity: Hispanic	29% (49)	54% (91)	17% (29)	169
Ethnicity: Afr. Am.	26% (16)	58% (35)	16% (10)	60
Ethnicity: Other	32% (25)	58% (45)	10% (8)	78
Relig: Protestant	21% (33)	58% (91)	21% (32)	156
Relig: Roman Catholic	30% (44)	57% (85)	13% (20)	149
Relig: Something Else	24% (14)	53% (31)	24% (14)	59
Relig: Evangelical	28% (52)	58% (109)	14% (27)	188
Relig: Non-Evang. Catholics	22% (42)	59% (109)	19% (35)	185
Relig: All Christian	25% (94)	58% (218)	16% (62)	373
Relig: All Non-Christian	24% (14)	53% (31)	24% (14)	59
Community: Urban	23% (42)	58% (106)	19% (34)	182
Community: Suburban	27% (102)	56% (211)	17% (65)	378
Community: Rural	27% (45)	52% (86)	21% (34)	165
Employ: Private Sector	29% (75)	53% (138)	18% (46)	259
Employ: Government	26% (15)	60% (34)	15% (9)	58
Employ: Self-Employed	30% (20)	49% (32)	21% (14)	66
Employ: Homemaker	25% (16)	50% (31)	24% (15)	62
Employ: Student	32% (25)	57% (45)	11% (9)	79
Employ: Retired	14% (13)	63% (58)	22% (21)	91
Employ: Unemployed	22% (12)	63% (34)	15% (8)	54
Employ: Other	24% (14)	54% (30)	22% (12)	56
Military HH: Yes	27% (34)	53% (65)	20% (25)	124
Military HH: No	26% (155)	56% (337)	18% (109)	601
RD/WT: Right Direction	28% (76)	53% (148)	19% (53)	276
RD/WT: Wrong Track	25% (113)	57% (254)	18% (81)	448
Trump Job Approve	29% (84)	51% (146)	20% (56)	286
Trump Job Disapprove	23% (95)	60% (246)	16% (66)	406

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**Table BRD3\_5:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
 21%-30%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	26% (189)	55% (402)	18% (133)	724
Trump Job Strongly Approve	30% (36)	50% (61)	20% (24)	122
Trump Job Somewhat Approve	29% (48)	51% (84)	19% (32)	164
Trump Job Somewhat Disapprove	21% (19)	69% (63)	10% (10)	92
Trump Job Strongly Disapprove	24% (76)	58% (182)	18% (56)	314
#1 Issue: Economy	28% (62)	55% (121)	17% (38)	221
#1 Issue: Security	28% (34)	57% (71)	15% (18)	123
#1 Issue: Health Care	24% (28)	57% (67)	19% (22)	117
#1 Issue: Medicare / Social Security	22% (13)	52% (30)	26% (15)	58
#1 Issue: Women's Issues	28% (20)	48% (35)	25% (18)	73
#1 Issue: Education	27% (18)	55% (36)	17% (11)	66
2016 Vote: Hillary Clinton	27% (65)	58% (141)	14% (35)	241
2016 Vote: Donald Trump	28% (59)	51% (109)	21% (45)	212
2016 Vote: Someone else	27% (20)	47% (34)	25% (18)	72
2016 Vote: Didnt Vote	23% (45)	59% (117)	18% (36)	198
Voted in 2014: Yes	26% (114)	56% (244)	18% (80)	438
Voted in 2014: No	26% (75)	55% (158)	19% (54)	287
2012 Vote: Barack Obama	28% (78)	53% (148)	18% (50)	276
2012 Vote: Mitt Romney	25% (42)	56% (96)	20% (34)	172
2012 Vote: Didn't Vote	25% (66)	57% (148)	17% (45)	258
4-Region: Northeast	24% (37)	60% (91)	16% (24)	152
4-Region: Midwest	27% (35)	59% (78)	14% (19)	133
4-Region: South	29% (66)	51% (118)	21% (48)	233
4-Region: West	24% (50)	55% (114)	20% (42)	207
Favorable of Trump	29% (78)	53% (142)	18% (50)	270
Unfavorable of Trump	25% (103)	59% (248)	16% (67)	419
Very Favorable of Trump	33% (44)	50% (66)	17% (23)	132
Somewhat Favorable of Trump	25% (34)	56% (77)	19% (27)	138
Somewhat Unfavorable of Trump	24% (18)	65% (50)	12% (9)	78
Very Unfavorable of Trump	25% (85)	58% (198)	17% (58)	341

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

**Table BRD3\_6:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
31%-40%*

Demographic	Yes		No		Don't know/No opinion		Total N
Adults	35%	(257)	43%	(310)	22%	(158)	724
Gender: Male	36%	(123)	44%	(151)	20%	(69)	342
Gender: Female	35%	(134)	42%	(159)	23%	(89)	382
Age: 18-29	37%	(85)	46%	(106)	17%	(39)	230
Age: 30-44	41%	(95)	37%	(85)	22%	(51)	232
Age: 45-54	35%	(35)	41%	(40)	24%	(23)	97
Age: 55-64	33%	(31)	39%	(36)	28%	(27)	94
Age: 65+	16%	(11)	59%	(42)	25%	(18)	71
Generation Z: 18-21	32%	(25)	53%	(42)	16%	(12)	80
Millennial: Age 22-37	42%	(118)	38%	(106)	20%	(57)	281
Generation X: Age 38-53	36%	(69)	41%	(78)	23%	(44)	190
Boomers: Age 54-72	28%	(44)	48%	(77)	24%	(38)	160
PID: Dem (no lean)	32%	(81)	50%	(127)	19%	(47)	256
PID: Ind (no lean)	38%	(99)	37%	(98)	25%	(66)	264
PID: Rep (no lean)	37%	(76)	41%	(84)	21%	(44)	205
PID/Gender: Dem Men	26%	(29)	51%	(58)	23%	(26)	113
PID/Gender: Dem Women	37%	(52)	48%	(69)	15%	(21)	143
PID/Gender: Ind Men	41%	(52)	40%	(50)	18%	(23)	126
PID/Gender: Ind Women	34%	(47)	35%	(48)	31%	(43)	138
PID/Gender: Rep Men	40%	(42)	41%	(42)	19%	(19)	103
PID/Gender: Rep Women	34%	(35)	41%	(42)	24%	(25)	101
Ideo: Liberal (1-3)	30%	(88)	46%	(133)	23%	(67)	289
Ideo: Moderate (4)	28%	(43)	50%	(76)	22%	(33)	151
Ideo: Conservative (5-7)	46%	(100)	35%	(75)	19%	(40)	214
Educ: < College	36%	(154)	41%	(178)	23%	(98)	430
Educ: Bachelors degree	35%	(65)	45%	(84)	20%	(37)	186
Educ: Post-grad	35%	(38)	44%	(49)	21%	(23)	109

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**Table BRD3\_6:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
31%-40%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	35% (257)	43% (310)	22% (158)	724
Income: Under 50k	38% (141)	38% (142)	24% (87)	370
Income: 50k-100k	32% (73)	48% (109)	21% (48)	230
Income: 100k+	35% (44)	47% (58)	18% (23)	125
Ethnicity: White	35% (208)	41% (241)	23% (138)	586
Ethnicity: Hispanic	31% (53)	48% (82)	20% (35)	169
Ethnicity: Afr. Am.	30% (18)	50% (30)	21% (12)	60
Ethnicity: Other	40% (31)	50% (39)	10% (8)	78
Relig: Protestant	34% (54)	41% (64)	24% (38)	156
Relig: Roman Catholic	31% (46)	53% (79)	16% (24)	149
Relig: Something Else	42% (25)	33% (19)	25% (15)	59
Relig: Evangelical	41% (78)	43% (80)	16% (30)	188
Relig: Non-Evang. Catholics	28% (53)	49% (92)	22% (41)	185
Relig: All Christian	35% (130)	46% (172)	19% (71)	373
Relig: All Non-Christian	42% (25)	33% (19)	25% (15)	59
Community: Urban	32% (57)	47% (85)	21% (39)	182
Community: Suburban	37% (140)	43% (161)	20% (76)	378
Community: Rural	36% (60)	38% (63)	26% (42)	165
Employ: Private Sector	40% (104)	38% (99)	22% (56)	259
Employ: Government	37% (21)	42% (24)	21% (12)	58
Employ: Self-Employed	36% (24)	42% (28)	22% (15)	66
Employ: Homemaker	29% (18)	44% (27)	27% (17)	62
Employ: Student	35% (28)	48% (38)	16% (13)	79
Employ: Retired	21% (19)	54% (49)	25% (23)	91
Employ: Unemployed	34% (18)	49% (26)	18% (10)	54
Employ: Other	45% (25)	33% (18)	23% (13)	56
Military HH: Yes	31% (39)	49% (60)	20% (25)	124
Military HH: No	36% (218)	42% (250)	22% (133)	601
RD/WT: Right Direction	37% (101)	42% (115)	22% (60)	276
RD/WT: Wrong Track	35% (156)	44% (195)	22% (97)	448
Trump Job Approve	38% (107)	39% (112)	23% (67)	286
Trump Job Disapprove	34% (139)	46% (188)	19% (79)	406

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**Table BRD3\_6:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
31%-40%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	35% (257)	43% (310)	22% (158)	724
Trump Job Strongly Approve	39% (48)	39% (47)	22% (27)	122
Trump Job Somewhat Approve	36% (60)	39% (65)	24% (40)	164
Trump Job Somewhat Disapprove	41% (37)	48% (44)	11% (10)	92
Trump Job Strongly Disapprove	32% (102)	46% (144)	22% (69)	314
#1 Issue: Economy	42% (92)	40% (88)	18% (40)	221
#1 Issue: Security	33% (41)	46% (56)	21% (26)	123
#1 Issue: Health Care	34% (40)	41% (48)	25% (29)	117
#1 Issue: Medicare / Social Security	33% (19)	44% (25)	23% (13)	58
#1 Issue: Women's Issues	27% (20)	49% (36)	24% (18)	73
#1 Issue: Education	41% (27)	42% (28)	17% (11)	66
2016 Vote: Hillary Clinton	32% (77)	49% (117)	19% (47)	241
2016 Vote: Donald Trump	40% (86)	38% (81)	21% (45)	212
2016 Vote: Someone else	37% (27)	33% (24)	30% (22)	72
2016 Vote: Didnt Vote	34% (68)	44% (86)	22% (44)	198
Voted in 2014: Yes	34% (150)	44% (193)	22% (95)	438
Voted in 2014: No	37% (107)	41% (117)	22% (63)	287
2012 Vote: Barack Obama	33% (90)	46% (128)	21% (58)	276
2012 Vote: Mitt Romney	36% (62)	40% (69)	24% (42)	172
2012 Vote: Didn't Vote	39% (100)	41% (105)	20% (53)	258
4-Region: Northeast	34% (52)	50% (77)	15% (23)	152
4-Region: Midwest	43% (58)	39% (52)	18% (24)	133
4-Region: South	39% (91)	37% (85)	24% (57)	233
4-Region: West	27% (56)	47% (96)	26% (54)	207
Favorable of Trump	39% (105)	40% (109)	21% (56)	270
Unfavorable of Trump	35% (145)	45% (189)	20% (85)	419
Very Favorable of Trump	40% (53)	39% (52)	21% (28)	132
Somewhat Favorable of Trump	38% (53)	41% (57)	20% (28)	138
Somewhat Unfavorable of Trump	35% (27)	45% (35)	20% (16)	78
Very Unfavorable of Trump	35% (118)	45% (154)	20% (69)	341

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

**Table BRD3\_7:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
 41%-50%*

Demographic	Yes		No		Don't know/No opinion		Total N
Adults	50%	(363)	26%	(191)	23%	(170)	724
Gender: Male	51%	(174)	27%	(91)	23%	(77)	342
Gender: Female	49%	(189)	26%	(100)	24%	(93)	382
Age: 18-29	52%	(120)	26%	(60)	22%	(50)	230
Age: 30-44	56%	(131)	24%	(56)	19%	(45)	232
Age: 45-54	54%	(53)	28%	(28)	17%	(17)	97
Age: 55-64	43%	(40)	25%	(24)	32%	(30)	94
Age: 65+	27%	(19)	34%	(24)	39%	(28)	71
Generation Z: 18-21	46%	(37)	29%	(23)	24%	(19)	80
Millennial: Age 22-37	57%	(161)	23%	(64)	20%	(55)	281
Generation X: Age 38-53	53%	(101)	27%	(51)	20%	(38)	190
Boomers: Age 54-72	38%	(61)	31%	(49)	31%	(49)	160
PID: Dem (no lean)	46%	(118)	31%	(80)	23%	(58)	256
PID: Ind (no lean)	52%	(138)	23%	(60)	25%	(66)	264
PID: Rep (no lean)	53%	(107)	25%	(51)	22%	(46)	205
PID/Gender: Dem Men	39%	(45)	32%	(36)	29%	(32)	113
PID/Gender: Dem Women	51%	(73)	31%	(44)	18%	(26)	143
PID/Gender: Ind Men	57%	(72)	23%	(29)	20%	(25)	126
PID/Gender: Ind Women	48%	(66)	23%	(31)	29%	(41)	138
PID/Gender: Rep Men	56%	(58)	25%	(26)	19%	(20)	103
PID/Gender: Rep Women	49%	(50)	25%	(25)	26%	(26)	101
Ideo: Liberal (1-3)	48%	(139)	26%	(75)	26%	(75)	289
Ideo: Moderate (4)	46%	(70)	35%	(53)	19%	(29)	151
Ideo: Conservative (5-7)	59%	(126)	21%	(45)	20%	(43)	214
Educ: < College	48%	(206)	25%	(109)	27%	(115)	430
Educ: Bachelors degree	54%	(101)	28%	(51)	18%	(34)	186
Educ: Post-grad	51%	(56)	29%	(32)	20%	(21)	109

