



National Tracking Poll #180847  
August 30 - September 02, 2018

*Crosstabulation Results*

*Methodology:*

This poll was conducted from August 30 - September 02, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

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

Demographic	Yes	No	Don't know	Total N
Adults	29% (634)	67% (1468)	5% (100)	2201
Gender: Male	29% (307)	66% (706)	5% (50)	1062
Gender: Female	29% (327)	67% (762)	4% (50)	1139
Age: 18-29	42% (201)	53% (252)	6% (27)	480
Age: 30-44	35% (188)	60% (321)	5% (24)	534
Age: 45-54	27% (107)	67% (270)	6% (25)	402
Age: 55-64	18% (62)	79% (275)	3% (12)	349
Age: 65+	17% (75)	80% (350)	3% (12)	436
Generation Z: 18-21	41% (58)	51% (72)	8% (11)	142
Millennial: Age 22-37	40% (262)	56% (363)	4% (27)	652
Generation X: Age 38-53	28% (166)	65% (383)	6% (37)	586
Boomers: Age 54-72	18% (130)	79% (563)	3% (20)	713
PID: Dem (no lean)	34% (241)	63% (452)	4% (26)	719
PID: Ind (no lean)	27% (233)	66% (564)	7% (56)	852
PID: Rep (no lean)	25% (160)	72% (452)	3% (18)	630
PID/Gender: Dem Men	32% (106)	65% (214)	3% (10)	329
PID/Gender: Dem Women	35% (135)	61% (238)	4% (16)	390
PID/Gender: Ind Men	27% (111)	65% (267)	8% (31)	409
PID/Gender: Ind Women	28% (122)	67% (297)	6% (24)	444
PID/Gender: Rep Men	28% (90)	69% (225)	3% (9)	324
PID/Gender: Rep Women	23% (69)	74% (227)	3% (9)	305
Ideo: Liberal (1-3)	38% (279)	57% (416)	4% (32)	727
Ideo: Moderate (4)	25% (109)	72% (320)	3% (13)	442
Ideo: Conservative (5-7)	27% (185)	70% (482)	3% (23)	689
Educ: < College	23% (352)	71% (1072)	6% (88)	1513
Educ: Bachelors degree	41% (183)	56% (250)	2% (11)	444
Educ: Post-grad	40% (98)	59% (145)	— (1)	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	29% (634)	67% (1468)	5% (100)	2201
Income: Under 50k	23% (295)	71% (914)	6% (75)	1284
Income: 50k-100k	34% (216)	64% (401)	2% (15)	631
Income: 100k+	43% (123)	53% (153)	4% (10)	286
Ethnicity: White	29% (500)	67% (1163)	3% (60)	1723
Ethnicity: Hispanic	39% (138)	53% (187)	7% (25)	350
Ethnicity: Afr. Am.	23% (64)	70% (192)	7% (18)	274
Ethnicity: Other	34% (70)	55% (113)	10% (21)	204
Relig: Protestant	24% (116)	74% (361)	2% (8)	485
Relig: Roman Catholic	32% (133)	62% (254)	6% (24)	411
Relig: Something Else	31% (65)	65% (137)	3% (7)	209
Relig: Evangelical	25% (156)	72% (450)	3% (21)	626
Relig: Non-Evang. Catholics	30% (172)	66% (376)	4% (22)	570
Relig: All Christian	27% (328)	69% (826)	4% (42)	1196
Relig: All Non-Christian	31% (65)	65% (137)	3% (7)	209
Community: Urban	33% (188)	63% (354)	4% (24)	567
Community: Suburban	31% (316)	64% (660)	5% (47)	1023
Community: Rural	21% (129)	74% (453)	5% (29)	611
Employ: Private Sector	37% (245)	60% (395)	2% (15)	655
Employ: Government	39% (55)	58% (80)	3% (5)	140
Employ: Self-Employed	34% (77)	59% (134)	7% (16)	228
Employ: Homemaker	32% (52)	59% (97)	10% (16)	164
Employ: Student	48% (36)	48% (36)	4% (3)	75
Employ: Retired	16% (68)	81% (353)	3% (14)	435
Employ: Unemployed	19% (47)	76% (183)	5% (12)	242
Employ: Other	20% (54)	72% (189)	7% (19)	262
Military HH: Yes	25% (105)	70% (292)	5% (22)	419
Military HH: No	30% (529)	66% (1175)	4% (78)	1782
RD/WT: Right Direction	26% (224)	71% (620)	4% (33)	877
RD/WT: Wrong Track	31% (410)	64% (847)	5% (67)	1324
Trump Job Approve	24% (219)	73% (664)	3% (31)	915
Trump Job Disapprove	33% (379)	63% (711)	4% (47)	1138

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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	29% (634)	67% (1468)	5% (100)	2201
Trump Job Strongly Approve	22% (106)	75% (358)	3% (16)	480
Trump Job Somewhat Approve	26% (113)	70% (306)	3% (15)	434
Trump Job Somewhat Disapprove	33% (103)	60% (188)	7% (23)	314
Trump Job Strongly Disapprove	34% (276)	64% (523)	3% (24)	824
#1 Issue: Economy	33% (231)	63% (435)	4% (28)	695
#1 Issue: Security	25% (88)	71% (247)	4% (14)	350
#1 Issue: Health Care	31% (116)	65% (247)	4% (16)	379
#1 Issue: Medicare / Social Security	12% (42)	85% (289)	3% (10)	341
#1 Issue: Women's Issues	39% (39)	54% (53)	7% (7)	99
#1 Issue: Education	37% (54)	61% (89)	2% (3)	146
#1 Issue: Energy	43% (39)	45% (41)	12% (11)	91
#1 Issue: Other	25% (25)	65% (65)	10% (10)	99
2016 Vote: Hillary Clinton	33% (220)	64% (424)	2% (15)	659
2016 Vote: Donald Trump	26% (181)	72% (504)	3% (18)	703
2016 Vote: Someone else	34% (74)	60% (131)	6% (12)	217
2016 Vote: Didn't Vote	25% (156)	66% (406)	9% (55)	617
Voted in 2014: Yes	29% (398)	68% (931)	3% (41)	1369
Voted in 2014: No	28% (236)	65% (537)	7% (59)	832
2012 Vote: Barack Obama	33% (282)	64% (559)	3% (26)	866
2012 Vote: Mitt Romney	25% (128)	72% (361)	3% (13)	501
2012 Vote: Other	25% (28)	73% (82)	3% (3)	114
2012 Vote: Didn't Vote	27% (195)	65% (461)	8% (58)	714
4-Region: Northeast	30% (117)	64% (254)	6% (22)	394
4-Region: Midwest	29% (132)	68% (315)	3% (15)	462
4-Region: South	25% (207)	71% (585)	4% (33)	825
4-Region: West	34% (177)	60% (313)	6% (30)	520
Favorable of Trump	24% (210)	74% (655)	3% (23)	887
Unfavorable of Trump	34% (393)	62% (716)	4% (43)	1152
Very Favorable of Trump	21% (103)	75% (364)	3% (16)	482
Somewhat Favorable of Trump	26% (107)	72% (291)	2% (7)	405
Somewhat Unfavorable of Trump	38% (89)	56% (132)	6% (15)	236
Very Unfavorable of Trump	33% (305)	64% (583)	3% (28)	916