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**Table BRD3\_7: Would you see or rent a film if it has a Rotten Tomatoes score of:  
41%-50%**

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	50% (363)	26% (191)	23% (170)	724
Income: Under 50k	50% (186)	24% (90)	26% (94)	370
Income: 50k-100k	49% (113)	29% (66)	22% (51)	230
Income: 100k+	52% (65)	28% (35)	20% (24)	125
Ethnicity: White	50% (291)	25% (145)	26% (150)	586
Ethnicity: Hispanic	46% (77)	37% (63)	17% (29)	169
Ethnicity: Afr. Am.	40% (24)	35% (21)	25% (15)	60
Ethnicity: Other	62% (48)	32% (25)	6% (5)	78
Relig: Protestant	49% (76)	24% (38)	27% (42)	156
Relig: Roman Catholic	46% (69)	36% (53)	18% (27)	149
Relig: Something Else	57% (34)	21% (13)	22% (13)	59
Relig: Evangelical	54% (101)	27% (51)	19% (36)	188
Relig: Non-Evang. Catholics	44% (82)	31% (58)	24% (45)	185
Relig: All Christian	49% (183)	29% (109)	22% (81)	373
Relig: All Non-Christian	57% (34)	21% (13)	22% (13)	59
Community: Urban	49% (89)	29% (53)	22% (39)	182
Community: Suburban	52% (196)	24% (92)	24% (90)	378
Community: Rural	47% (78)	28% (47)	25% (41)	165
Employ: Private Sector	58% (149)	21% (54)	21% (55)	259
Employ: Government	50% (29)	29% (17)	21% (12)	58
Employ: Self-Employed	50% (33)	23% (15)	27% (18)	66
Employ: Homemaker	35% (22)	35% (22)	30% (19)	62
Employ: Student	54% (42)	24% (19)	22% (17)	79
Employ: Retired	34% (31)	34% (31)	32% (29)	91
Employ: Unemployed	51% (27)	35% (19)	14% (8)	54
Employ: Other	53% (29)	27% (15)	21% (12)	56
Military HH: Yes	42% (52)	34% (42)	24% (30)	124
Military HH: No	52% (311)	25% (149)	23% (140)	601
RD/WT: Right Direction	52% (143)	26% (71)	23% (62)	276
RD/WT: Wrong Track	49% (221)	27% (120)	24% (108)	448
Trump Job Approve	50% (144)	26% (76)	23% (66)	286
Trump Job Disapprove	50% (204)	27% (111)	23% (92)	406

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**Table BRD3\_7:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
41%-50%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	50% (363)	26% (191)	23% (170)	724
Trump Job Strongly Approve	51% (62)	26% (32)	24% (29)	122
Trump Job Somewhat Approve	50% (82)	27% (44)	23% (38)	164
Trump Job Somewhat Disapprove	59% (55)	28% (25)	13% (12)	92
Trump Job Strongly Disapprove	47% (149)	27% (86)	25% (80)	314
#1 Issue: Economy	56% (123)	25% (56)	19% (42)	221
#1 Issue: Security	49% (60)	27% (33)	24% (30)	123
#1 Issue: Health Care	46% (54)	29% (34)	25% (29)	117
#1 Issue: Medicare / Social Security	37% (21)	39% (22)	24% (14)	58
#1 Issue: Women's Issues	49% (36)	19% (14)	32% (24)	73
#1 Issue: Education	51% (34)	30% (20)	19% (12)	66
2016 Vote: Hillary Clinton	50% (120)	28% (68)	22% (53)	241
2016 Vote: Donald Trump	51% (109)	26% (56)	22% (47)	212
2016 Vote: Someone else	56% (40)	18% (13)	26% (19)	72
2016 Vote: Didnt Vote	47% (93)	28% (55)	25% (50)	198
Voted in 2014: Yes	49% (216)	28% (121)	23% (101)	438
Voted in 2014: No	51% (147)	25% (71)	24% (69)	287
2012 Vote: Barack Obama	47% (130)	28% (78)	25% (68)	276
2012 Vote: Mitt Romney	52% (89)	25% (43)	23% (40)	172
2012 Vote: Didn't Vote	53% (136)	25% (66)	22% (56)	258
4-Region: Northeast	48% (72)	33% (50)	19% (29)	152
4-Region: Midwest	60% (79)	19% (26)	21% (28)	133
4-Region: South	54% (125)	22% (52)	24% (56)	233
4-Region: West	42% (86)	31% (64)	28% (57)	207
Favorable of Trump	56% (150)	25% (68)	19% (53)	270
Unfavorable of Trump	48% (202)	27% (114)	25% (103)	419
Very Favorable of Trump	55% (73)	24% (31)	21% (28)	132
Somewhat Favorable of Trump	56% (77)	26% (36)	18% (25)	138
Somewhat Unfavorable of Trump	45% (35)	28% (21)	27% (21)	78
Very Unfavorable of Trump	49% (167)	27% (92)	24% (82)	341

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

**Table BRD3\_8:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
51%-60%*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	66% (476)	15% (108)	19% (140)	724
Gender: Male	68% (232)	15% (52)	17% (58)	342
Gender: Female	64% (244)	15% (57)	21% (82)	382
Age: 18-29	62% (142)	19% (44)	19% (44)	230
Age: 30-44	76% (175)	10% (23)	14% (33)	232
Age: 45-54	65% (63)	16% (16)	18% (18)	97
Age: 55-64	55% (52)	15% (14)	30% (28)	94
Age: 65+	60% (43)	15% (11)	25% (17)	71
Generation Z: 18-21	59% (47)	19% (15)	23% (18)	80
Millennial: Age 22-37	69% (194)	15% (43)	16% (44)	281
Generation X: Age 38-53	71% (134)	12% (23)	17% (33)	190
Boomers: Age 54-72	58% (92)	16% (26)	26% (42)	160
PID: Dem (no lean)	65% (167)	16% (41)	19% (48)	256
PID: Ind (no lean)	64% (168)	15% (41)	21% (55)	264
PID: Rep (no lean)	69% (141)	13% (27)	18% (36)	205
PID/Gender: Dem Men	61% (69)	17% (19)	22% (25)	113
PID/Gender: Dem Women	68% (98)	15% (22)	16% (23)	143
PID/Gender: Ind Men	70% (88)	14% (18)	16% (20)	126
PID/Gender: Ind Women	58% (80)	16% (23)	26% (36)	138
PID/Gender: Rep Men	73% (75)	14% (15)	13% (13)	103
PID/Gender: Rep Women	65% (66)	12% (12)	23% (23)	101
Ideo: Liberal (1-3)	64% (184)	16% (46)	20% (58)	289
Ideo: Moderate (4)	60% (91)	22% (33)	18% (27)	151
Ideo: Conservative (5-7)	75% (160)	9% (20)	16% (35)	214
Educ: < College	65% (279)	14% (58)	21% (92)	430
Educ: Bachelors degree	69% (128)	15% (29)	16% (29)	186
Educ: Post-grad	64% (70)	19% (21)	17% (18)	109

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**Table BRD3\_8:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
 51%-60%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	66% (476)	15% (108)	19% (140)	724
Income: Under 50k	64% (235)	15% (56)	21% (79)	370
Income: 50k-100k	67% (154)	15% (35)	17% (40)	230
Income: 100k+	69% (86)	14% (17)	17% (21)	125
Ethnicity: White	65% (383)	14% (81)	21% (122)	586
Ethnicity: Hispanic	62% (105)	21% (35)	17% (29)	169
Ethnicity: Afr. Am.	60% (36)	19% (11)	22% (13)	60
Ethnicity: Other	73% (57)	21% (16)	6% (5)	78
Relig: Protestant	68% (106)	12% (19)	20% (30)	156
Relig: Roman Catholic	61% (90)	20% (30)	19% (28)	149
Relig: Something Else	70% (42)	12% (7)	17% (10)	59
Relig: Evangelical	68% (129)	16% (30)	16% (30)	188
Relig: Non-Evang. Catholics	62% (115)	15% (29)	22% (41)	185
Relig: All Christian	65% (244)	16% (58)	19% (71)	373
Relig: All Non-Christian	70% (42)	12% (7)	17% (10)	59
Community: Urban	66% (120)	19% (34)	15% (27)	182
Community: Suburban	66% (250)	15% (55)	19% (73)	378
Community: Rural	65% (107)	12% (19)	24% (39)	165
Employ: Private Sector	73% (189)	13% (33)	14% (36)	259
Employ: Government	64% (37)	15% (9)	20% (12)	58
Employ: Self-Employed	63% (42)	13% (8)	24% (16)	66
Employ: Homemaker	58% (36)	16% (10)	26% (16)	62
Employ: Student	62% (49)	17% (14)	21% (17)	79
Employ: Retired	55% (50)	13% (12)	32% (29)	91
Employ: Unemployed	67% (36)	24% (13)	9% (5)	54
Employ: Other	67% (37)	17% (10)	16% (9)	56
Military HH: Yes	61% (76)	13% (16)	25% (32)	124
Military HH: No	67% (400)	15% (92)	18% (108)	601
RD/WT: Right Direction	70% (194)	11% (32)	18% (50)	276
RD/WT: Wrong Track	63% (282)	17% (77)	20% (90)	448
Trump Job Approve	70% (200)	10% (30)	20% (57)	286
Trump Job Disapprove	64% (260)	18% (74)	18% (71)	406

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**Table BRD3\_8:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
51%-60%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	66% (476)	15% (108)	19% (140)	724
Trump Job Strongly Approve	70% (85)	13% (16)	17% (21)	122
Trump Job Somewhat Approve	70% (115)	8% (14)	22% (36)	164
Trump Job Somewhat Disapprove	70% (64)	19% (18)	11% (10)	92
Trump Job Strongly Disapprove	62% (196)	18% (57)	20% (62)	314
#1 Issue: Economy	70% (156)	13% (29)	17% (37)	221
#1 Issue: Security	65% (80)	20% (25)	14% (18)	123
#1 Issue: Health Care	65% (76)	14% (17)	20% (24)	117
#1 Issue: Medicare / Social Security	60% (35)	13% (7)	27% (15)	58
#1 Issue: Women's Issues	57% (42)	16% (11)	27% (20)	73
#1 Issue: Education	66% (43)	18% (12)	16% (11)	66
2016 Vote: Hillary Clinton	66% (159)	16% (38)	18% (43)	241
2016 Vote: Donald Trump	72% (152)	10% (21)	19% (39)	212
2016 Vote: Someone else	68% (49)	14% (10)	18% (13)	72
2016 Vote: Didn't Vote	59% (116)	20% (39)	22% (43)	198
Voted in 2014: Yes	67% (295)	14% (63)	18% (80)	438
Voted in 2014: No	63% (181)	16% (46)	21% (60)	287
2012 Vote: Barack Obama	64% (178)	16% (43)	20% (55)	276
2012 Vote: Mitt Romney	72% (123)	11% (19)	17% (30)	172
2012 Vote: Didn't Vote	64% (165)	17% (44)	19% (49)	258
4-Region: Northeast	64% (97)	18% (27)	18% (28)	152
4-Region: Midwest	73% (97)	10% (13)	17% (23)	133
4-Region: South	69% (160)	14% (33)	17% (39)	233
4-Region: West	59% (122)	17% (35)	24% (50)	207
Favorable of Trump	74% (199)	10% (27)	16% (44)	270
Unfavorable of Trump	63% (265)	18% (77)	19% (78)	419
Very Favorable of Trump	71% (94)	13% (17)	16% (21)	132
Somewhat Favorable of Trump	76% (105)	7% (10)	17% (23)	138
Somewhat Unfavorable of Trump	64% (50)	17% (13)	19% (15)	78
Very Unfavorable of Trump	63% (215)	19% (64)	18% (63)	341

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

**Table BRD3\_9:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
 61%-70%*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	76% (553)	9% (68)	14% (103)	724
Gender: Male	78% (268)	10% (35)	11% (39)	342
Gender: Female	74% (285)	9% (33)	17% (64)	382
Age: 18-29	76% (174)	9% (20)	16% (36)	230
Age: 30-44	84% (194)	7% (17)	9% (21)	232
Age: 45-54	73% (71)	13% (13)	13% (13)	97
Age: 55-64	65% (61)	12% (12)	23% (21)	94
Age: 65+	74% (52)	9% (7)	17% (12)	71
Generation Z: 18-21	76% (61)	6% (5)	18% (14)	80
Millennial: Age 22-37	80% (225)	8% (22)	12% (33)	281
Generation X: Age 38-53	77% (145)	11% (21)	12% (23)	190
Boomers: Age 54-72	70% (111)	11% (17)	19% (31)	160
PID: Dem (no lean)	77% (198)	10% (24)	13% (34)	256
PID: Ind (no lean)	74% (195)	9% (25)	17% (44)	264
PID: Rep (no lean)	78% (160)	9% (19)	12% (25)	205
PID/Gender: Dem Men	75% (85)	13% (15)	12% (14)	113
PID/Gender: Dem Women	79% (113)	7% (10)	14% (20)	143
PID/Gender: Ind Men	81% (102)	7% (9)	11% (14)	126
PID/Gender: Ind Women	67% (93)	11% (15)	22% (30)	138
PID/Gender: Rep Men	79% (81)	11% (11)	11% (11)	103
PID/Gender: Rep Women	78% (79)	8% (8)	14% (14)	101
Ideo: Liberal (1-3)	73% (212)	12% (34)	15% (42)	289
Ideo: Moderate (4)	74% (111)	14% (21)	12% (19)	151
Ideo: Conservative (5-7)	83% (179)	6% (12)	11% (24)	214
Educ: < College	75% (322)	10% (41)	15% (66)	430
Educ: Bachelors degree	82% (152)	7% (13)	11% (21)	186
Educ: Post-grad	72% (78)	13% (14)	16% (17)	109