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: How important is gender and racial diversity among film critics to you?**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know/No opinion	Total N
Adults	15% (338)	19% (429)	20% (444)	30% (670)	15% (321)	2201
Gender: Male	14% (148)	17% (182)	23% (242)	33% (347)	13% (143)	1062
Gender: Female	17% (190)	22% (246)	18% (202)	28% (323)	16% (178)	1139
Age: 18-29	20% (95)	22% (108)	16% (79)	26% (126)	15% (72)	480
Age: 30-44	17% (91)	18% (96)	19% (99)	33% (174)	14% (74)	534
Age: 45-54	14% (54)	18% (72)	21% (83)	33% (134)	15% (59)	402
Age: 55-64	15% (52)	18% (64)	26% (91)	28% (99)	13% (44)	349
Age: 65+	11% (46)	20% (89)	21% (92)	31% (137)	17% (72)	436
Generation Z: 18-21	18% (26)	25% (35)	17% (24)	24% (34)	16% (23)	142
Millennial: Age 22-37	20% (130)	20% (131)	17% (114)	29% (191)	13% (87)	652
Generation X: Age 38-53	13% (75)	18% (103)	20% (118)	34% (200)	15% (90)	586
Boomers: Age 54-72	13% (92)	19% (135)	23% (165)	29% (209)	16% (112)	713
PID: Dem (no lean)	22% (161)	27% (194)	16% (116)	21% (154)	13% (93)	719
PID: Ind (no lean)	13% (109)	18% (155)	19% (159)	32% (271)	18% (157)	852
PID: Rep (no lean)	11% (67)	13% (80)	27% (169)	39% (244)	11% (71)	630
PID/Gender: Dem Men	20% (66)	28% (92)	18% (59)	22% (73)	12% (40)	329
PID/Gender: Dem Women	25% (96)	26% (102)	15% (58)	21% (81)	14% (53)	390
PID/Gender: Ind Men	12% (51)	13% (54)	22% (90)	34% (141)	18% (74)	409
PID/Gender: Ind Women	13% (59)	23% (101)	16% (70)	29% (130)	19% (84)	444
PID/Gender: Rep Men	10% (31)	11% (37)	29% (93)	41% (133)	9% (30)	324
PID/Gender: Rep Women	12% (35)	14% (43)	25% (75)	36% (111)	13% (41)	305
Ideo: Liberal (1-3)	24% (171)	28% (207)	17% (122)	20% (147)	11% (79)	727
Ideo: Moderate (4)	15% (64)	17% (76)	23% (100)	31% (138)	14% (63)	442
Ideo: Conservative (5-7)	10% (70)	15% (106)	24% (167)	41% (284)	9% (62)	689
Educ: < College	15% (233)	18% (268)	19% (280)	32% (479)	17% (253)	1513
Educ: Bachelors degree	17% (74)	23% (100)	25% (112)	25% (112)	10% (45)	444
Educ: Post-grad	12% (30)	25% (61)	21% (52)	32% (78)	9% (23)	244
Income: Under 50k	16% (204)	20% (256)	19% (249)	28% (358)	17% (217)	1284
Income: 50k-100k	14% (92)	19% (121)	21% (130)	34% (217)	11% (71)	631
Income: 100k+	15% (42)	18% (52)	23% (65)	33% (94)	11% (33)	286

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**Table BRD2: How important is gender and racial diversity among film critics to you?**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know/No opinion	Total N
Adults	15% (338)	19% (429)	20% (444)	30% (670)	15% (321)	2201
Ethnicity: White	13% (219)	19% (324)	21% (365)	32% (560)	15% (254)	1723
Ethnicity: Hispanic	22% (78)	21% (73)	17% (59)	27% (93)	13% (47)	350
Ethnicity: Afr. Am.	30% (81)	23% (63)	12% (34)	22% (60)	13% (36)	274
Ethnicity: Other	18% (37)	20% (41)	22% (45)	24% (50)	15% (31)	204
Relig: Protestant	10% (49)	20% (95)	22% (106)	34% (164)	15% (71)	485
Relig: Roman Catholic	21% (86)	17% (71)	22% (92)	30% (125)	9% (37)	411
Relig: Something Else	19% (41)	22% (46)	22% (45)	26% (55)	11% (23)	209
Relig: Evangelical	15% (96)	19% (116)	22% (138)	30% (191)	14% (85)	626
Relig: Non-Evang. Catholics	16% (90)	18% (103)	22% (125)	33% (187)	11% (65)	570
Relig: All Christian	16% (186)	18% (219)	22% (263)	32% (378)	13% (150)	1196
Relig: All Non-Christian	19% (41)	22% (46)	22% (45)	26% (55)	11% (23)	209
Community: Urban	21% (119)	22% (127)	15% (87)	26% (147)	15% (88)	567
Community: Suburban	14% (146)	20% (207)	23% (234)	30% (308)	12% (127)	1023
Community: Rural	12% (73)	15% (95)	20% (123)	35% (214)	17% (106)	611
Employ: Private Sector	15% (98)	22% (142)	22% (144)	29% (193)	12% (77)	655
Employ: Government	13% (18)	27% (37)	25% (35)	25% (35)	10% (15)	140
Employ: Self-Employed	22% (51)	20% (45)	19% (42)	29% (67)	10% (23)	228
Employ: Homemaker	12% (20)	19% (31)	15% (24)	39% (64)	15% (25)	164
Employ: Student	18% (14)	26% (20)	13% (10)	26% (19)	16% (12)	75
Employ: Retired	13% (58)	18% (77)	24% (104)	30% (132)	15% (65)	435
Employ: Unemployed	17% (40)	14% (33)	14% (34)	39% (94)	17% (41)	242
Employ: Other	15% (39)	16% (43)	20% (52)	25% (65)	24% (63)	262
Military HH: Yes	12% (52)	16% (67)	23% (97)	33% (140)	15% (63)	419
Military HH: No	16% (285)	20% (362)	20% (348)	30% (530)	14% (258)	1782
RD/WT: Right Direction	14% (125)	13% (118)	24% (213)	36% (314)	12% (108)	877
RD/WT: Wrong Track	16% (213)	23% (311)	17% (231)	27% (356)	16% (213)	1324
Trump Job Approve	12% (109)	13% (115)	25% (232)	38% (351)	12% (107)	915
Trump Job Disapprove	19% (217)	26% (298)	17% (199)	25% (280)	13% (144)	1138

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**Table BRD2: How important is gender and racial diversity among film critics to you?**

Demographic	Very important	Somewhat important	Not very important	Not important at all	Don't know/No opinion	Total N
Adults	15% (338)	19% (429)	20% (444)	30% (670)	15% (321)	2201
Trump Job Strongly Approve	13% (62)	13% (61)	22% (105)	39% (188)	14% (65)	480
Trump Job Somewhat Approve	11% (47)	13% (54)	29% (127)	38% (164)	10% (42)	434
Trump Job Somewhat Disapprove	11% (35)	28% (87)	21% (66)	27% (85)	13% (41)	314
Trump Job Strongly Disapprove	22% (183)	26% (211)	16% (133)	24% (195)	12% (103)	824
#1 Issue: Economy	15% (101)	18% (128)	21% (149)	33% (232)	12% (85)	695
#1 Issue: Security	12% (40)	13% (47)	23% (81)	39% (137)	13% (45)	350
#1 Issue: Health Care	18% (67)	26% (98)	18% (70)	24% (90)	14% (54)	379
#1 Issue: Medicare / Social Security	11% (38)	20% (70)	20% (67)	32% (109)	17% (59)	341
#1 Issue: Women's Issues	31% (31)	16% (16)	14% (14)	21% (21)	18% (18)	99
#1 Issue: Education	19% (28)	25% (36)	22% (32)	21% (31)	12% (18)	146
#1 Issue: Energy	15% (14)	19% (17)	20% (19)	32% (29)	13% (12)	91
#1 Issue: Other	19% (19)	17% (17)	14% (14)	19% (19)	30% (30)	99
2016 Vote: Hillary Clinton	23% (149)	29% (189)	18% (118)	18% (117)	13% (87)	659
2016 Vote: Donald Trump	11% (80)	14% (97)	26% (179)	38% (266)	11% (80)	703
2016 Vote: Someone else	16% (34)	16% (36)	23% (50)	32% (69)	13% (29)	217
2016 Vote: Didn't Vote	12% (75)	17% (106)	15% (95)	35% (217)	20% (125)	617
Voted in 2014: Yes	17% (231)	21% (285)	21% (290)	29% (402)	12% (160)	1369
Voted in 2014: No	13% (106)	17% (143)	19% (154)	32% (268)	19% (161)	832
2012 Vote: Barack Obama	20% (169)	25% (217)	20% (174)	23% (203)	12% (103)	866
2012 Vote: Mitt Romney	10% (49)	14% (68)	25% (125)	41% (206)	11% (54)	501
2012 Vote: Other	9% (11)	11% (12)	18% (20)	41% (47)	21% (24)	114
2012 Vote: Didn't Vote	15% (106)	18% (129)	18% (125)	30% (213)	20% (141)	714
4-Region: Northeast	16% (64)	21% (81)	22% (86)	28% (112)	13% (50)	394
4-Region: Midwest	13% (60)	20% (94)	20% (91)	30% (141)	17% (77)	462
4-Region: South	16% (133)	19% (153)	22% (178)	31% (254)	13% (107)	825
4-Region: West	15% (80)	19% (101)	17% (89)	31% (163)	17% (87)	520
Favorable of Trump	11% (98)	12% (106)	26% (228)	39% (347)	12% (108)	887
Unfavorable of Trump	19% (220)	26% (301)	17% (195)	25% (289)	13% (148)	1152