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**Table BRD3\_9:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
61%-70%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	76% (553)	9% (68)	14% (103)	724
Income: Under 50k	74% (272)	11% (41)	15% (57)	370
Income: 50k-100k	80% (184)	7% (17)	13% (29)	230
Income: 100k+	77% (97)	9% (11)	14% (17)	125
Ethnicity: White	76% (447)	8% (49)	15% (90)	586
Ethnicity: Hispanic	73% (124)	11% (19)	16% (27)	169
Ethnicity: Afr. Am.	67% (40)	19% (12)	14% (8)	60
Ethnicity: Other	84% (65)	10% (8)	6% (5)	78
Relig: Protestant	79% (123)	6% (9)	15% (24)	156
Relig: Roman Catholic	74% (110)	12% (18)	14% (20)	149
Relig: Something Else	81% (48)	8% (5)	11% (7)	59
Relig: Evangelical	78% (146)	13% (24)	10% (18)	188
Relig: Non-Evang. Catholics	75% (139)	7% (14)	18% (33)	185
Relig: All Christian	76% (285)	10% (38)	14% (51)	373
Relig: All Non-Christian	81% (48)	8% (5)	11% (7)	59
Community: Urban	77% (139)	12% (23)	11% (20)	182
Community: Suburban	77% (290)	8% (32)	15% (55)	378
Community: Rural	75% (123)	8% (14)	17% (28)	165
Employ: Private Sector	83% (214)	7% (19)	10% (27)	259
Employ: Government	73% (42)	10% (6)	17% (10)	58
Employ: Self-Employed	64% (42)	14% (10)	22% (14)	66
Employ: Homemaker	67% (41)	17% (10)	16% (10)	62
Employ: Student	78% (61)	7% (5)	15% (12)	79
Employ: Retired	72% (66)	8% (7)	20% (19)	91
Employ: Unemployed	81% (43)	10% (5)	9% (5)	54
Employ: Other	76% (43)	12% (7)	11% (6)	56
Military HH: Yes	68% (84)	13% (16)	19% (23)	124
Military HH: No	78% (468)	9% (52)	13% (80)	601
RD/WT: Right Direction	78% (215)	10% (29)	12% (33)	276
RD/WT: Wrong Track	75% (338)	9% (39)	16% (71)	448
Trump Job Approve	74% (213)	10% (30)	15% (43)	286
Trump Job Disapprove	78% (319)	9% (36)	13% (52)	406

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**Table BRD3\_9:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
61%-70%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	76% (553)	9% (68)	14% (103)	724
Trump Job Strongly Approve	75% (91)	11% (14)	14% (17)	122
Trump Job Somewhat Approve	74% (122)	10% (16)	16% (26)	164
Trump Job Somewhat Disapprove	90% (83)	4% (3)	7% (6)	92
Trump Job Strongly Disapprove	75% (236)	10% (32)	15% (46)	314
#1 Issue: Economy	79% (176)	9% (20)	12% (26)	221
#1 Issue: Security	79% (98)	10% (13)	10% (13)	123
#1 Issue: Health Care	75% (88)	11% (12)	14% (16)	117
#1 Issue: Medicare / Social Security	71% (41)	7% (4)	22% (13)	58
#1 Issue: Women's Issues	67% (49)	11% (8)	21% (16)	73
#1 Issue: Education	83% (54)	5% (4)	12% (8)	66
2016 Vote: Hillary Clinton	75% (181)	11% (26)	14% (34)	241
2016 Vote: Donald Trump	81% (172)	6% (13)	13% (27)	212
2016 Vote: Someone else	70% (50)	12% (9)	18% (13)	72
2016 Vote: Didnt Vote	75% (149)	10% (20)	15% (29)	198
Voted in 2014: Yes	75% (329)	11% (50)	13% (59)	438
Voted in 2014: No	78% (224)	6% (18)	16% (45)	287
2012 Vote: Barack Obama	73% (203)	12% (34)	14% (40)	276
2012 Vote: Mitt Romney	80% (138)	8% (14)	12% (21)	172
2012 Vote: Didn't Vote	77% (199)	8% (21)	15% (39)	258
4-Region: Northeast	77% (118)	12% (18)	11% (17)	152
4-Region: Midwest	81% (108)	6% (9)	12% (17)	133
4-Region: South	80% (187)	9% (20)	11% (26)	233
4-Region: West	68% (141)	10% (22)	22% (45)	207
Favorable of Trump	79% (213)	11% (29)	10% (28)	270
Unfavorable of Trump	77% (325)	8% (35)	14% (59)	419
Very Favorable of Trump	76% (100)	12% (16)	12% (16)	132
Somewhat Favorable of Trump	82% (113)	9% (13)	9% (12)	138
Somewhat Unfavorable of Trump	79% (61)	7% (5)	14% (11)	78
Very Unfavorable of Trump	77% (263)	9% (30)	14% (48)	341

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

**Table BRD3\_10:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
71%-80%*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	85% (615)	6% (41)	9% (68)	724
Gender: Male	87% (299)	5% (17)	8% (26)	342
Gender: Female	83% (316)	6% (25)	11% (42)	382
Age: 18-29	87% (201)	4% (10)	8% (20)	230
Age: 30-44	87% (202)	5% (12)	8% (18)	232
Age: 45-54	85% (82)	5% (5)	10% (10)	97
Age: 55-64	76% (71)	10% (9)	14% (13)	94
Age: 65+	82% (59)	6% (5)	11% (8)	71
Generation Z: 18-21	93% (74)	5% (4)	2% (2)	80
Millennial: Age 22-37	86% (242)	4% (11)	10% (28)	281
Generation X: Age 38-53	85% (160)	7% (13)	9% (17)	190
Boomers: Age 54-72	79% (126)	9% (14)	12% (20)	160
PID: Dem (no lean)	86% (219)	5% (12)	10% (25)	256
PID: Ind (no lean)	83% (220)	6% (16)	11% (28)	264
PID: Rep (no lean)	86% (176)	6% (13)	7% (15)	205
PID/Gender: Dem Men	87% (99)	4% (5)	8% (10)	113
PID/Gender: Dem Women	84% (120)	5% (7)	11% (15)	143
PID/Gender: Ind Men	88% (111)	3% (4)	9% (11)	126
PID/Gender: Ind Women	79% (109)	9% (12)	13% (17)	138
PID/Gender: Rep Men	87% (90)	7% (8)	6% (6)	103
PID/Gender: Rep Women	86% (87)	5% (6)	9% (9)	101
Ideo: Liberal (1-3)	85% (246)	5% (15)	9% (27)	289
Ideo: Moderate (4)	79% (120)	12% (18)	9% (13)	151
Ideo: Conservative (5-7)	89% (191)	4% (8)	7% (15)	214
Educ: < College	82% (352)	7% (31)	11% (47)	430
Educ: Bachelors degree	91% (169)	3% (5)	6% (11)	186
Educ: Post-grad	86% (94)	5% (5)	9% (10)	109

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**Table BRD3\_10:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
 71%-80%*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	85% (615)	6% (41)	9% (68)	724
Income: Under 50k	82% (302)	7% (26)	11% (42)	370
Income: 50k-100k	88% (203)	4% (10)	7% (17)	230
Income: 100k+	88% (110)	5% (6)	8% (9)	125
Ethnicity: White	85% (499)	5% (29)	10% (59)	586
Ethnicity: Hispanic	82% (140)	5% (8)	13% (22)	169
Ethnicity: Afr. Am.	75% (45)	14% (9)	10% (6)	60
Ethnicity: Other	91% (71)	4% (3)	4% (3)	78
Relig: Protestant	85% (132)	3% (4)	12% (19)	156
Relig: Roman Catholic	84% (125)	10% (14)	6% (9)	149
Relig: Something Else	82% (49)	7% (4)	11% (7)	59
Relig: Evangelical	82% (154)	10% (19)	8% (15)	188
Relig: Non-Evang. Catholics	85% (158)	5% (9)	10% (19)	185
Relig: All Christian	84% (312)	7% (27)	9% (34)	373
Relig: All Non-Christian	82% (49)	7% (4)	11% (7)	59
Community: Urban	85% (155)	7% (13)	7% (13)	182
Community: Suburban	85% (321)	5% (21)	10% (36)	378
Community: Rural	84% (139)	5% (8)	11% (18)	165
Employ: Private Sector	88% (229)	4% (11)	7% (19)	259
Employ: Government	90% (52)	3% (2)	7% (4)	58
Employ: Self-Employed	78% (52)	6% (4)	16% (10)	66
Employ: Homemaker	70% (43)	14% (8)	16% (10)	62
Employ: Student	89% (70)	5% (4)	6% (4)	79
Employ: Retired	81% (74)	4% (4)	14% (13)	91
Employ: Unemployed	88% (47)	8% (4)	4% (2)	54
Employ: Other	84% (47)	7% (4)	9% (5)	56
Military HH: Yes	78% (97)	9% (11)	13% (17)	124
Military HH: No	86% (518)	5% (31)	9% (51)	601
RD/WT: Right Direction	86% (236)	7% (19)	8% (21)	276
RD/WT: Wrong Track	85% (379)	5% (23)	10% (47)	448
Trump Job Approve	84% (241)	7% (20)	9% (26)	286
Trump Job Disapprove	87% (352)	5% (20)	8% (34)	406

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**Table BRD3\_10:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
71%-80%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	85% (615)	6% (41)	9% (68)	724
Trump Job Strongly Approve	81% (99)	7% (9)	12% (14)	122
Trump Job Somewhat Approve	86% (142)	7% (11)	7% (12)	164
Trump Job Somewhat Disapprove	93% (85)	3% (3)	4% (4)	92
Trump Job Strongly Disapprove	85% (267)	5% (17)	10% (30)	314
#1 Issue: Economy	87% (192)	7% (16)	6% (13)	221
#1 Issue: Security	90% (110)	6% (7)	5% (6)	123
#1 Issue: Health Care	83% (97)	5% (5)	12% (14)	117
#1 Issue: Medicare / Social Security	78% (45)	2% (1)	20% (11)	58
#1 Issue: Women's Issues	78% (57)	7% (5)	15% (11)	73
#1 Issue: Education	89% (58)	4% (3)	7% (5)	66
2016 Vote: Hillary Clinton	88% (212)	4% (11)	8% (18)	241
2016 Vote: Donald Trump	85% (181)	5% (11)	9% (20)	212
2016 Vote: Someone else	82% (59)	5% (4)	12% (9)	72
2016 Vote: Didnt Vote	81% (161)	8% (15)	11% (21)	198
Voted in 2014: Yes	85% (370)	6% (27)	9% (41)	438
Voted in 2014: No	85% (245)	5% (15)	9% (27)	287
2012 Vote: Barack Obama	83% (228)	7% (19)	11% (29)	276
2012 Vote: Mitt Romney	87% (150)	5% (8)	8% (14)	172
2012 Vote: Didn't Vote	86% (221)	5% (14)	9% (24)	258
4-Region: Northeast	87% (132)	7% (11)	6% (9)	152
4-Region: Midwest	90% (119)	4% (6)	6% (8)	133
4-Region: South	86% (199)	6% (13)	9% (20)	233
4-Region: West	80% (165)	6% (12)	15% (31)	207
Favorable of Trump	86% (231)	8% (20)	7% (19)	270
Unfavorable of Trump	87% (363)	5% (19)	9% (37)	419
Very Favorable of Trump	84% (110)	6% (8)	11% (14)	132
Somewhat Favorable of Trump	87% (121)	9% (12)	4% (5)	138
Somewhat Unfavorable of Trump	90% (70)	4% (3)	6% (5)	78
Very Unfavorable of Trump	86% (293)	5% (16)	9% (32)	341