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**Table BRD2:** *How important is gender and racial diversity among film critics to you?*

<b>Demographic</b>	<b>Very important</b>		<b>Somewhat important</b>		<b>Not very important</b>		<b>Not important at all</b>		<b>Don't know/No opinion</b>		<b>Total N</b>
Adults	15%	(338)	19%	(429)	20%	(444)	30%	(670)	15%	(321)	2201
Very Favorable of Trump	13%	(63)	11%	(55)	23%	(111)	39%	(188)	13%	(65)	482
Somewhat Favorable of Trump	9%	(35)	13%	(51)	29%	(117)	39%	(159)	11%	(43)	405
Somewhat Unfavorable of Trump	11%	(25)	28%	(66)	20%	(46)	27%	(63)	15%	(35)	236
Very Unfavorable of Trump	21%	(194)	26%	(234)	16%	(148)	25%	(226)	12%	(113)	916

*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: How much do you think film critics gender impacts their movie reviews?**

Demographic	A lot		Some		Not much		Not at all		Don't know/No opinion		Total N
Adults	13%	(297)	33%	(724)	21%	(451)	13%	(295)	20%	(435)	2201
Gender: Male	13%	(139)	32%	(341)	23%	(244)	14%	(146)	18%	(193)	1062
Gender: Female	14%	(158)	34%	(382)	18%	(208)	13%	(149)	21%	(242)	1139
Age: 18-29	18%	(84)	31%	(148)	19%	(91)	14%	(66)	19%	(91)	480
Age: 30-44	13%	(71)	31%	(166)	21%	(114)	16%	(85)	18%	(97)	534
Age: 45-54	13%	(51)	35%	(141)	20%	(80)	15%	(62)	17%	(69)	402
Age: 55-64	13%	(44)	31%	(109)	24%	(85)	9%	(32)	23%	(80)	349
Age: 65+	11%	(46)	37%	(160)	19%	(82)	11%	(50)	23%	(99)	436
Generation Z: 18-21	18%	(26)	32%	(46)	23%	(32)	11%	(15)	16%	(22)	142
Millennial: Age 22-37	17%	(108)	31%	(202)	20%	(129)	15%	(96)	18%	(116)	652
Generation X: Age 38-53	12%	(70)	32%	(188)	20%	(117)	17%	(100)	19%	(112)	586
Boomers: Age 54-72	10%	(75)	35%	(252)	21%	(150)	11%	(76)	23%	(161)	713
PID: Dem (no lean)	14%	(103)	39%	(278)	20%	(141)	11%	(77)	17%	(120)	719
PID: Ind (no lean)	14%	(115)	29%	(250)	21%	(176)	14%	(117)	23%	(194)	852
PID: Rep (no lean)	12%	(78)	31%	(195)	21%	(135)	16%	(101)	19%	(121)	630
PID/Gender: Dem Men	12%	(41)	38%	(125)	23%	(75)	11%	(36)	16%	(52)	329
PID/Gender: Dem Women	16%	(62)	39%	(153)	17%	(65)	11%	(41)	17%	(68)	390
PID/Gender: Ind Men	15%	(59)	31%	(125)	20%	(83)	13%	(54)	21%	(88)	409
PID/Gender: Ind Women	13%	(56)	28%	(125)	21%	(94)	14%	(63)	24%	(106)	444
PID/Gender: Rep Men	12%	(39)	28%	(91)	26%	(86)	17%	(56)	16%	(53)	324
PID/Gender: Rep Women	13%	(40)	34%	(105)	16%	(49)	15%	(45)	22%	(67)	305
Ideo: Liberal (1-3)	18%	(127)	38%	(274)	21%	(150)	11%	(77)	13%	(98)	727
Ideo: Moderate (4)	10%	(44)	36%	(159)	20%	(86)	16%	(72)	18%	(81)	442
Ideo: Conservative (5-7)	13%	(88)	33%	(230)	22%	(154)	14%	(98)	17%	(119)	689
Educ: < College	14%	(205)	29%	(443)	20%	(309)	14%	(218)	22%	(338)	1513
Educ: Bachelors degree	13%	(58)	40%	(177)	21%	(93)	11%	(50)	15%	(66)	444
Educ: Post-grad	14%	(34)	42%	(104)	20%	(49)	11%	(27)	12%	(30)	244
Income: Under 50k	14%	(174)	31%	(399)	20%	(258)	13%	(172)	22%	(281)	1284
Income: 50k-100k	13%	(85)	35%	(220)	20%	(126)	15%	(92)	17%	(109)	631
Income: 100k+	13%	(38)	37%	(105)	23%	(67)	11%	(32)	16%	(45)	286

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**Table BRD3:** *How much do you think film critics gender impacts their movie reviews?*

Demographic	A lot		Some		Not much		Not at all		Don't know/No opinion		Total N
Adults	13%	(297)	33%	(724)	21%	(451)	13%	(295)	20%	(435)	2201
Ethnicity: White	12%	(198)	34%	(577)	21%	(355)	14%	(244)	20%	(348)	1723
Ethnicity: Hispanic	19%	(65)	30%	(105)	24%	(85)	11%	(37)	16%	(57)	350
Ethnicity: Afr. Am.	22%	(60)	32%	(87)	18%	(50)	11%	(31)	17%	(47)	274
Ethnicity: Other	19%	(38)	29%	(59)	23%	(46)	10%	(20)	20%	(40)	204
Relig: Protestant	11%	(51)	37%	(180)	20%	(98)	13%	(64)	19%	(92)	485
Relig: Roman Catholic	15%	(63)	31%	(129)	22%	(92)	12%	(49)	19%	(78)	411
Relig: Something Else	16%	(33)	34%	(70)	22%	(46)	12%	(26)	16%	(34)	209
Relig: Evangelical	14%	(86)	34%	(213)	21%	(130)	14%	(86)	18%	(110)	626
Relig: Non-Evang. Catholics	12%	(68)	34%	(196)	22%	(124)	13%	(71)	19%	(109)	570
Relig: All Christian	13%	(155)	34%	(410)	21%	(254)	13%	(158)	18%	(220)	1196
Relig: All Non-Christian	16%	(33)	34%	(70)	22%	(46)	12%	(26)	16%	(34)	209
Community: Urban	15%	(88)	34%	(195)	19%	(109)	11%	(61)	20%	(114)	567
Community: Suburban	14%	(139)	33%	(341)	22%	(222)	14%	(143)	17%	(179)	1023
Community: Rural	11%	(70)	31%	(188)	20%	(121)	15%	(91)	23%	(142)	611
Employ: Private Sector	14%	(90)	35%	(227)	22%	(146)	15%	(97)	14%	(95)	655
Employ: Government	13%	(19)	38%	(53)	25%	(34)	12%	(17)	12%	(17)	140
Employ: Self-Employed	20%	(46)	36%	(83)	16%	(38)	10%	(23)	17%	(38)	228
Employ: Homemaker	14%	(23)	27%	(45)	20%	(33)	14%	(24)	25%	(40)	164
Employ: Student	15%	(12)	34%	(25)	18%	(14)	12%	(9)	21%	(16)	75
Employ: Retired	11%	(47)	35%	(150)	21%	(90)	11%	(49)	23%	(98)	435
Employ: Unemployed	12%	(29)	26%	(63)	23%	(57)	18%	(43)	21%	(51)	242
Employ: Other	12%	(30)	30%	(78)	15%	(40)	13%	(33)	31%	(80)	262
Military HH: Yes	15%	(62)	31%	(129)	23%	(96)	13%	(52)	19%	(80)	419
Military HH: No	13%	(235)	33%	(595)	20%	(356)	14%	(242)	20%	(355)	1782
RD/WT: Right Direction	14%	(119)	32%	(279)	20%	(179)	14%	(123)	20%	(177)	877
RD/WT: Wrong Track	13%	(178)	34%	(445)	21%	(272)	13%	(172)	19%	(257)	1324
Trump Job Approve	13%	(122)	31%	(281)	21%	(196)	16%	(146)	19%	(170)	915
Trump Job Disapprove	14%	(159)	37%	(417)	21%	(234)	12%	(133)	17%	(194)	1138