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



**Table BRD3\_11:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
 81%-90%*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	87% (627)	7% (49)	7% (49)	724
Gender: Male	86% (293)	8% (29)	6% (20)	342
Gender: Female	87% (334)	5% (20)	7% (29)	382
Age: 18-29	89% (205)	5% (11)	6% (14)	230
Age: 30-44	84% (195)	9% (20)	7% (16)	232
Age: 45-54	88% (86)	6% (6)	6% (6)	97
Age: 55-64	82% (77)	8% (8)	10% (10)	94
Age: 65+	90% (64)	5% (4)	5% (4)	71
Generation Z: 18-21	94% (75)	4% (4)	2% (2)	80
Millennial: Age 22-37	88% (246)	4% (12)	8% (22)	281
Generation X: Age 38-53	82% (156)	11% (22)	6% (12)	190
Boomers: Age 54-72	86% (137)	7% (11)	7% (12)	160
PID: Dem (no lean)	85% (218)	8% (20)	7% (18)	256
PID: Ind (no lean)	85% (225)	6% (15)	9% (23)	264
PID: Rep (no lean)	90% (184)	6% (13)	4% (7)	205
PID/Gender: Dem Men	79% (89)	13% (14)	8% (10)	113
PID/Gender: Dem Women	90% (128)	4% (6)	6% (8)	143
PID/Gender: Ind Men	88% (111)	6% (7)	6% (8)	126
PID/Gender: Ind Women	83% (114)	6% (8)	11% (16)	138
PID/Gender: Rep Men	90% (93)	7% (8)	3% (3)	103
PID/Gender: Rep Women	90% (91)	5% (6)	4% (5)	101
Ideo: Liberal (1-3)	85% (246)	8% (23)	7% (19)	289
Ideo: Moderate (4)	83% (125)	11% (16)	7% (10)	151
Ideo: Conservative (5-7)	92% (197)	4% (9)	4% (8)	214
Educ: < College	83% (357)	9% (37)	8% (36)	430
Educ: Bachelors degree	92% (171)	4% (7)	4% (7)	186
Educ: Post-grad	91% (99)	4% (5)	5% (6)	109

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**Table BRD3\_11:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
81%-90%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	87% (627)	7% (49)	7% (49)	724
Income: Under 50k	82% (303)	10% (36)	8% (31)	370
Income: 50k-100k	91% (210)	4% (9)	5% (12)	230
Income: 100k+	91% (114)	4% (4)	5% (6)	125
Ethnicity: White	88% (514)	5% (30)	7% (42)	586
Ethnicity: Hispanic	80% (136)	9% (15)	11% (18)	169
Ethnicity: Afr. Am.	66% (40)	25% (15)	9% (5)	60
Ethnicity: Other	94% (73)	4% (3)	2% (1)	78
Relig: Protestant	90% (140)	3% (4)	7% (11)	156
Relig: Roman Catholic	87% (129)	9% (14)	4% (6)	149
Relig: Something Else	85% (50)	5% (3)	10% (6)	59
Relig: Evangelical	82% (153)	14% (27)	4% (7)	188
Relig: Non-Evang. Catholics	90% (166)	3% (6)	7% (13)	185
Relig: All Christian	86% (320)	9% (33)	6% (21)	373
Relig: All Non-Christian	85% (50)	5% (3)	10% (6)	59
Community: Urban	85% (154)	9% (16)	6% (11)	182
Community: Suburban	89% (336)	5% (18)	6% (23)	378
Community: Rural	83% (137)	8% (14)	9% (14)	165
Employ: Private Sector	91% (236)	3% (8)	6% (14)	259
Employ: Government	81% (47)	14% (8)	6% (3)	58
Employ: Self-Employed	80% (53)	9% (6)	11% (7)	66
Employ: Homemaker	71% (44)	14% (8)	16% (10)	62
Employ: Student	91% (72)	7% (5)	2% (2)	79
Employ: Retired	85% (78)	5% (4)	10% (9)	91
Employ: Unemployed	90% (48)	8% (4)	2% (1)	54
Employ: Other	88% (49)	7% (4)	5% (3)	56
Military HH: Yes	78% (97)	13% (16)	9% (11)	124
Military HH: No	88% (530)	5% (33)	6% (37)	601
RD/WT: Right Direction	85% (235)	10% (27)	5% (14)	276
RD/WT: Wrong Track	87% (392)	5% (22)	8% (34)	448
Trump Job Approve	85% (242)	10% (29)	5% (14)	286
Trump Job Disapprove	89% (363)	4% (18)	6% (26)	406

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**Table BRD3\_11:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
81%-90%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	87% (627)	7% (49)	7% (49)	724
Trump Job Strongly Approve	82% (101)	12% (15)	5% (6)	122
Trump Job Somewhat Approve	86% (142)	9% (14)	5% (8)	164
Trump Job Somewhat Disapprove	92% (85)	4% (4)	3% (3)	92
Trump Job Strongly Disapprove	88% (278)	4% (14)	7% (23)	314
#1 Issue: Economy	89% (197)	7% (15)	4% (9)	221
#1 Issue: Security	91% (112)	7% (8)	3% (4)	123
#1 Issue: Health Care	80% (94)	9% (11)	11% (12)	117
#1 Issue: Medicare / Social Security	84% (48)	4% (3)	12% (7)	58
#1 Issue: Women's Issues	78% (57)	10% (7)	12% (9)	73
#1 Issue: Education	90% (59)	4% (3)	6% (4)	66
2016 Vote: Hillary Clinton	91% (219)	4% (10)	5% (12)	241
2016 Vote: Donald Trump	86% (182)	9% (20)	5% (10)	212
2016 Vote: Someone else	84% (61)	5% (4)	11% (8)	72
2016 Vote: Didnt Vote	83% (164)	8% (15)	9% (19)	198
Voted in 2014: Yes	86% (376)	7% (33)	7% (30)	438
Voted in 2014: No	88% (252)	6% (16)	7% (19)	287
2012 Vote: Barack Obama	83% (230)	8% (23)	8% (23)	276
2012 Vote: Mitt Romney	91% (156)	5% (8)	4% (8)	172
2012 Vote: Didn't Vote	87% (224)	7% (17)	6% (17)	258
4-Region: Northeast	90% (138)	5% (7)	5% (8)	152
4-Region: Midwest	89% (119)	7% (9)	4% (5)	133
4-Region: South	88% (205)	6% (14)	6% (14)	233
4-Region: West	80% (166)	9% (19)	11% (22)	207
Favorable of Trump	85% (230)	11% (30)	4% (9)	270
Unfavorable of Trump	90% (375)	4% (17)	6% (27)	419
Very Favorable of Trump	87% (115)	8% (11)	4% (5)	132
Somewhat Favorable of Trump	83% (115)	14% (19)	3% (4)	138
Somewhat Unfavorable of Trump	91% (71)	6% (5)	3% (2)	78
Very Unfavorable of Trump	89% (304)	4% (12)	7% (25)	341

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

**Table BRD3\_12:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
91%-100%*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	87% (632)	6% (42)	7% (51)	724
Gender: Male	86% (294)	7% (22)	8% (26)	342
Gender: Female	88% (337)	5% (20)	7% (25)	382
Age: 18-29	89% (204)	4% (8)	8% (18)	230
Age: 30-44	86% (199)	7% (16)	7% (16)	232
Age: 45-54	87% (84)	8% (7)	6% (6)	97
Age: 55-64	84% (79)	8% (7)	8% (8)	94
Age: 65+	91% (65)	5% (4)	4% (3)	71
Generation Z: 18-21	95% (76)	3% (3)	2% (1)	80
Millennial: Age 22-37	87% (245)	3% (9)	10% (27)	281
Generation X: Age 38-53	83% (158)	11% (20)	6% (12)	190
Boomers: Age 54-72	87% (140)	7% (11)	6% (9)	160
PID: Dem (no lean)	88% (226)	6% (14)	6% (16)	256
PID: Ind (no lean)	85% (224)	6% (17)	9% (23)	264
PID: Rep (no lean)	89% (181)	6% (11)	6% (12)	205
PID/Gender: Dem Men	83% (94)	7% (8)	10% (11)	113
PID/Gender: Dem Women	92% (132)	4% (6)	3% (5)	143
PID/Gender: Ind Men	87% (110)	7% (8)	6% (8)	126
PID/Gender: Ind Women	83% (114)	6% (8)	11% (16)	138
PID/Gender: Rep Men	87% (90)	6% (6)	7% (7)	103
PID/Gender: Rep Women	90% (91)	6% (6)	4% (5)	101
Ideo: Liberal (1-3)	87% (251)	7% (19)	7% (19)	289
Ideo: Moderate (4)	83% (126)	9% (14)	7% (11)	151
Ideo: Conservative (5-7)	92% (197)	4% (8)	5% (10)	214
Educ: < College	84% (359)	8% (33)	9% (38)	430
Educ: Bachelors degree	92% (171)	3% (6)	5% (8)	186
Educ: Post-grad	93% (101)	3% (3)	4% (5)	109

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**Table BRD3\_12:** *Would you see or rent a film if it has a Rotten Tomatoes score of:  
 91%-100%*

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	87% (632)	6% (42)	7% (51)	724
Income: Under 50k	83% (307)	8% (30)	9% (32)	370
Income: 50k-100k	90% (208)	4% (8)	6% (14)	230
Income: 100k+	94% (117)	3% (3)	4% (5)	125
Ethnicity: White	88% (516)	5% (27)	7% (43)	586
Ethnicity: Hispanic	81% (137)	9% (16)	10% (17)	169
Ethnicity: Afr. Am.	71% (43)	19% (11)	10% (6)	60
Ethnicity: Other	93% (73)	5% (4)	2% (1)	78
Relig: Protestant	89% (139)	2% (4)	8% (13)	156
Relig: Roman Catholic	86% (128)	9% (13)	5% (7)	149
Relig: Something Else	88% (53)	5% (3)	7% (4)	59
Relig: Evangelical	82% (154)	12% (22)	6% (12)	188
Relig: Non-Evang. Catholics	90% (166)	3% (6)	7% (13)	185
Relig: All Christian	86% (320)	8% (28)	7% (25)	373
Relig: All Non-Christian	88% (53)	5% (3)	7% (4)	59
Community: Urban	87% (158)	6% (11)	7% (12)	182
Community: Suburban	89% (338)	4% (16)	6% (24)	378
Community: Rural	82% (135)	9% (15)	9% (15)	165
Employ: Private Sector	92% (237)	3% (7)	6% (15)	259
Employ: Government	77% (45)	16% (9)	7% (4)	58
Employ: Self-Employed	84% (56)	6% (4)	10% (7)	66
Employ: Homemaker	71% (44)	14% (8)	16% (10)	62
Employ: Student	92% (73)	4% (3)	4% (3)	79
Employ: Retired	90% (82)	3% (3)	7% (6)	91
Employ: Unemployed	90% (48)	8% (4)	2% (1)	54
Employ: Other	84% (47)	7% (4)	9% (5)	56
Military HH: Yes	80% (99)	12% (15)	8% (10)	124
Military HH: No	89% (533)	5% (27)	7% (40)	601
RD/WT: Right Direction	84% (233)	9% (25)	7% (19)	276
RD/WT: Wrong Track	89% (399)	4% (18)	7% (32)	448
Trump Job Approve	84% (240)	9% (27)	7% (19)	286
Trump Job Disapprove	91% (369)	3% (13)	6% (24)	406

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**Table BRD3\_12:** Would you see or rent a film if it has a Rotten Tomatoes score of:  
91%-100%

Demographic	Yes	No	Don't know/No opinion	Total N
Adults	87% (632)	6% (42)	7% (51)	724
Trump Job Strongly Approve	79% (97)	13% (16)	8% (10)	122
Trump Job Somewhat Approve	87% (144)	7% (11)	6% (9)	164
Trump Job Somewhat Disapprove	95% (87)	2% (2)	3% (3)	92
Trump Job Strongly Disapprove	90% (282)	4% (12)	7% (21)	314
#1 Issue: Economy	89% (198)	6% (14)	4% (9)	221
#1 Issue: Security	90% (111)	5% (7)	5% (6)	123
#1 Issue: Health Care	80% (94)	10% (12)	10% (11)	117
#1 Issue: Medicare / Social Security	84% (48)	4% (3)	12% (7)	58
#1 Issue: Women's Issues	84% (62)	4% (3)	12% (9)	73
#1 Issue: Education	91% (60)	1% (1)	8% (5)	66
2016 Vote: Hillary Clinton	93% (223)	4% (9)	4% (9)	241
2016 Vote: Donald Trump	85% (181)	8% (16)	7% (15)	212
2016 Vote: Someone else	85% (61)	5% (4)	10% (7)	72
2016 Vote: Didnt Vote	83% (165)	6% (13)	10% (20)	198
Voted in 2014: Yes	87% (381)	7% (28)	6% (28)	438
Voted in 2014: No	87% (251)	5% (14)	8% (22)	287
2012 Vote: Barack Obama	85% (235)	7% (19)	8% (23)	276
2012 Vote: Mitt Romney	89% (154)	6% (10)	5% (9)	172
2012 Vote: Didn't Vote	88% (227)	5% (14)	7% (18)	258
4-Region: Northeast	90% (137)	5% (7)	5% (8)	152
4-Region: Midwest	93% (123)	3% (4)	4% (5)	133
4-Region: South	89% (207)	5% (13)	5% (13)	233
4-Region: West	79% (164)	9% (18)	12% (25)	207
Favorable of Trump	85% (230)	9% (24)	6% (16)	270
Unfavorable of Trump	91% (380)	4% (16)	5% (22)	419
Very Favorable of Trump	86% (114)	8% (10)	6% (8)	132
Somewhat Favorable of Trump	84% (116)	10% (14)	6% (8)	138
Somewhat Unfavorable of Trump	91% (71)	6% (5)	3% (2)	78
Very Unfavorable of Trump	91% (309)	3% (12)	6% (20)	341