Continued on next page

**Table BRD3:** *How much do you think film critics gender impacts their movie reviews?*

Demographic	A lot		Some		Not much		Not at all		Don't know/No opinion		Total N
Adults	13%	(297)	33%	(724)	21%	(451)	13%	(295)	20%	(435)	2201
Trump Job Strongly Approve	14%	(69)	31%	(148)	18%	(85)	16%	(77)	21%	(101)	480
Trump Job Somewhat Approve	12%	(54)	31%	(133)	25%	(111)	16%	(68)	16%	(69)	434
Trump Job Somewhat Disapprove	15%	(48)	39%	(121)	23%	(71)	7%	(22)	16%	(52)	314
Trump Job Strongly Disapprove	14%	(111)	36%	(296)	20%	(163)	13%	(111)	17%	(142)	824
#1 Issue: Economy	12%	(84)	32%	(225)	23%	(158)	14%	(95)	19%	(133)	695
#1 Issue: Security	13%	(44)	34%	(119)	20%	(71)	12%	(41)	21%	(75)	350
#1 Issue: Health Care	14%	(54)	36%	(137)	20%	(74)	12%	(46)	18%	(68)	379
#1 Issue: Medicare / Social Security	14%	(49)	29%	(97)	19%	(64)	18%	(63)	20%	(68)	341
#1 Issue: Women's Issues	25%	(25)	31%	(30)	10%	(10)	14%	(14)	20%	(20)	99
#1 Issue: Education	12%	(18)	38%	(55)	21%	(31)	12%	(18)	16%	(23)	146
#1 Issue: Energy	11%	(10)	40%	(36)	27%	(25)	10%	(9)	12%	(11)	91
#1 Issue: Other	12%	(12)	24%	(24)	18%	(18)	9%	(9)	37%	(37)	99
2016 Vote: Hillary Clinton	16%	(106)	38%	(249)	19%	(124)	10%	(69)	17%	(110)	659
2016 Vote: Donald Trump	12%	(82)	33%	(234)	23%	(159)	14%	(100)	18%	(127)	703
2016 Vote: Someone else	13%	(28)	35%	(75)	21%	(45)	14%	(30)	18%	(39)	217
2016 Vote: Didn't Vote	13%	(80)	26%	(162)	20%	(122)	16%	(96)	25%	(157)	617
Voted in 2014: Yes	14%	(187)	37%	(500)	21%	(286)	12%	(168)	17%	(228)	1369
Voted in 2014: No	13%	(110)	27%	(223)	20%	(165)	15%	(127)	25%	(207)	832
2012 Vote: Barack Obama	13%	(117)	39%	(334)	21%	(184)	11%	(96)	16%	(136)	866
2012 Vote: Mitt Romney	12%	(61)	32%	(161)	21%	(103)	15%	(74)	20%	(102)	501
2012 Vote: Other	14%	(16)	30%	(35)	21%	(24)	14%	(15)	21%	(24)	114
2012 Vote: Didn't Vote	14%	(103)	26%	(189)	20%	(140)	15%	(108)	24%	(174)	714
4-Region: Northeast	12%	(46)	31%	(123)	22%	(87)	13%	(49)	23%	(89)	394
4-Region: Midwest	12%	(57)	38%	(174)	17%	(77)	14%	(63)	20%	(92)	462
4-Region: South	16%	(130)	30%	(250)	22%	(178)	14%	(115)	18%	(151)	825
4-Region: West	12%	(64)	34%	(178)	21%	(109)	13%	(67)	20%	(103)	520
Favorable of Trump	12%	(109)	31%	(275)	22%	(194)	16%	(138)	19%	(172)	887
Unfavorable of Trump	15%	(168)	37%	(429)	19%	(224)	12%	(140)	17%	(191)	1152

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**Table BRD3:** *How much do you think film critics gender impacts their movie reviews?*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>Not at all</b>		<b>Don't know/No opinion</b>		<b>Total N</b>
Adults	13%	(297)	33%	(724)	21%	(451)	13%	(295)	20%	(435)	2201
Very Favorable of Trump	16%	(75)	30%	(144)	18%	(88)	16%	(77)	20%	(98)	482
Somewhat Favorable of Trump	8%	(33)	32%	(131)	26%	(106)	15%	(60)	18%	(74)	405
Somewhat Unfavorable of Trump	16%	(38)	36%	(85)	20%	(48)	9%	(20)	19%	(45)	236
Very Unfavorable of Trump	14%	(131)	38%	(344)	19%	(176)	13%	(120)	16%	(146)	916

*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:** *How much do you think film critics race impacts their movie reviews?*

Demographic	A lot		Some		Not much		Not at all		Don't know/No opinion	Total N	
Adults	15%	(328)	32%	(694)	18%	(399)	17%	(366)	19%	(414)	2201
Gender: Male	16%	(165)	31%	(332)	20%	(213)	16%	(174)	17%	(178)	1062
Gender: Female	14%	(163)	32%	(362)	16%	(186)	17%	(192)	21%	(237)	1139
Age: 18-29	18%	(88)	30%	(144)	17%	(80)	19%	(91)	16%	(78)	480
Age: 30-44	17%	(88)	29%	(155)	18%	(98)	19%	(103)	17%	(89)	534
Age: 45-54	16%	(63)	33%	(133)	17%	(68)	16%	(65)	18%	(74)	402
Age: 55-64	13%	(46)	30%	(106)	22%	(78)	13%	(46)	21%	(73)	349
Age: 65+	10%	(43)	36%	(157)	17%	(74)	14%	(61)	23%	(101)	436
Generation Z: 18-21	17%	(25)	28%	(40)	23%	(33)	16%	(22)	15%	(22)	142
Millennial: Age 22-37	18%	(120)	31%	(205)	16%	(105)	19%	(122)	15%	(100)	652
Generation X: Age 38-53	15%	(86)	30%	(175)	17%	(100)	19%	(110)	20%	(115)	586
Boomers: Age 54-72	12%	(83)	32%	(230)	20%	(141)	15%	(104)	22%	(156)	713
PID: Dem (no lean)	17%	(120)	36%	(257)	17%	(125)	14%	(97)	17%	(119)	719
PID: Ind (no lean)	13%	(114)	30%	(252)	17%	(149)	18%	(153)	22%	(186)	852
PID: Rep (no lean)	15%	(94)	29%	(185)	20%	(125)	18%	(116)	17%	(109)	630
PID/Gender: Dem Men	18%	(58)	35%	(116)	20%	(66)	13%	(42)	14%	(47)	329
PID/Gender: Dem Women	16%	(62)	36%	(141)	15%	(60)	14%	(55)	18%	(72)	390
PID/Gender: Ind Men	15%	(60)	29%	(120)	17%	(68)	18%	(74)	21%	(86)	409
PID/Gender: Ind Women	12%	(53)	30%	(131)	18%	(81)	18%	(78)	23%	(100)	444
PID/Gender: Rep Men	15%	(47)	30%	(96)	25%	(80)	18%	(57)	14%	(45)	324
PID/Gender: Rep Women	15%	(47)	29%	(89)	15%	(45)	19%	(59)	21%	(65)	305
Ideo: Liberal (1-3)	17%	(121)	38%	(276)	17%	(124)	15%	(106)	14%	(100)	727
Ideo: Moderate (4)	14%	(60)	33%	(144)	19%	(83)	16%	(71)	19%	(84)	442
Ideo: Conservative (5-7)	16%	(110)	31%	(212)	20%	(136)	19%	(131)	14%	(99)	689
Educ: < College	15%	(230)	28%	(421)	18%	(270)	18%	(271)	21%	(321)	1513
Educ: Bachelors degree	14%	(61)	39%	(172)	19%	(83)	15%	(66)	14%	(63)	444
Educ: Post-grad	15%	(38)	41%	(101)	19%	(46)	12%	(30)	12%	(30)	244
Income: Under 50k	14%	(185)	32%	(406)	16%	(210)	17%	(220)	20%	(262)	1284
Income: 50k-100k	15%	(97)	32%	(200)	19%	(122)	17%	(105)	17%	(107)	631
Income: 100k+	16%	(45)	31%	(88)	23%	(67)	14%	(41)	16%	(45)	286

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**Table BRD4:** *How much do you think film critics race impacts their movie reviews?*

Demographic	A lot		Some		Not much		Not at all		Don't know/No opinion		Total N
Adults	15%	(328)	32%	(694)	18%	(399)	17%	(366)	19%	(414)	2201
Ethnicity: White	12%	(209)	32%	(546)	19%	(323)	18%	(306)	20%	(339)	1723
Ethnicity: Hispanic	21%	(72)	32%	(111)	20%	(69)	14%	(50)	14%	(48)	350
Ethnicity: Afr. Am.	31%	(84)	28%	(77)	13%	(35)	11%	(31)	17%	(47)	274
Ethnicity: Other	17%	(35)	35%	(71)	20%	(41)	14%	(29)	14%	(28)	204
Relig: Protestant	11%	(54)	37%	(180)	17%	(84)	16%	(79)	18%	(88)	485
Relig: Roman Catholic	17%	(69)	32%	(131)	18%	(76)	17%	(69)	16%	(65)	411
Relig: Something Else	16%	(33)	34%	(71)	17%	(36)	17%	(36)	16%	(34)	209
Relig: Evangelical	17%	(106)	34%	(210)	17%	(104)	16%	(103)	17%	(104)	626
Relig: Non-Evang. Catholics	13%	(73)	33%	(186)	20%	(115)	16%	(89)	19%	(106)	570
Relig: All Christian	15%	(179)	33%	(396)	18%	(219)	16%	(191)	18%	(210)	1196
Relig: All Non-Christian	16%	(33)	34%	(71)	17%	(36)	17%	(36)	16%	(34)	209
Community: Urban	18%	(101)	31%	(177)	17%	(99)	14%	(78)	20%	(112)	567
Community: Suburban	15%	(149)	33%	(337)	18%	(185)	18%	(182)	17%	(170)	1023
Community: Rural	13%	(78)	29%	(180)	19%	(115)	17%	(106)	22%	(132)	611
Employ: Private Sector	15%	(101)	34%	(219)	20%	(130)	17%	(112)	14%	(93)	655
Employ: Government	13%	(19)	32%	(44)	24%	(33)	19%	(26)	13%	(18)	140
Employ: Self-Employed	22%	(51)	36%	(82)	14%	(32)	13%	(30)	15%	(34)	228
Employ: Homemaker	13%	(21)	24%	(39)	21%	(35)	18%	(30)	24%	(39)	164
Employ: Student	20%	(15)	33%	(25)	17%	(13)	13%	(10)	16%	(12)	75
Employ: Retired	12%	(50)	34%	(149)	18%	(77)	14%	(60)	22%	(98)	435
Employ: Unemployed	14%	(34)	26%	(63)	19%	(47)	21%	(52)	20%	(47)	242
Employ: Other	14%	(37)	28%	(73)	12%	(32)	18%	(47)	28%	(73)	262
Military HH: Yes	16%	(68)	32%	(135)	17%	(70)	17%	(69)	18%	(76)	419
Military HH: No	15%	(259)	31%	(559)	18%	(329)	17%	(297)	19%	(338)	1782
RD/WT: Right Direction	17%	(145)	28%	(247)	19%	(167)	19%	(164)	18%	(155)	877
RD/WT: Wrong Track	14%	(183)	34%	(447)	18%	(232)	15%	(202)	20%	(260)	1324
Trump Job Approve	15%	(133)	30%	(275)	18%	(168)	20%	(187)	17%	(151)	915
Trump Job Disapprove	16%	(177)	35%	(398)	18%	(210)	14%	(164)	17%	(189)	1138

Continued on next page

**Table BRD4:** How much do you think film critics race impacts their movie reviews?

Demographic	A lot		Some		Not much		Not at all		Don't know/No opinion	Total N	
Adults	15%	(328)	32%	(694)	18%	(399)	17%	(366)	19%	(414)	2201
Trump Job Strongly Approve	18%	(87)	27%	(129)	16%	(76)	22%	(103)	18%	(86)	480
Trump Job Somewhat Approve	11%	(46)	34%	(147)	21%	(92)	19%	(83)	15%	(66)	434
Trump Job Somewhat Disapprove	15%	(47)	37%	(116)	21%	(66)	12%	(38)	15%	(48)	314
Trump Job Strongly Disapprove	16%	(130)	34%	(282)	17%	(144)	15%	(126)	17%	(141)	824
#1 Issue: Economy	15%	(106)	30%	(208)	20%	(137)	19%	(131)	16%	(112)	695
#1 Issue: Security	17%	(59)	31%	(109)	16%	(58)	17%	(60)	18%	(63)	350
#1 Issue: Health Care	14%	(54)	31%	(117)	22%	(84)	13%	(50)	19%	(74)	379
#1 Issue: Medicare / Social Security	11%	(36)	32%	(108)	16%	(56)	19%	(65)	22%	(76)	341
#1 Issue: Women's Issues	19%	(19)	38%	(37)	7%	(7)	18%	(17)	19%	(18)	99
#1 Issue: Education	20%	(29)	37%	(54)	18%	(26)	13%	(18)	13%	(19)	146
#1 Issue: Energy	10%	(9)	39%	(36)	20%	(18)	15%	(14)	15%	(14)	91
#1 Issue: Other	15%	(15)	25%	(25)	13%	(13)	10%	(10)	38%	(37)	99
2016 Vote: Hillary Clinton	17%	(112)	36%	(238)	18%	(116)	13%	(83)	17%	(111)	659
2016 Vote: Donald Trump	15%	(103)	30%	(208)	20%	(144)	18%	(129)	17%	(119)	703
2016 Vote: Someone else	10%	(23)	35%	(77)	18%	(39)	19%	(42)	17%	(37)	217
2016 Vote: Didnt Vote	15%	(90)	27%	(168)	16%	(99)	18%	(112)	24%	(147)	617
Voted in 2014: Yes	15%	(210)	33%	(454)	19%	(266)	15%	(211)	17%	(227)	1369
Voted in 2014: No	14%	(117)	29%	(240)	16%	(132)	19%	(155)	22%	(187)	832
2012 Vote: Barack Obama	16%	(134)	35%	(302)	19%	(168)	14%	(122)	16%	(141)	866
2012 Vote: Mitt Romney	14%	(71)	30%	(152)	18%	(91)	18%	(91)	19%	(96)	501
2012 Vote: Other	14%	(16)	32%	(36)	19%	(22)	18%	(20)	17%	(20)	114
2012 Vote: Didn't Vote	15%	(107)	28%	(200)	17%	(118)	18%	(130)	22%	(158)	714
4-Region: Northeast	13%	(53)	28%	(111)	19%	(77)	19%	(75)	20%	(78)	394
4-Region: Midwest	12%	(58)	33%	(154)	18%	(83)	16%	(75)	20%	(92)	462
4-Region: South	18%	(151)	30%	(250)	18%	(149)	16%	(134)	17%	(140)	825
4-Region: West	13%	(66)	34%	(179)	17%	(90)	16%	(82)	20%	(103)	520
Favorable of Trump	14%	(127)	29%	(255)	19%	(173)	20%	(176)	17%	(155)	887
Unfavorable of Trump	16%	(182)	35%	(409)	18%	(205)	15%	(170)	16%	(187)	1152

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**Table BRD4:** *How much do you think film critics race impacts their movie reviews?*