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

**Table BRD4:** *If a film is rated as Certified Fresh by Rotten Tomatoes, does it make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N
	Much more likely	Somewhat more likely	my likelihood	Somewhat less likely	Much less likely	Don't know / No Opinion					
Adults	23% (167)	42% (302)	25% (182)	1% (5)	1% (8)	8% (61)	724				
Gender: Male	26% (89)	43% (148)	22% (74)	— (1)	2% (7)	7% (22)	342				
Gender: Female	20% (77)	40% (154)	28% (108)	1% (4)	— (1)	10% (39)	382				
Age: 18-29	34% (79)	39% (91)	20% (46)	1% (3)	— (1)	5% (10)	230				
Age: 30-44	22% (50)	41% (95)	24% (56)	— (1)	3% (7)	10% (22)	232				
Age: 45-54	19% (18)	42% (41)	32% (32)	1% (1)	— (0)	6% (6)	97				
Age: 55-64	12% (11)	45% (42)	33% (31)	— (0)	— (0)	11% (10)	94				
Age: 65+	12% (8)	46% (33)	25% (17)	— (0)	— (0)	18% (12)	71				
Generation Z: 18-21	39% (31)	33% (27)	26% (20)	1% (1)	— (0)	1% (0)	80				
Millennial: Age 22-37	28% (79)	41% (116)	20% (56)	1% (3)	1% (3)	8% (24)	281				
Generation X: Age 38-53	18% (34)	44% (83)	28% (54)	— (1)	3% (5)	7% (14)	190				
Boomers: Age 54-72	14% (23)	42% (68)	31% (49)	— (0)	— (0)	13% (20)	160				
PID: Dem (no lean)	25% (63)	42% (108)	22% (57)	1% (1)	1% (3)	9% (23)	256				
PID: Ind (no lean)	21% (55)	38% (100)	30% (80)	1% (2)	1% (3)	9% (25)	264				
PID: Rep (no lean)	24% (49)	46% (94)	22% (46)	— (1)	1% (1)	7% (14)	205				
PID/Gender: Dem Men	29% (32)	44% (50)	17% (20)	— (0)	2% (3)	8% (9)	113				
PID/Gender: Dem Women	22% (31)	41% (58)	26% (37)	1% (1)	— (1)	10% (15)	143				
PID/Gender: Ind Men	22% (28)	43% (54)	25% (32)	— (0)	3% (3)	7% (9)	126				
PID/Gender: Ind Women	19% (27)	33% (45)	35% (48)	2% (2)	— (0)	11% (16)	138				
PID/Gender: Rep Men	28% (29)	42% (44)	22% (23)	1% (1)	1% (1)	5% (5)	103				
PID/Gender: Rep Women	19% (19)	50% (50)	23% (23)	— (0)	— (0)	8% (9)	101				
Ideo: Liberal (1-3)	24% (69)	44% (127)	23% (65)	1% (4)	1% (3)	7% (20)	289				
Ideo: Moderate (4)	25% (37)	38% (58)	29% (44)	— (0)	1% (1)	7% (11)	151				
Ideo: Conservative (5-7)	21% (45)	46% (99)	25% (53)	— (0)	1% (1)	7% (16)	214				
Educ: < College	24% (104)	38% (163)	26% (113)	1% (3)	2% (7)	9% (39)	430				
Educ: Bachelors degree	22% (41)	47% (87)	25% (47)	— (0)	— (0)	6% (11)	186				
Educ: Post-grad	20% (22)	48% (52)	20% (22)	1% (2)	— (0)	10% (11)	109				

Continued on next page

**Table BRD4:** *If a film is rated as Certified Fresh by Rotten Tomatoes, does it make you more or less likely to see or rent a film?*

Demographic	No impact on												Total N
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Adults	23%	(167)	42%	(302)	25%	(182)	1%	(5)	1%	(8)	8%	(61)	724
Income: Under 50k	25%	(92)	40%	(147)	27%	(98)	—	(1)	2%	(7)	7%	(25)	370
Income: 50k-100k	20%	(46)	43%	(100)	24%	(55)	2%	(4)	—	(0)	11%	(25)	230
Income: 100k+	23%	(29)	44%	(55)	23%	(29)	—	(0)	—	(1)	9%	(12)	125
Ethnicity: White	21%	(122)	43%	(249)	26%	(151)	1%	(5)	1%	(4)	9%	(55)	586
Ethnicity: Hispanic	25%	(43)	35%	(60)	24%	(41)	1%	(1)	—	(0)	15%	(25)	169
Ethnicity: Afr. Am.	35%	(21)	38%	(23)	15%	(9)	—	(0)	6%	(3)	6%	(3)	60
Ethnicity: Other	30%	(23)	38%	(29)	28%	(22)	—	(0)	—	(0)	4%	(3)	78
Relig: Protestant	17%	(26)	49%	(75)	24%	(37)	1%	(1)	1%	(2)	9%	(13)	156
Relig: Roman Catholic	29%	(43)	40%	(59)	26%	(38)	—	(0)	—	(0)	6%	(8)	149
Relig: Something Else	28%	(17)	32%	(19)	32%	(19)	1%	(1)	—	(0)	7%	(4)	59
Relig: Evangelical	26%	(48)	39%	(74)	25%	(47)	1%	(1)	1%	(2)	8%	(16)	188
Relig: Non-Evang. Catholics	21%	(38)	47%	(87)	26%	(48)	—	(0)	—	(0)	7%	(13)	185
Relig: All Christian	23%	(87)	43%	(161)	25%	(94)	—	(1)	—	(2)	8%	(28)	373
Relig: All Non-Christian	28%	(17)	32%	(19)	32%	(19)	1%	(1)	—	(0)	7%	(4)	59
Community: Urban	35%	(64)	38%	(69)	18%	(32)	1%	(1)	—	(1)	8%	(15)	182
Community: Suburban	16%	(62)	43%	(162)	30%	(115)	1%	(4)	2%	(6)	8%	(29)	378
Community: Rural	25%	(41)	43%	(71)	22%	(36)	—	(0)	1%	(1)	10%	(17)	165
Employ: Private Sector	21%	(53)	43%	(111)	26%	(67)	1%	(3)	—	(1)	9%	(24)	259
Employ: Government	28%	(16)	45%	(26)	19%	(11)	1%	(1)	—	(0)	7%	(4)	58
Employ: Self-Employed	21%	(14)	46%	(30)	22%	(15)	—	(0)	8%	(6)	3%	(2)	66
Employ: Homemaker	21%	(13)	30%	(19)	31%	(19)	—	(0)	—	(0)	18%	(11)	62
Employ: Student	36%	(29)	44%	(34)	17%	(13)	1%	(1)	—	(0)	2%	(2)	79
Employ: Retired	10%	(9)	49%	(45)	27%	(25)	—	(0)	—	(0)	14%	(13)	91
Employ: Unemployed	30%	(16)	37%	(20)	23%	(12)	—	(0)	2%	(1)	7%	(4)	54
Employ: Other	30%	(17)	31%	(17)	35%	(19)	—	(0)	—	(0)	5%	(3)	56
Military HH: Yes	20%	(25)	44%	(54)	23%	(29)	1%	(1)	2%	(3)	10%	(12)	124
Military HH: No	24%	(142)	41%	(248)	26%	(153)	1%	(3)	1%	(5)	8%	(49)	601
RD/WT: Right Direction	23%	(64)	43%	(119)	22%	(61)	—	(1)	2%	(4)	9%	(26)	276
RD/WT: Wrong Track	23%	(103)	41%	(182)	27%	(121)	1%	(3)	1%	(4)	8%	(35)	448

Continued on next page



**Table BRD4:** *If a film is rated as Certified Fresh by Rotten Tomatoes, does it make you more or less likely to see or rent a film?*

Demographic	No impact on												Total N
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Adults	23%	(167)	42%	(302)	25%	(182)	1%	(5)	1%	(8)	8%	(61)	724
Trump Job Approve	24%	(70)	42%	(122)	23%	(66)	—	(0)	1%	(4)	9%	(25)	286
Trump Job Disapprove	23%	(92)	43%	(173)	26%	(106)	1%	(3)	1%	(4)	7%	(28)	406
Trump Job Strongly Approve	31%	(37)	40%	(49)	19%	(24)	—	(0)	1%	(1)	9%	(11)	122
Trump Job Somewhat Approve	20%	(32)	44%	(73)	26%	(42)	—	(0)	2%	(3)	9%	(14)	164
Trump Job Somewhat Disapprove	29%	(27)	42%	(39)	23%	(21)	—	(0)	1%	(0)	5%	(5)	92
Trump Job Strongly Disapprove	21%	(65)	43%	(134)	27%	(85)	1%	(3)	1%	(3)	7%	(23)	314
#1 Issue: Economy	25%	(56)	44%	(97)	25%	(55)	1%	(2)	—	(1)	5%	(11)	221
#1 Issue: Security	25%	(31)	40%	(50)	27%	(33)	—	(0)	—	(0)	8%	(10)	123
#1 Issue: Health Care	23%	(27)	41%	(48)	29%	(34)	—	(0)	—	(0)	6%	(7)	117
#1 Issue: Medicare / Social Security	13%	(7)	38%	(22)	23%	(13)	—	(0)	9%	(5)	18%	(10)	58
#1 Issue: Women's Issues	23%	(17)	43%	(31)	23%	(17)	1%	(1)	1%	(1)	9%	(7)	73
#1 Issue: Education	26%	(17)	33%	(22)	28%	(18)	1%	(1)	—	(0)	12%	(8)	66
2016 Vote: Hillary Clinton	18%	(43)	46%	(111)	25%	(60)	1%	(3)	1%	(3)	9%	(21)	241
2016 Vote: Donald Trump	23%	(49)	44%	(94)	20%	(44)	—	(0)	1%	(1)	11%	(24)	212
2016 Vote: Someone else	19%	(14)	47%	(34)	22%	(16)	—	(0)	5%	(3)	7%	(5)	72
2016 Vote: Didnt Vote	30%	(59)	32%	(63)	32%	(63)	1%	(2)	—	(0)	6%	(12)	198
Voted in 2014: Yes	21%	(90)	42%	(185)	26%	(113)	—	(1)	1%	(5)	10%	(43)	438
Voted in 2014: No	27%	(77)	41%	(117)	24%	(69)	1%	(3)	1%	(3)	6%	(18)	287
2012 Vote: Barack Obama	21%	(58)	41%	(113)	27%	(74)	—	(1)	1%	(3)	10%	(27)	276
2012 Vote: Mitt Romney	19%	(33)	44%	(75)	24%	(41)	—	(0)	1%	(1)	13%	(22)	172
2012 Vote: Didn't Vote	29%	(74)	41%	(106)	23%	(60)	1%	(3)	1%	(3)	5%	(12)	258
4-Region: Northeast	21%	(32)	43%	(66)	26%	(39)	—	(0)	1%	(1)	9%	(14)	152
4-Region: Midwest	19%	(25)	44%	(58)	26%	(34)	2%	(3)	—	(0)	10%	(13)	133
4-Region: South	22%	(51)	43%	(99)	28%	(66)	1%	(1)	1%	(2)	6%	(13)	233
4-Region: West	28%	(59)	38%	(79)	21%	(43)	—	(1)	2%	(5)	10%	(21)	207
Favorable of Trump	25%	(67)	43%	(116)	23%	(63)	—	(0)	2%	(4)	7%	(19)	270
Unfavorable of Trump	22%	(92)	42%	(176)	27%	(113)	1%	(3)	1%	(4)	8%	(32)	419

Continued on next page

**Table BRD4:** *If a film is rated as Certified Fresh by Rotten Tomatoes, does it make you more or less likely to see or rent a film?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Adults	23%	(167)	42%	(302)	25%	(182)	1%	(5)	1%	(8)	8%	(61)	724
Very Favorable of Trump	29%	(39)	42%	(55)	20%	(26)	—	(0)	3%	(4)	6%	(8)	132
Somewhat Favorable of Trump	21%	(28)	44%	(61)	27%	(37)	—	(0)	—	(0)	8%	(11)	138
Somewhat Unfavorable of Trump	21%	(16)	44%	(34)	28%	(22)	—	(0)	—	(0)	7%	(6)	78
Very Unfavorable of Trump	22%	(75)	42%	(142)	27%	(91)	1%	(3)	1%	(4)	8%	(27)	341