<b>Demographic</b>	<b>A lot</b>		<b>Some</b>		<b>Not much</b>		<b>Not at all</b>		<b>Don't know/No opinion</b>		<b>Total N</b>
Adults	15%	(328)	32%	(694)	18%	(399)	17%	(366)	19%	(414)	2201
Very Favorable of Trump	19%	(91)	25%	(122)	17%	(84)	21%	(103)	17%	(82)	482
Somewhat Favorable of Trump	9%	(36)	33%	(133)	22%	(88)	18%	(73)	18%	(73)	405
Somewhat Unfavorable of Trump	12%	(27)	36%	(84)	21%	(50)	14%	(33)	18%	(42)	236
Very Unfavorable of Trump	17%	(154)	35%	(325)	17%	(155)	15%	(137)	16%	(145)	916

*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:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are men?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	2% (49)	1% (32)	4% (84)	4% (96)	6% (127)	8% (175)	10% (224)	12% (258)	6% (127)	1% (23)	46%(1005)	2201
Gender: Male	2% (25)	2% (20)	4% (45)	4% (47)	6% (63)	8% (82)	11% (116)	12% (131)	6% (64)	1% (12)	43% (457)	1062
Gender: Female	2% (23)	1% (13)	3% (39)	4% (49)	6% (65)	8% (93)	10% (108)	11% (127)	6% (64)	1% (10)	48% (548)	1139
Age: 18-29	4% (17)	2% (11)	7% (32)	5% (25)	9% (42)	9% (44)	14% (65)	14% (65)	9% (45)	2% (7)	26% (127)	480
Age: 30-44	3% (14)	1% (6)	4% (19)	6% (30)	9% (48)	9% (46)	12% (65)	15% (78)	7% (39)	2% (9)	34% (180)	534
Age: 45-54	2% (8)	2% (7)	6% (23)	4% (16)	3% (14)	8% (31)	10% (39)	14% (56)	5% (22)	1% (3)	46% (183)	402
Age: 55-64	1% (5)	— (2)	2% (8)	3% (12)	3% (12)	9% (30)	9% (31)	8% (27)	4% (15)	— (1)	59% (208)	349
Age: 65+	1% (5)	1% (6)	— (2)	3% (13)	3% (12)	5% (24)	6% (25)	7% (32)	2% (8)	1% (2)	70% (307)	436
Generation Z: 18-21	2% (2)	4% (6)	9% (12)	5% (8)	12% (16)	6% (8)	12% (16)	12% (17)	11% (16)	2% (3)	27% (38)	142
Millennial: Age 22-37	3% (21)	1% (8)	5% (32)	5% (33)	9% (59)	9% (59)	14% (91)	15% (98)	9% (58)	2% (13)	28% (181)	652
Generation X: Age 38-53	2% (14)	2% (11)	4% (26)	5% (27)	4% (26)	9% (53)	10% (61)	14% (81)	5% (28)	1% (4)	44% (255)	586
Boomers: Age 54-72	1% (10)	1% (8)	2% (14)	3% (23)	3% (23)	7% (51)	7% (53)	8% (55)	3% (24)	— (3)	63% (448)	713
PID: Dem (no lean)	3% (19)	1% (9)	3% (24)	4% (28)	5% (35)	7% (52)	11% (78)	13% (92)	7% (48)	2% (12)	45% (321)	719
PID: Ind (no lean)	2% (17)	1% (8)	5% (39)	4% (36)	7% (60)	8% (67)	9% (77)	12% (98)	6% (52)	1% (6)	46% (392)	852
PID: Rep (no lean)	2% (13)	2% (15)	3% (22)	5% (31)	5% (32)	9% (57)	11% (69)	11% (68)	4% (27)	1% (5)	46% (292)	630
PID/Gender: Dem Men	2% (8)	3% (9)	4% (14)	4% (13)	4% (13)	6% (21)	10% (34)	11% (37)	7% (25)	2% (5)	45% (150)	329
PID/Gender: Dem Women	3% (11)	— (0)	2% (9)	4% (15)	6% (22)	8% (31)	12% (45)	14% (55)	6% (24)	2% (7)	44% (171)	390
PID/Gender: Ind Men	2% (8)	1% (3)	4% (17)	4% (16)	7% (30)	8% (31)	10% (40)	12% (50)	7% (27)	1% (4)	45% (183)	409
PID/Gender: Ind Women	2% (9)	1% (5)	5% (22)	4% (20)	7% (30)	8% (35)	8% (37)	11% (49)	6% (26)	— (2)	47% (210)	444
PID/Gender: Rep Men	3% (10)	2% (7)	4% (13)	5% (17)	6% (20)	9% (30)	13% (42)	14% (45)	4% (13)	1% (3)	39% (125)	324
PID/Gender: Rep Women	1% (3)	3% (8)	3% (8)	5% (14)	4% (12)	9% (27)	9% (27)	8% (23)	5% (14)	1% (2)	55% (167)	305
Ideo: Liberal (1-3)	2% (15)	1% (10)	5% (37)	4% (30)	6% (41)	8% (55)	13% (96)	15% (106)	9% (63)	1% (7)	37% (267)	727
Ideo: Moderate (4)	3% (11)	2% (8)	4% (15)	4% (18)	6% (28)	6% (25)	11% (47)	10% (43)	6% (25)	1% (4)	50% (219)	442
Ideo: Conservative (5-7)	2% (13)	1% (9)	2% (16)	5% (31)	5% (34)	10% (71)	9% (65)	12% (80)	5% (32)	1% (8)	48% (331)	689
Educ: < College	3% (43)	2% (28)	5% (70)	5% (69)	6% (92)	7% (109)	8% (127)	10% (155)	6% (93)	1% (11)	47% (717)	1513
Educ: Bachelors degree	1% (5)	1% (4)	2% (9)	4% (17)	5% (23)	11% (48)	14% (63)	15% (66)	5% (22)	2% (9)	40% (177)	444
Educ: Post-grad	— (1)	— (0)	2% (5)	4% (9)	5% (12)	8% (18)	14% (35)	15% (37)	5% (12)	1% (4)	46% (111)	244
Income: Under 50k	3% (35)	2% (26)	5% (61)	5% (63)	6% (82)	7% (92)	8% (103)	10% (122)	5% (67)	1% (13)	48% (620)	1284
Income: 50k-100k	1% (6)	1% (4)	3% (17)	4% (27)	6% (35)	9% (57)	13% (82)	16% (99)	7% (42)	1% (5)	41% (257)	631
Income: 100k+	3% (8)	1% (3)	2% (6)	2% (5)	4% (10)	9% (27)	14% (40)	13% (37)	7% (19)	1% (4)	45% (128)	286
Ethnicity: White	2% (35)	1% (12)	3% (49)	4% (74)	6% (103)	8% (138)	10% (181)	12% (211)	5% (88)	1% (16)	47% (817)	1723
Ethnicity: Hispanic	4% (14)	4% (13)	6% (20)	5% (18)	8% (28)	8% (26)	12% (42)	13% (45)	9% (32)	2% (6)	30% (105)	350
Ethnicity: Afr. Am.	3% (8)	4% (11)	7% (20)	4% (12)	5% (14)	8% (22)	7% (20)	11% (29)	5% (13)	1% (2)	45% (123)	274
Ethnicity: Other	3% (6)	5% (9)	7% (15)	5% (10)	5% (11)	7% (15)	12% (24)	9% (18)	13% (27)	3% (5)	32% (65)	204
Relig: Protestant	1% (4)	— (1)	2% (11)	3% (13)	4% (21)	9% (45)	9% (44)	13% (63)	4% (19)	1% (4)	54% (261)	485
Relig: Roman Catholic	3% (13)	3% (12)	3% (13)	3% (14)	9% (36)	10% (40)	11% (45)	11% (47)	7% (28)	1% (4)	39% (159)	411
Relig: Something Else	— (0)	— (1)	6% (12)	4% (9)	6% (13)	9% (19)	13% (28)	12% (25)	8% (16)	2% (4)	39% (82)	209
Relig: Evangelical	2% (14)	3% (19)	5% (34)	5% (33)	6% (38)	8% (52)	8% (47)	10% (64)	4% (25)	1% (5)	47% (296)	626
Relig: Non-Evang. Catholics	2% (12)	1% (3)	2% (12)	3% (16)	7% (39)	8% (48)	11% (61)	13% (75)	6% (37)	1% (4)	46% (263)	570
Relig: All Christian	2% (26)	2% (22)	4% (47)	4% (48)	6% (77)	8% (100)	9% (108)	12% (139)	5% (61)	1% (9)	47% (559)	1196
Relig: All Non-Christian	— (0)	— (1)	6% (12)	4% (9)	6% (13)	9% (19)	13% (28)	12% (25)	8% (16)	2% (4)	39% (82)	209