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

**Table BRD5:** *If a film is rated as Rotten by Rotten Tomatoes, does it make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Adults	5%	(35)	8%	(56)	18%	(132)	32%	(234)	32%	(234)	5%	(34)	724
Gender: Male	8%	(27)	8%	(29)	17%	(57)	32%	(110)	32%	(110)	3%	(9)	342
Gender: Female	2%	(7)	7%	(27)	20%	(75)	32%	(124)	32%	(124)	7%	(25)	382
Age: 18-29	6%	(14)	8%	(19)	14%	(33)	35%	(80)	33%	(75)	4%	(9)	230
Age: 30-44	6%	(14)	10%	(22)	20%	(45)	32%	(74)	28%	(64)	5%	(12)	232
Age: 45-54	2%	(2)	5%	(5)	20%	(19)	38%	(37)	34%	(33)	2%	(2)	97
Age: 55-64	2%	(2)	5%	(5)	26%	(25)	29%	(27)	34%	(32)	4%	(4)	94
Age: 65+	5%	(4)	6%	(5)	14%	(10)	23%	(16)	41%	(29)	10%	(7)	71
Generation Z: 18-21	2%	(1)	6%	(4)	17%	(13)	42%	(33)	32%	(26)	2%	(2)	80
Millennial: Age 22-37	6%	(17)	9%	(27)	18%	(50)	33%	(92)	28%	(80)	6%	(16)	281
Generation X: Age 38-53	6%	(11)	8%	(15)	18%	(34)	33%	(63)	32%	(61)	3%	(5)	190
Boomers: Age 54-72	2%	(4)	6%	(10)	21%	(34)	26%	(41)	38%	(60)	7%	(11)	160
PID: Dem (no lean)	6%	(16)	7%	(17)	17%	(44)	32%	(82)	33%	(85)	5%	(12)	256
PID: Ind (no lean)	4%	(10)	6%	(16)	21%	(55)	33%	(86)	31%	(81)	6%	(15)	264
PID: Rep (no lean)	4%	(9)	11%	(22)	16%	(33)	32%	(66)	33%	(68)	3%	(7)	205
PID/Gender: Dem Men	12%	(14)	2%	(2)	13%	(15)	35%	(40)	34%	(38)	3%	(4)	113
PID/Gender: Dem Women	1%	(2)	10%	(15)	20%	(29)	30%	(42)	33%	(47)	6%	(8)	143
PID/Gender: Ind Men	5%	(6)	9%	(12)	17%	(22)	32%	(41)	33%	(41)	3%	(4)	126
PID/Gender: Ind Women	3%	(4)	3%	(5)	24%	(33)	33%	(45)	29%	(40)	8%	(11)	138
PID/Gender: Rep Men	7%	(7)	14%	(15)	19%	(20)	29%	(30)	30%	(31)	1%	(1)	103
PID/Gender: Rep Women	1%	(1)	8%	(8)	13%	(13)	35%	(36)	37%	(37)	6%	(6)	101
Ideo: Liberal (1-3)	8%	(23)	10%	(29)	17%	(49)	33%	(96)	29%	(83)	3%	(8)	289
Ideo: Moderate (4)	2%	(4)	9%	(13)	23%	(35)	30%	(46)	32%	(49)	3%	(4)	151
Ideo: Conservative (5-7)	4%	(8)	6%	(12)	15%	(32)	36%	(77)	36%	(77)	4%	(8)	214
Educ: < College	5%	(21)	8%	(32)	20%	(84)	31%	(131)	32%	(137)	6%	(24)	430
Educ: Bachelors degree	3%	(6)	9%	(16)	19%	(34)	34%	(62)	34%	(63)	2%	(4)	186
Educ: Post-grad	8%	(8)	7%	(7)	12%	(13)	37%	(41)	30%	(33)	6%	(6)	109

Continued on next page

**Table BRD5:** *If a film is rated as Rotten by Rotten Tomatoes, does it make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Adults	5%	(35)	8%	(56)	18%	(132)	32%	(234)	32%	(234)	5%	(34)	724
Income: Under 50k	6%	(24)	7%	(25)	22%	(82)	30%	(112)	30%	(112)	4%	(15)	370
Income: 50k-100k	2%	(4)	10%	(22)	14%	(33)	36%	(82)	32%	(74)	6%	(14)	230
Income: 100k+	5%	(7)	7%	(9)	13%	(17)	32%	(40)	38%	(47)	4%	(5)	125
Ethnicity: White	4%	(21)	7%	(39)	18%	(103)	34%	(197)	33%	(194)	5%	(32)	586
Ethnicity: Hispanic	9%	(15)	14%	(24)	19%	(32)	20%	(34)	29%	(49)	10%	(16)	169
Ethnicity: Afr. Am.	19%	(11)	9%	(6)	19%	(11)	21%	(12)	29%	(18)	3%	(2)	60
Ethnicity: Other	3%	(2)	15%	(12)	22%	(17)	31%	(24)	28%	(22)	1%	(1)	78
Relig: Protestant	2%	(3)	6%	(10)	12%	(19)	39%	(61)	34%	(53)	6%	(9)	156
Relig: Roman Catholic	5%	(7)	8%	(12)	20%	(30)	30%	(44)	35%	(52)	2%	(2)	149
Relig: Something Else	2%	(1)	4%	(2)	26%	(15)	29%	(17)	34%	(20)	5%	(3)	59
Relig: Evangelical	8%	(15)	9%	(16)	17%	(33)	29%	(55)	32%	(60)	5%	(9)	188
Relig: Non-Evang. Catholics	2%	(4)	6%	(11)	17%	(32)	36%	(66)	35%	(65)	3%	(6)	185
Relig: All Christian	5%	(20)	7%	(28)	17%	(64)	32%	(121)	34%	(125)	4%	(15)	373
Relig: All Non-Christian	2%	(1)	4%	(2)	26%	(15)	29%	(17)	34%	(20)	5%	(3)	59
Community: Urban	7%	(12)	7%	(12)	13%	(24)	28%	(52)	40%	(72)	5%	(9)	182
Community: Suburban	3%	(10)	9%	(33)	21%	(78)	36%	(137)	28%	(105)	4%	(14)	378
Community: Rural	7%	(12)	6%	(11)	18%	(29)	27%	(45)	34%	(56)	7%	(12)	165
Employ: Private Sector	4%	(9)	8%	(20)	16%	(42)	38%	(100)	29%	(76)	4%	(12)	259
Employ: Government	17%	(10)	15%	(9)	18%	(10)	30%	(17)	19%	(11)	1%	(1)	58
Employ: Self-Employed	8%	(5)	11%	(7)	22%	(15)	27%	(18)	31%	(21)	1%	(1)	66
Employ: Homemaker	1%	(1)	3%	(2)	20%	(12)	35%	(22)	33%	(20)	8%	(5)	62
Employ: Student	4%	(3)	7%	(5)	16%	(13)	37%	(29)	32%	(25)	4%	(3)	79
Employ: Retired	4%	(4)	7%	(6)	20%	(18)	21%	(19)	38%	(35)	10%	(9)	91
Employ: Unemployed	—	(0)	7%	(4)	18%	(10)	26%	(14)	45%	(24)	4%	(2)	54
Employ: Other	5%	(3)	4%	(2)	21%	(12)	28%	(15)	39%	(22)	3%	(2)	56
Military HH: Yes	10%	(12)	3%	(4)	20%	(24)	21%	(26)	39%	(48)	8%	(9)	124
Military HH: No	4%	(23)	9%	(52)	18%	(107)	35%	(208)	31%	(186)	4%	(25)	601
RD/WT: Right Direction	7%	(20)	8%	(21)	17%	(46)	34%	(93)	28%	(79)	6%	(18)	276
RD/WT: Wrong Track	3%	(15)	8%	(35)	19%	(85)	31%	(141)	35%	(155)	4%	(17)	448

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**Table BRD5:** *If a film is rated as Rotten by Rotten Tomatoes, does it make you more or less likely to see or rent a film?*

Demographic	No impact on										Total N		
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely			Don't know / No Opinion	
Adults	5%	(35)	8%	(56)	18%	(132)	32%	(234)	32%	(234)	5%	(34)	724
Trump Job Approve	8%	(22)	7%	(21)	19%	(54)	32%	(93)	28%	(79)	6%	(17)	286
Trump Job Disapprove	3%	(13)	8%	(34)	18%	(75)	31%	(127)	37%	(149)	2%	(10)	406
Trump Job Strongly Approve	11%	(13)	8%	(10)	12%	(15)	28%	(34)	35%	(43)	5%	(6)	122
Trump Job Somewhat Approve	6%	(9)	7%	(11)	24%	(39)	36%	(59)	22%	(36)	6%	(11)	164
Trump Job Somewhat Disapprove	3%	(2)	12%	(11)	15%	(14)	27%	(25)	42%	(39)	1%	(1)	92
Trump Job Strongly Disapprove	3%	(10)	7%	(22)	19%	(61)	32%	(102)	35%	(110)	3%	(9)	314
#1 Issue: Economy	3%	(8)	4%	(8)	24%	(53)	35%	(78)	32%	(71)	1%	(3)	221
#1 Issue: Security	5%	(6)	14%	(17)	15%	(19)	27%	(33)	37%	(45)	3%	(3)	123
#1 Issue: Health Care	7%	(8)	6%	(7)	22%	(26)	33%	(38)	30%	(35)	2%	(3)	117
#1 Issue: Medicare / Social Security	2%	(1)	16%	(9)	11%	(7)	29%	(17)	27%	(15)	15%	(9)	58
#1 Issue: Women's Issues	8%	(6)	5%	(4)	15%	(11)	35%	(26)	29%	(21)	8%	(6)	73
#1 Issue: Education	2%	(1)	8%	(5)	13%	(9)	34%	(22)	31%	(20)	12%	(8)	66
2016 Vote: Hillary Clinton	5%	(12)	8%	(20)	17%	(41)	34%	(81)	33%	(80)	3%	(7)	241
2016 Vote: Donald Trump	7%	(15)	9%	(19)	16%	(35)	28%	(59)	33%	(69)	7%	(15)	212
2016 Vote: Someone else	5%	(4)	7%	(5)	17%	(12)	38%	(27)	29%	(21)	3%	(2)	72
2016 Vote: Didnt Vote	2%	(4)	6%	(11)	22%	(44)	34%	(66)	31%	(62)	5%	(10)	198
Voted in 2014: Yes	6%	(25)	9%	(40)	19%	(83)	28%	(124)	33%	(146)	4%	(20)	438
Voted in 2014: No	3%	(10)	6%	(16)	17%	(49)	38%	(110)	30%	(87)	5%	(15)	287
2012 Vote: Barack Obama	6%	(17)	7%	(19)	19%	(53)	29%	(79)	36%	(99)	3%	(9)	276
2012 Vote: Mitt Romney	5%	(8)	9%	(16)	13%	(23)	34%	(59)	31%	(54)	7%	(12)	172
2012 Vote: Didn't Vote	4%	(10)	8%	(20)	20%	(52)	34%	(89)	29%	(75)	5%	(13)	258
4-Region: Northeast	2%	(3)	9%	(14)	18%	(28)	28%	(42)	36%	(55)	7%	(10)	152
4-Region: Midwest	5%	(7)	5%	(7)	19%	(25)	32%	(42)	34%	(45)	5%	(7)	133
4-Region: South	3%	(8)	8%	(20)	20%	(48)	38%	(88)	27%	(62)	3%	(7)	233
4-Region: West	8%	(17)	8%	(16)	15%	(32)	30%	(61)	34%	(70)	5%	(11)	207
Favorable of Trump	8%	(22)	8%	(22)	17%	(47)	33%	(90)	28%	(76)	5%	(13)	270
Unfavorable of Trump	2%	(10)	8%	(32)	19%	(81)	33%	(137)	35%	(147)	3%	(11)	419

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**Table BRD5:** *If a film is rated as Rotten by Rotten Tomatoes, does it make you more or less likely to see or rent a film?*

Demographic	No impact on											Total N	
	Much more likely		Somewhat more likely		my likelihood		Somewhat less likely		Much less likely		Don't know / No Opinion		
Adults	5%	(35)	8%	(56)	18%	(132)	32%	(234)	32%	(234)	5%	(34)	724
Very Favorable of Trump	7%	(9)	11%	(14)	15%	(20)	29%	(38)	37%	(49)	1%	(1)	132
Somewhat Favorable of Trump	9%	(12)	6%	(8)	19%	(27)	38%	(52)	20%	(28)	8%	(12)	138
Somewhat Unfavorable of Trump	1%	(1)	8%	(6)	19%	(15)	37%	(29)	33%	(26)	2%	(2)	78
Very Unfavorable of Trump	3%	(9)	8%	(26)	19%	(66)	32%	(108)	35%	(121)	3%	(10)	341

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

**Table BRD6: How often do you watch films in a theater?**

Demographic	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Adults	1% (27)	4% (83)	11% (249)	15% (332)	52% (1148)	16% (358)	2197
Gender: Male	2% (20)	5% (56)	12% (128)	16% (171)	51% (541)	14% (145)	1060
Gender: Female	1% (7)	2% (27)	11% (121)	14% (161)	53% (607)	19% (213)	1137
Age: 18-29	3% (12)	6% (28)	17% (81)	20% (97)	45% (219)	10% (46)	483
Age: 30-44	2% (10)	5% (25)	11% (57)	19% (102)	53% (278)	11% (57)	528
Age: 45-54	1% (2)	3% (11)	13% (46)	12% (42)	52% (179)	19% (67)	347
Age: 55-64	1% (3)	2% (6)	9% (36)	13% (54)	50% (201)	25% (103)	402
Age: 65+	— (0)	3% (13)	7% (29)	9% (38)	62% (270)	20% (86)	436
Generation Z: 18-21	2% (3)	9% (14)	16% (27)	21% (33)	47% (75)	6% (10)	161
Millennial: Age 22-37	3% (18)	4% (23)	15% (91)	19% (117)	48% (299)	11% (69)	616
Generation X: Age 38-53	1% (4)	5% (27)	11% (62)	16% (87)	52% (286)	15% (84)	550
Boomers: Age 54-72	— (3)	2% (15)	8% (62)	12% (88)	54% (405)	23% (175)	748
PID: Dem (no lean)	2% (14)	5% (37)	14% (108)	17% (128)	48% (370)	15% (113)	769
PID: Ind (no lean)	1% (6)	3% (22)	8% (67)	14% (112)	57% (471)	18% (145)	824
PID: Rep (no lean)	1% (7)	4% (24)	12% (74)	15% (92)	51% (307)	17% (100)	604
PID/Gender: Dem Men	3% (10)	8% (30)	13% (46)	18% (64)	46% (164)	11% (40)	353
PID/Gender: Dem Women	1% (4)	2% (7)	15% (62)	15% (64)	50% (206)	18% (73)	416
PID/Gender: Ind Men	1% (3)	3% (11)	10% (40)	15% (60)	59% (237)	13% (52)	402
PID/Gender: Ind Women	1% (3)	3% (11)	7% (27)	12% (53)	55% (234)	22% (93)	422
PID/Gender: Rep Men	2% (7)	5% (15)	14% (42)	15% (47)	46% (140)	17% (53)	305
PID/Gender: Rep Women	— (0)	3% (9)	10% (31)	15% (45)	56% (167)	16% (47)	299
Ideo: Liberal (1-3)	2% (13)	7% (47)	13% (96)	15% (110)	51% (362)	12% (87)	716
Ideo: Moderate (4)	1% (7)	3% (14)	10% (48)	19% (92)	49% (241)	19% (93)	496
Ideo: Conservative (5-7)	1% (5)	3% (19)	12% (85)	14% (98)	54% (375)	15% (106)	690
Educ: < College	1% (17)	3% (44)	11% (168)	14% (212)	52% (782)	19% (286)	1510
Educ: Bachelors degree	1% (5)	7% (29)	11% (51)	18% (78)	54% (240)	9% (41)	443
Educ: Post-grad	2% (5)	4% (10)	12% (30)	17% (42)	52% (126)	13% (31)	244

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**Table BRD6: How often do you watch films in a theater?**

Demographic	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Adults	1% (27)	4% (83)	11% (249)	15% (332)	52% (1148)	16% (358)	2197
Income: Under 50k	1% (16)	4% (46)	10% (127)	13% (168)	52% (670)	20% (256)	1283
Income: 50k-100k	1% (4)	4% (24)	13% (82)	18% (119)	52% (338)	12% (80)	647
Income: 100k+	3% (7)	5% (13)	15% (40)	17% (45)	52% (139)	8% (23)	267
Ethnicity: White	1% (14)	3% (60)	11% (181)	14% (241)	54% (934)	17% (289)	1719
Ethnicity: Hispanic	2% (7)	7% (26)	20% (70)	16% (55)	48% (168)	7% (23)	349
Ethnicity: Afr. Am.	2% (6)	7% (18)	13% (34)	17% (48)	43% (118)	18% (51)	274
Ethnicity: Other	4% (7)	2% (5)	16% (33)	21% (43)	47% (97)	9% (19)	204
Relig: Protestant	1% (3)	5% (22)	9% (44)	14% (67)	54% (251)	17% (81)	469
Relig: Roman Catholic	1% (6)	4% (17)	13% (57)	15% (66)	49% (207)	17% (72)	425
Relig: Something Else	— (0)	2% (4)	10% (25)	13% (30)	56% (131)	19% (45)	234
Relig: Evangelical	2% (10)	4% (24)	12% (67)	17% (92)	50% (277)	15% (85)	555
Relig: Non-Evang. Catholics	1% (3)	4% (26)	11% (67)	13% (79)	52% (311)	18% (109)	594
Relig: All Christian	1% (13)	4% (50)	12% (134)	15% (172)	51% (587)	17% (194)	1149
Relig: All Non-Christian	— (0)	2% (4)	10% (25)	13% (30)	56% (131)	19% (45)	234
Community: Urban	3% (14)	4% (20)	13% (68)	17% (90)	51% (275)	14% (73)	541
Community: Suburban	1% (9)	4% (37)	12% (132)	16% (167)	52% (552)	16% (165)	1062
Community: Rural	1% (5)	4% (25)	8% (49)	13% (74)	54% (321)	20% (120)	594
Employ: Private Sector	1% (9)	4% (24)	14% (92)	18% (116)	51% (332)	12% (76)	648
Employ: Government	4% (5)	12% (16)	18% (24)	18% (25)	37% (50)	11% (14)	134
Employ: Self-Employed	1% (3)	5% (9)	10% (19)	18% (35)	50% (97)	15% (30)	193
Employ: Homemaker	— (0)	1% (2)	13% (23)	15% (28)	48% (88)	23% (43)	185
Employ: Student	3% (4)	11% (14)	12% (15)	29% (38)	42% (54)	4% (5)	130
Employ: Retired	— (1)	2% (12)	6% (30)	8% (41)	61% (302)	21% (106)	492
Employ: Unemployed	— (1)	1% (3)	12% (26)	9% (19)	54% (117)	25% (54)	219
Employ: Other	2% (4)	2% (3)	9% (18)	16% (31)	55% (108)	16% (31)	197
Military HH: Yes	1% (4)	6% (24)	11% (45)	15% (63)	51% (211)	16% (64)	411
Military HH: No	1% (23)	3% (59)	11% (203)	15% (269)	52% (937)	16% (294)	1786
RD/WT: Right Direction	2% (15)	5% (42)	10% (90)	14% (124)	51% (441)	18% (158)	871
RD/WT: Wrong Track	1% (12)	3% (41)	12% (158)	16% (208)	53% (707)	15% (200)	1326

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**Table BRD6:** How often do you watch films in a theater?

Demographic	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Adults	1% (27)	4% (83)	11% (249)	15% (332)	52% (1148)	16% (358)	2197
Trump Job Approve	2% (16)	6% (51)	11% (96)	13% (119)	50% (442)	19% (169)	892
Trump Job Disapprove	1% (12)	3% (32)	13% (147)	17% (200)	53% (623)	13% (154)	1168
Trump Job Strongly Approve	2% (9)	6% (26)	10% (43)	12% (50)	47% (197)	23% (95)	418
Trump Job Somewhat Approve	1% (7)	5% (25)	11% (53)	15% (70)	52% (245)	16% (74)	474
Trump Job Somewhat Disapprove	— (1)	2% (5)	11% (33)	19% (54)	55% (159)	13% (37)	289
Trump Job Strongly Disapprove	1% (10)	3% (27)	13% (114)	17% (146)	53% (465)	13% (117)	879
#1 Issue: Economy	1% (7)	3% (19)	12% (78)	20% (127)	54% (344)	10% (61)	636
#1 Issue: Security	2% (9)	3% (13)	12% (47)	14% (54)	49% (191)	20% (79)	392
#1 Issue: Health Care	1% (3)	4% (13)	13% (48)	13% (48)	54% (199)	15% (55)	367
#1 Issue: Medicare / Social Security	— (0)	4% (12)	5% (18)	8% (27)	54% (178)	28% (93)	328
#1 Issue: Women's Issues	2% (2)	8% (10)	13% (17)	22% (28)	42% (54)	14% (18)	129
#1 Issue: Education	1% (2)	5% (8)	12% (18)	14% (22)	56% (88)	13% (20)	158
#1 Issue: Energy	3% (2)	4% (3)	21% (18)	11% (10)	46% (40)	15% (13)	88
#1 Issue: Other	2% (2)	4% (4)	4% (4)	16% (16)	54% (54)	19% (19)	99
2016 Vote: Hillary Clinton	1% (10)	5% (34)	14% (99)	16% (109)	51% (354)	13% (93)	699
2016 Vote: Donald Trump	2% (11)	5% (34)	10% (69)	15% (105)	51% (361)	18% (125)	706
2016 Vote: Someone else	1% (2)	1% (2)	9% (16)	16% (30)	60% (111)	13% (24)	186
2016 Vote: Didnt Vote	1% (4)	2% (11)	10% (62)	15% (88)	53% (316)	19% (114)	596
Voted in 2014: Yes	1% (18)	4% (57)	12% (163)	16% (207)	52% (690)	14% (185)	1320
Voted in 2014: No	1% (9)	3% (26)	10% (85)	14% (125)	52% (458)	20% (173)	877
2012 Vote: Barack Obama	1% (11)	4% (36)	13% (106)	16% (138)	51% (431)	14% (116)	837
2012 Vote: Mitt Romney	2% (9)	4% (22)	10% (54)	14% (71)	53% (271)	17% (87)	514
2012 Vote: Other	1% (1)	2% (1)	5% (5)	9% (8)	67% (64)	17% (17)	96
2012 Vote: Didn't Vote	1% (6)	3% (23)	11% (84)	15% (115)	51% (382)	18% (137)	747
4-Region: Northeast	1% (3)	3% (11)	12% (46)	17% (68)	53% (208)	15% (57)	393
4-Region: Midwest	1% (4)	3% (15)	13% (58)	12% (55)	52% (239)	20% (92)	462
4-Region: South	1% (9)	3% (27)	10% (83)	15% (123)	52% (428)	19% (154)	823
4-Region: West	2% (11)	6% (30)	12% (62)	17% (87)	53% (273)	11% (56)	519
Favorable of Trump	2% (17)	6% (47)	11% (96)	13% (113)	50% (433)	18% (153)	858
Unfavorable of Trump	1% (8)	3% (31)	13% (146)	17% (202)	54% (626)	13% (152)	1166

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**Table BRD6:** *How often do you watch films in a theater?*

Demographic	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Adults	1% (27)	4% (83)	11% (249)	15% (332)	52% (1148)	16% (358)	2197
Very Favorable of Trump	2% (9)	6% (28)	12% (57)	11% (49)	49% (224)	20% (93)	461
Somewhat Favorable of Trump	2% (8)	5% (19)	10% (39)	16% (63)	52% (208)	15% (59)	398
Somewhat Unfavorable of Trump	1% (2)	4% (9)	10% (23)	19% (46)	54% (130)	13% (33)	243
Very Unfavorable of Trump	1% (6)	2% (22)	13% (123)	17% (156)	54% (496)	13% (119)	923

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

**Table BRD7: How often do you watch television shows?**

Demographic	Every day	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Adults	61% (1347)	22% (482)	6% (122)	4% (83)	2% (52)	3% (65)	2% (46)	2197
Gender: Male	60% (634)	21% (226)	6% (61)	4% (45)	3% (29)	4% (40)	2% (26)	1060
Gender: Female	63% (714)	23% (256)	5% (61)	3% (38)	2% (23)	2% (25)	2% (20)	1137
Age: 18-29	48% (234)	29% (140)	5% (24)	7% (34)	3% (16)	4% (20)	3% (16)	483
Age: 30-44	58% (307)	22% (118)	7% (38)	5% (26)	2% (9)	2% (10)	4% (19)	528
Age: 45-54	61% (213)	22% (75)	7% (23)	3% (10)	2% (9)	4% (13)	1% (4)	347
Age: 55-64	67% (269)	21% (83)	6% (26)	1% (4)	2% (6)	2% (8)	1% (6)	402
Age: 65+	74% (324)	15% (65)	3% (11)	2% (8)	3% (12)	3% (14)	— (1)	436
Generation Z: 18-21	44% (70)	30% (49)	6% (10)	7% (11)	3% (4)	3% (4)	8% (13)	161
Millennial: Age 22-37	54% (331)	26% (159)	5% (33)	6% (40)	3% (17)	3% (20)	3% (16)	616
Generation X: Age 38-53	60% (330)	22% (121)	7% (41)	3% (19)	2% (10)	3% (19)	2% (11)	550
Boomers: Age 54-72	71% (529)	18% (138)	4% (33)	1% (8)	2% (16)	2% (17)	1% (6)	748
PID: Dem (no lean)	62% (473)	22% (172)	6% (44)	3% (22)	3% (23)	3% (21)	2% (14)	769
PID: Ind (no lean)	59% (486)	24% (194)	5% (43)	5% (43)	2% (19)	2% (20)	2% (20)	824
PID: Rep (no lean)	64% (388)	19% (116)	6% (35)	3% (18)	2% (11)	4% (24)	2% (12)	604
PID/Gender: Dem Men	56% (199)	22% (79)	7% (24)	4% (15)	4% (12)	4% (15)	3% (9)	353
PID/Gender: Dem Women	66% (275)	22% (92)	5% (20)	2% (7)	2% (10)	2% (7)	1% (5)	416
PID/Gender: Ind Men	58% (234)	23% (93)	5% (18)	6% (24)	2% (10)	3% (12)	3% (11)	402
PID/Gender: Ind Women	60% (251)	24% (101)	6% (25)	5% (19)	2% (9)	2% (8)	2% (9)	422
PID/Gender: Rep Men	66% (200)	18% (54)	6% (19)	2% (6)	2% (7)	4% (13)	2% (6)	305
PID/Gender: Rep Women	63% (188)	21% (63)	5% (16)	4% (12)	1% (4)	3% (10)	2% (7)	299
Ideo: Liberal (1-3)	61% (440)	22% (159)	7% (49)	4% (25)	2% (17)	1% (8)	2% (17)	716
Ideo: Moderate (4)	63% (313)	21% (105)	5% (26)	2% (11)	3% (13)	4% (22)	1% (6)	496
Ideo: Conservative (5-7)	62% (428)	22% (154)	4% (28)	4% (28)	2% (15)	4% (25)	2% (13)	690
Educ: < College	62% (930)	20% (305)	5% (83)	4% (61)	3% (43)	3% (47)	3% (41)	1510
Educ: Bachelors degree	60% (265)	27% (118)	6% (27)	4% (17)	1% (4)	2% (8)	1% (3)	443
Educ: Post-grad	62% (152)	24% (59)	5% (12)	2% (5)	2% (4)	4% (9)	1% (2)	244