Continued on next page

**Table BRD5:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are men?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	2% (49)	1% (32)	4% (84)	4% (96)	6% (127)	8% (175)	10% (224)	12% (258)	6% (127)	1% (23)	46% (1005)	2201
Community: Urban	2% (11)	2% (9)	5% (29)	2% (12)	5% (31)	8% (45)	13% (74)	14% (77)	7% (37)	1% (8)	41% (234)	567
Community: Suburban	3% (26)	1% (11)	2% (23)	4% (43)	6% (60)	9% (89)	11% (109)	13% (136)	6% (60)	1% (10)	44% (455)	1023
Community: Rural	2% (12)	2% (12)	5% (33)	6% (40)	6% (37)	7% (41)	7% (42)	7% (45)	5% (30)	1% (4)	52% (316)	611
Employ: Private Sector	2% (15)	1% (5)	3% (21)	4% (29)	4% (28)	10% (62)	13% (87)	14% (92)	7% (45)	2% (11)	40% (261)	655
Employ: Government	1% (2)	1% (1)	10% (14)	5% (7)	8% (11)	9% (12)	14% (20)	14% (20)	4% (6)	2% (3)	32% (45)	140
Employ: Self-Employed	2% (4)	1% (3)	4% (8)	5% (11)	8% (18)	12% (27)	11% (24)	13% (30)	9% (21)	2% (4)	34% (77)	228
Employ: Homemaker	2% (4)	3% (6)	5% (8)	4% (7)	10% (16)	6% (10)	9% (15)	11% (18)	6% (10)	— (0)	42% (70)	164
Employ: Student	— (0)	2% (2)	6% (5)	2% (2)	8% (6)	10% (7)	16% (12)	19% (15)	11% (8)	2% (2)	24% (18)	75
Employ: Retired	2% (7)	1% (3)	1% (5)	3% (14)	3% (13)	5% (22)	7% (32)	8% (33)	2% (10)	1% (2)	67% (292)	435
Employ: Unemployed	2% (5)	1% (3)	6% (16)	5% (13)	7% (17)	12% (28)	5% (13)	10% (25)	5% (12)	— (0)	45% (110)	242
Employ: Other	4% (10)	4% (11)	3% (7)	5% (13)	7% (18)	3% (7)	8% (21)	10% (26)	5% (14)	— (1)	51% (133)	262
Military HH: Yes	3% (13)	1% (3)	2% (10)	4% (18)	5% (20)	8% (35)	8% (34)	11% (48)	4% (16)	1% (3)	52% (219)	419
Military HH: No	2% (36)	2% (29)	4% (74)	4% (77)	6% (108)	8% (140)	11% (190)	12% (210)	6% (112)	1% (20)	44% (786)	1782
RD/WT: Right Direction	3% (24)	2% (22)	5% (40)	5% (46)	7% (57)	8% (74)	9% (83)	10% (86)	4% (35)	1% (8)	46% (404)	877
RD/WT: Wrong Track	2% (25)	1% (11)	3% (45)	4% (50)	5% (70)	8% (101)	11% (142)	13% (172)	7% (93)	1% (15)	45% (601)	1324
Trump Job Approve	2% (19)	2% (16)	4% (39)	5% (49)	6% (58)	8% (76)	9% (82)	11% (103)	5% (44)	1% (7)	46% (420)	915
Trump Job Disapprove	2% (27)	1% (11)	3% (37)	4% (41)	5% (61)	8% (91)	12% (136)	12% (141)	7% (81)	1% (15)	44% (497)	1138
Trump Job Strongly Approve	3% (12)	3% (13)	4% (21)	5% (24)	7% (34)	8% (40)	8% (40)	7% (35)	4% (18)	1% (3)	50% (240)	480
Trump Job Somewhat Approve	2% (7)	1% (4)	4% (18)	6% (24)	5% (24)	8% (36)	10% (43)	16% (68)	6% (26)	1% (4)	42% (181)	434
Trump Job Somewhat Disapprove	3% (9)	2% (6)	4% (13)	4% (12)	7% (21)	12% (38)	10% (33)	12% (39)	6% (19)	— (0)	40% (125)	314
Trump Job Strongly Disapprove	2% (18)	1% (5)	3% (24)	4% (29)	5% (40)	6% (53)	13% (103)	12% (102)	7% (62)	2% (15)	45% (373)	824
#1 Issue: Economy	2% (16)	— (3)	2% (17)	3% (20)	7% (49)	10% (68)	13% (91)	15% (101)	5% (37)	1% (8)	41% (284)	695
#1 Issue: Security	2% (5)	1% (5)	5% (16)	7% (23)	6% (20)	7% (23)	10% (35)	9% (33)	6% (20)	— (1)	49% (170)	350
#1 Issue: Health Care	3% (9)	3% (10)	7% (25)	5% (18)	5% (20)	8% (29)	9% (36)	11% (41)	6% (24)	1% (4)	43% (163)	379
#1 Issue: Medicare / Social Security	2% (6)	2% (7)	3% (10)	4% (13)	4% (15)	5% (17)	6% (20)	8% (29)	3% (11)	1% (2)	62% (213)	341
#1 Issue: Women's Issues	7% (7)	3% (3)	6% (6)	3% (3)	8% (8)	9% (9)	6% (6)	10% (10)	10% (10)	5% (5)	33% (32)	99
#1 Issue: Education	— (0)	1% (1)	5% (7)	6% (9)	3% (5)	10% (15)	12% (18)	17% (25)	10% (14)	— (0)	34% (50)	146
#1 Issue: Energy	5% (4)	3% (3)	— (0)	7% (6)	8% (8)	8% (8)	12% (11)	13% (12)	8% (7)	2% (2)	35% (31)	91
#1 Issue: Other	— (0)	2% (2)	2% (2)	2% (2)	4% (4)	6% (6)	8% (8)	8% (8)	5% (5)	1% (1)	62% (61)	99
2016 Vote: Hillary Clinton	2% (13)	1% (5)	3% (19)	3% (21)	4% (27)	6% (42)	11% (75)	14% (95)	7% (45)	2% (11)	46% (306)	659
2016 Vote: Donald Trump	2% (14)	1% (10)	4% (31)	5% (37)	6% (43)	8% (59)	9% (66)	9% (63)	4% (27)	1% (6)	49% (347)	703
2016 Vote: Someone else	1% (2)	1% (1)	2% (4)	3% (7)	6% (13)	13% (28)	12% (25)	15% (33)	5% (11)	— (1)	42% (92)	217
2016 Vote: Didn't Vote	3% (20)	3% (16)	5% (31)	5% (30)	7% (44)	7% (45)	9% (57)	11% (67)	7% (44)	1% (4)	42% (259)	617
Voted in 2014: Yes	2% (26)	1% (17)	4% (48)	4% (61)	5% (65)	7% (101)	11% (146)	12% (162)	6% (79)	1% (16)	47% (647)	1369
Voted in 2014: No	3% (23)	2% (15)	4% (36)	4% (35)	7% (62)	9% (74)	9% (78)	11% (96)	6% (49)	1% (6)	43% (358)	832
2012 Vote: Barack Obama	2% (15)	1% (11)	3% (29)	4% (31)	5% (42)	7% (64)	11% (95)	13% (115)	7% (58)	1% (12)	46% (395)	866
2012 Vote: Mitt Romney	2% (12)	1% (4)	4% (19)	4% (20)	4% (22)	8% (42)	10% (50)	10% (49)	4% (20)	1% (4)	52% (259)	501
2012 Vote: Other	1% (1)	— (0)	2% (2)	9% (11)	7% (8)	5% (6)	12% (14)	16% (18)	2% (2)	1% (1)	45% (51)	114
2012 Vote: Didn't Vote	3% (20)	2% (17)	5% (35)	5% (34)	8% (55)	9% (61)	9% (64)	11% (76)	7% (47)	1% (5)	42% (297)	714
4-Region: Northeast	3% (13)	1% (4)	3% (12)	3% (13)	6% (22)	9% (36)	9% (37)	10% (38)	6% (24)	1% (4)	49% (191)	394
4-Region: Midwest	2% (9)	2% (7)	3% (16)	4% (17)	4% (20)	7% (33)	11% (50)	12% (54)	6% (28)	1% (4)	48% (224)	462
4-Region: South	2% (17)	1% (12)	5% (44)	6% (47)	6% (51)	8% (68)	10% (81)	9% (76)	6% (45)	1% (9)	46% (375)	825
4-Region: West	2% (9)	2% (9)	2% (12)	4% (19)	7% (34)	8% (39)	11% (56)	17% (90)	6% (30)	1% (7)	41% (214)	520