Continued on next page

**Table BRD7: How often do you watch television shows?**

Demographic	Every day	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Adults	61% (1347)	22% (482)	6% (122)	4% (83)	2% (52)	3% (65)	2% (46)	2197
Income: Under 50k	62% (793)	19% (247)	6% (75)	4% (48)	3% (36)	3% (43)	3% (39)	1283
Income: 50k-100k	62% (398)	25% (164)	5% (29)	4% (26)	2% (11)	2% (16)	1% (3)	647
Income: 100k+	58% (156)	27% (71)	7% (18)	3% (8)	2% (6)	2% (5)	1% (3)	267
Ethnicity: White	62% (1071)	22% (374)	5% (82)	4% (64)	2% (38)	3% (55)	2% (35)	1719
Ethnicity: Hispanic	54% (189)	22% (77)	9% (32)	5% (18)	4% (12)	4% (13)	2% (6)	349
Ethnicity: Afr. Am.	66% (180)	18% (50)	7% (20)	3% (7)	2% (6)	2% (5)	2% (6)	274
Ethnicity: Other	47% (96)	28% (58)	10% (20)	6% (11)	4% (9)	2% (5)	3% (5)	204
Relig: Protestant	65% (306)	22% (103)	5% (21)	3% (13)	2% (9)	2% (12)	1% (4)	469
Relig: Roman Catholic	64% (271)	24% (101)	5% (23)	2% (9)	2% (7)	2% (10)	1% (5)	425
Relig: Something Else	60% (141)	21% (50)	2% (6)	6% (13)	2% (4)	5% (11)	4% (9)	234
Relig: Evangelical	62% (344)	22% (121)	6% (36)	3% (17)	2% (11)	3% (16)	2% (10)	555
Relig: Non-Evang. Catholics	65% (384)	23% (136)	5% (30)	3% (15)	2% (11)	2% (14)	1% (5)	594
Relig: All Christian	63% (729)	22% (257)	6% (66)	3% (32)	2% (22)	3% (29)	1% (14)	1149
Relig: All Non-Christian	60% (141)	21% (50)	2% (6)	6% (13)	2% (4)	5% (11)	4% (9)	234
Community: Urban	58% (311)	24% (129)	7% (39)	5% (25)	2% (9)	4% (21)	1% (8)	541
Community: Suburban	63% (666)	22% (229)	5% (55)	4% (40)	2% (24)	2% (25)	2% (22)	1062
Community: Rural	62% (370)	21% (124)	5% (28)	3% (18)	3% (19)	3% (19)	3% (16)	594
Employ: Private Sector	58% (376)	26% (170)	6% (38)	4% (27)	2% (15)	2% (13)	2% (10)	648
Employ: Government	48% (64)	29% (38)	10% (13)	7% (10)	1% (2)	5% (6)	1% (1)	134
Employ: Self-Employed	64% (124)	20% (38)	2% (3)	4% (8)	2% (4)	5% (9)	3% (6)	193
Employ: Homemaker	65% (119)	19% (36)	6% (12)	4% (7)	4% (7)	— (1)	2% (4)	185
Employ: Student	37% (48)	33% (43)	10% (13)	7% (10)	4% (5)	4% (5)	5% (6)	130
Employ: Retired	75% (369)	14% (71)	4% (20)	1% (7)	2% (9)	3% (13)	1% (3)	492
Employ: Unemployed	61% (135)	22% (48)	4% (10)	3% (7)	2% (5)	3% (7)	4% (8)	219
Employ: Other	57% (113)	19% (38)	7% (14)	4% (8)	3% (6)	5% (9)	4% (9)	197
Military HH: Yes	63% (258)	19% (79)	8% (32)	3% (11)	3% (11)	3% (11)	3% (10)	411
Military HH: No	61% (1089)	23% (403)	5% (90)	4% (72)	2% (42)	3% (54)	2% (36)	1786
RD/WT: Right Direction	59% (515)	23% (197)	6% (54)	4% (34)	2% (18)	4% (38)	2% (15)	871
RD/WT: Wrong Track	63% (832)	21% (285)	5% (68)	4% (49)	3% (34)	2% (27)	2% (31)	1326

Continued on next page

**Table BRD7: How often do you watch television shows?**

Demographic	Every day	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Adults	61% (1347)	22% (482)	6% (122)	4% (83)	2% (52)	3% (65)	2% (46)	2197
Trump Job Approve	61% (545)	22% (195)	5% (49)	4% (36)	3% (24)	3% (30)	1% (13)	892
Trump Job Disapprove	64% (750)	22% (252)	5% (62)	3% (33)	2% (22)	2% (24)	2% (25)	1168
Trump Job Strongly Approve	66% (276)	15% (64)	6% (26)	3% (12)	3% (13)	4% (15)	3% (12)	418
Trump Job Somewhat Approve	57% (269)	27% (130)	5% (23)	5% (24)	2% (12)	3% (15)	— (1)	474
Trump Job Somewhat Disapprove	60% (173)	20% (57)	9% (26)	4% (11)	3% (8)	2% (6)	3% (8)	289
Trump Job Strongly Disapprove	66% (577)	22% (195)	4% (36)	3% (23)	2% (14)	2% (18)	2% (17)	879
#1 Issue: Economy	61% (389)	24% (153)	4% (24)	4% (23)	2% (14)	3% (20)	2% (11)	636
#1 Issue: Security	59% (231)	22% (88)	6% (24)	6% (23)	2% (8)	3% (13)	1% (5)	392
#1 Issue: Health Care	62% (227)	22% (80)	6% (23)	3% (9)	4% (13)	2% (9)	2% (6)	367
#1 Issue: Medicare / Social Security	75% (246)	14% (45)	5% (18)	2% (5)	1% (2)	1% (4)	3% (8)	328
#1 Issue: Women's Issues	52% (68)	23% (30)	10% (12)	3% (3)	3% (4)	4% (5)	5% (6)	129
#1 Issue: Education	53% (84)	25% (40)	6% (10)	7% (11)	2% (3)	5% (8)	1% (2)	158
#1 Issue: Energy	57% (50)	23% (20)	3% (3)	3% (3)	6% (5)	5% (4)	3% (3)	88
#1 Issue: Other	52% (52)	27% (27)	8% (8)	4% (4)	3% (3)	2% (2)	4% (4)	99
2016 Vote: Hillary Clinton	67% (467)	23% (157)	4% (27)	3% (18)	2% (13)	2% (12)	1% (5)	699
2016 Vote: Donald Trump	63% (447)	19% (137)	7% (48)	3% (22)	2% (16)	4% (25)	1% (10)	706
2016 Vote: Someone else	54% (101)	29% (55)	4% (8)	4% (8)	1% (3)	5% (9)	2% (4)	186
2016 Vote: Didnt Vote	54% (325)	22% (131)	6% (38)	6% (35)	4% (22)	3% (18)	4% (27)	596
Voted in 2014: Yes	66% (867)	21% (281)	5% (65)	3% (40)	2% (27)	2% (27)	1% (13)	1320
Voted in 2014: No	55% (480)	23% (201)	7% (57)	5% (42)	3% (25)	4% (38)	4% (33)	877
2012 Vote: Barack Obama	66% (549)	21% (179)	5% (46)	3% (26)	2% (18)	1% (11)	1% (9)	837
2012 Vote: Mitt Romney	65% (333)	21% (106)	5% (26)	3% (13)	2% (10)	3% (17)	1% (7)	514
2012 Vote: Other	62% (60)	25% (24)	3% (3)	5% (5)	1% (1)	2% (2)	1% (1)	96
2012 Vote: Didn't Vote	54% (404)	23% (173)	6% (46)	5% (38)	3% (23)	5% (34)	4% (29)	747
4-Region: Northeast	61% (238)	23% (92)	5% (20)	3% (12)	3% (13)	1% (6)	3% (12)	393
4-Region: Midwest	62% (286)	22% (103)	6% (27)	5% (21)	1% (5)	2% (11)	2% (8)	462
4-Region: South	63% (521)	22% (180)	5% (38)	4% (31)	2% (15)	3% (21)	2% (17)	823
4-Region: West	58% (301)	21% (107)	7% (38)	3% (18)	4% (19)	5% (26)	2% (9)	519
Favorable of Trump	62% (532)	21% (179)	6% (49)	4% (35)	3% (22)	4% (30)	1% (12)	858
Unfavorable of Trump	63% (730)	24% (275)	5% (61)	3% (35)	2% (25)	2% (22)	2% (18)	1166

Continued on next page

**Table BRD7: How often do you watch television shows?**

Demographic	Every day	Several times a week	About once a week	A few times a month	Once or twice a month	A few times a year	Never	Total N
Adults	61% (1347)	22% (482)	6% (122)	4% (83)	2% (52)	3% (65)	2% (46)	2197
Very Favorable of Trump	65% (299)	16% (76)	5% (25)	4% (17)	3% (13)	4% (19)	3% (12)	461
Somewhat Favorable of Trump	59% (233)	26% (103)	6% (24)	5% (18)	2% (9)	3% (12)	— (0)	398
Somewhat Unfavorable of Trump	55% (135)	29% (70)	7% (17)	4% (9)	2% (6)	1% (1)	2% (4)	243
Very Unfavorable of Trump	64% (595)	22% (205)	5% (43)	3% (26)	2% (19)	2% (20)	2% (14)	923

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2197	100%
xdemGender	Gender: Male	1060	48%
	Gender: Female	1137	52%
	N	2197	
age5	Age: 18-29	483	22%
	Age: 30-44	528	24%
	Age: 45-54	347	16%
	Age: 55-64	402	18%
	Age: 65+	436	20%
	N	2197	
demAgeGeneration	Generation Z: 18-21	161	7%
	Millennial: Age 22-37	616	28%
	Generation X: Age 38-53	550	25%
	Boomers: Age 54-72	748	34%
	N	2076	
xpid3	PID: Dem (no lean)	769	35%
	PID: Ind (no lean)	824	37%
	PID: Rep (no lean)	604	27%
	N	2197	
xpidGender	PID/Gender: Dem Men	353	16%
	PID/Gender: Dem Women	416	19%
	PID/Gender: Ind Men	402	18%
	PID/Gender: Ind Women	422	19%
	PID/Gender: Rep Men	305	14%
	PID/Gender: Rep Women	299	14%
	N	2197	
xdemIdeo3	Ideo: Liberal (1-3)	716	33%
	Ideo: Moderate (4)	496	23%
	Ideo: Conservative (5-7)	690	31%
	N	1902	
xeduc3	Educ: < College	1510	69%
	Educ: Bachelors degree	443	20%
	Educ: Post-grad	244	11%
	N	2197	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1283	58%
	Income: 50k-100k	647	29%
	Income: 100k+	267	12%
	N	2197	
xdemWhite	Ethnicity: White	1719	78%
xdemHispBin	Ethnicity: Hispanic	349	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	469	21%
	Relig: Roman Catholic	425	19%
	Relig: Something Else	234	11%
	N	1128	
xreligion1	Relig: Jewish	37	2%
xreligion2	Relig: Evangelical	555	25%
	Relig: Non-Evang. Catholics	594	27%
	N	1149	
xreligion3	Relig: All Christian	1149	52%
	Relig: All Non-Christian	234	11%
	N	1383	
xdemUsr	Community: Urban	541	25%
	Community: Suburban	1062	48%
	Community: Rural	594	27%
	N	2197	
xdemEmploy	Employ: Private Sector	648	29%
	Employ: Government	134	6%
	Employ: Self-Employed	193	9%
	Employ: Homemaker	185	8%
	Employ: Student	130	6%
	Employ: Retired	492	22%
	Employ: Unemployed	219	10%
	Employ: Other	197	9%
	N	2197	
xdemMilHH1	Military HH: Yes	411	19%
	Military HH: No	1786	81%
	N	2197	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	871	40%
	RD/WT: Wrong Track	1326	60%
	N	2197	
Trump_Approve	Trump Job Approve	892	41%
	Trump Job Disapprove	1168	53%
	N	2060	
Trump_Approve2	Trump Job Strongly Approve	418	19%
	Trump Job Somewhat Approve	474	22%
	Trump Job Somewhat Disapprove	289	13%
	Trump Job Strongly Disapprove	879	40%
	N	2060	
xnr3	#1 Issue: Economy	636	29%
	#1 Issue: Security	392	18%
	#1 Issue: Health Care	367	17%
	#1 Issue: Medicare / Social Security	328	15%
	#1 Issue: Women's Issues	129	6%
	#1 Issue: Education	158	7%
	#1 Issue: Energy	88	4%
	#1 Issue: Other	99	5%
	N	2197	
xsubVote16O	2016 Vote: Hillary Clinton	699	32%
	2016 Vote: Donald Trump	706	32%
	2016 Vote: Someone else	186	8%
	2016 Vote: Didnt Vote	596	27%
	N	2187	
xsubVote14O	Voted in 2014: Yes	1320	60%
	Voted in 2014: No	877	40%
	N	2197	
xsubVote12O	2012 Vote: Barack Obama	837	38%
	2012 Vote: Mitt Romney	514	23%
	2012 Vote: Other	96	4%
	2012 Vote: Didn't Vote	747	34%
	N	2195	
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	462	21%
	4-Region: South	823	37%
	4-Region: West	519	24%
	N	2197	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	858	39%
	Unfavorable of Trump	1166	53%
	N	2024	
Trump_Fav_FULL	Very Favorable of Trump	461	21%
	Somewhat Favorable of Trump	398	18%
	Somewhat Unfavorable of Trump	243	11%
	Very Unfavorable of Trump	923	42%
	N	2024	

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

The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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