Continued on next page

**Table BRD5:** *To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are men?*

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	2% (49)	1% (32)	4% (84)	4% (96)	6% (127)	8% (175)	10% (224)	12% (258)	6% (127)	1% (23)	46% (1005)	2201
Favorable of Trump	2% (19)	1% (11)	4% (39)	6% (51)	7% (61)	8% (71)	9% (83)	11% (101)	4% (33)	1% (6)	47% (413)	887
Unfavorable of Trump	2% (24)	1% (14)	3% (35)	4% (41)	6% (64)	8% (88)	12% (133)	13% (150)	8% (89)	1% (16)	43% (498)	1152
Very Favorable of Trump	3% (15)	1% (7)	4% (18)	5% (26)	7% (36)	8% (36)	7% (35)	9% (45)	4% (18)	1% (4)	50% (242)	482
Somewhat Favorable of Trump	1% (5)	1% (4)	5% (21)	6% (25)	6% (25)	9% (35)	12% (48)	14% (56)	4% (15)	— (2)	42% (170)	405
Somewhat Unfavorable of Trump	1% (2)	3% (6)	5% (11)	5% (11)	5% (12)	10% (24)	12% (27)	13% (31)	8% (18)	— (1)	40% (93)	236
Very Unfavorable of Trump	2% (21)	1% (8)	3% (24)	3% (31)	6% (52)	7% (64)	12% (106)	13% (119)	8% (71)	2% (15)	44% (405)	916

*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:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are women?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	3% (65)	7% (153)	12% (272)	10% (229)	11% (246)	5% (101)	3% (58)	1% (29)	1% (11)	— (10)	47% (1028)	2201
Gender: Male	3% (33)	7% (73)	14% (148)	11% (114)	11% (112)	5% (49)	3% (28)	1% (9)	1% (8)	1% (9)	45% (478)	1062
Gender: Female	3% (31)	7% (80)	11% (124)	10% (115)	12% (133)	5% (52)	3% (30)	2% (20)	— (3)	— (1)	48% (550)	1139
Age: 18-29	3% (16)	9% (41)	14% (68)	16% (77)	16% (76)	7% (33)	4% (18)	3% (15)	1% (4)	— (1)	28% (132)	480
Age: 30-44	3% (18)	10% (54)	14% (77)	12% (66)	13% (69)	5% (27)	4% (23)	1% (7)	1% (3)	1% (4)	35% (187)	534
Age: 45-54	4% (18)	6% (23)	14% (57)	9% (36)	10% (40)	5% (21)	2% (8)	2% (7)	1% (3)	1% (3)	46% (186)	402
Age: 55-64	3% (9)	5% (18)	10% (34)	6% (20)	10% (33)	4% (13)	1% (4)	— (1)	— (2)	— (1)	61% (214)	349
Age: 65+	1% (5)	4% (17)	8% (37)	7% (30)	6% (27)	2% (7)	1% (5)	— (0)	— (0)	— (0)	71% (309)	436
Generation Z: 18-21	2% (3)	9% (13)	16% (23)	13% (19)	18% (26)	4% (6)	5% (7)	2% (3)	1% (1)	— (0)	29% (40)	142
Millennial: Age 22-37	4% (26)	10% (64)	15% (99)	15% (95)	15% (95)	6% (41)	4% (23)	3% (16)	1% (4)	1% (4)	28% (186)	652
Generation X: Age 38-53	3% (18)	7% (40)	13% (74)	10% (60)	11% (63)	6% (33)	3% (18)	2% (9)	— (2)	1% (5)	45% (263)	586
Boomers: Age 54-72	3% (18)	4% (29)	10% (70)	7% (52)	8% (56)	3% (19)	1% (8)	— (1)	1% (4)	— (1)	64% (456)	713
PID: Dem (no lean)	3% (23)	9% (68)	13% (97)	10% (72)	12% (85)	3% (19)	2% (17)	— (3)	1% (5)	— (3)	45% (326)	719
PID: Ind (no lean)	3% (26)	6% (53)	12% (100)	10% (81)	11% (94)	6% (52)	3% (22)	2% (18)	— (2)	1% (4)	47% (401)	852
PID: Rep (no lean)	3% (16)	5% (32)	12% (76)	12% (76)	11% (67)	5% (30)	3% (19)	1% (8)	1% (4)	— (3)	48% (301)	630
PID/Gender: Dem Men	4% (12)	7% (24)	15% (50)	10% (33)	9% (30)	2% (8)	2% (6)	— (1)	1% (3)	1% (2)	49% (160)	329
PID/Gender: Dem Women	3% (12)	11% (44)	12% (47)	10% (39)	14% (54)	3% (12)	3% (11)	1% (2)	1% (2)	— (1)	43% (166)	390
PID/Gender: Ind Men	3% (11)	7% (28)	13% (52)	9% (36)	11% (46)	7% (29)	2% (8)	1% (5)	— (2)	1% (4)	46% (187)	409
PID/Gender: Ind Women	3% (15)	5% (24)	11% (47)	10% (46)	11% (48)	5% (23)	3% (14)	3% (13)	— (1)	— (0)	48% (214)	444
PID/Gender: Rep Men	3% (11)	6% (20)	14% (46)	14% (45)	11% (36)	4% (13)	4% (14)	1% (3)	1% (3)	1% (3)	41% (131)	324
PID/Gender: Rep Women	2% (5)	4% (12)	10% (30)	10% (30)	10% (31)	6% (17)	2% (5)	2% (5)	— (1)	— (0)	56% (170)	305
Ideo: Liberal (1-3)	4% (29)	9% (68)	16% (117)	12% (84)	11% (83)	5% (38)	3% (23)	1% (9)	— (2)	1% (5)	37% (269)	727
Ideo: Moderate (4)	3% (12)	7% (29)	12% (51)	9% (42)	12% (52)	4% (16)	2% (11)	1% (3)	— (2)	— (0)	51% (225)	442
Ideo: Conservative (5-7)	2% (15)	6% (42)	12% (82)	11% (75)	11% (76)	4% (29)	2% (13)	2% (11)	1% (6)	1% (4)	49% (335)	689
Educ: < College	3% (49)	6% (94)	11% (172)	9% (143)	11% (168)	5% (74)	3% (38)	2% (23)	1% (8)	— (5)	49% (740)	1513
Educ: Bachelors degree	2% (10)	9% (39)	14% (62)	14% (61)	12% (54)	4% (18)	3% (14)	1% (5)	1% (3)	— (2)	40% (176)	444
Educ: Post-grad	2% (6)	8% (20)	16% (38)	10% (25)	10% (24)	4% (9)	3% (6)	— (1)	— (1)	1% (3)	46% (113)	244
Income: Under 50k	3% (44)	7% (86)	11% (141)	9% (113)	11% (144)	5% (60)	3% (38)	1% (18)	— (5)	— (3)	49% (632)	1284
Income: 50k-100k	2% (12)	7% (43)	14% (91)	14% (86)	12% (74)	5% (29)	3% (16)	1% (9)	1% (4)	— (1)	42% (267)	631
Income: 100k+	3% (10)	8% (24)	14% (40)	11% (31)	9% (27)	4% (12)	2% (4)	1% (2)	1% (3)	2% (5)	45% (128)	286
Ethnicity: White	3% (46)	7% (117)	12% (206)	11% (181)	11% (185)	4% (73)	3% (43)	1% (18)	— (8)	— (6)	49% (840)	1723
Ethnicity: Hispanic	3% (12)	6% (22)	17% (59)	11% (39)	12% (41)	10% (33)	6% (20)	3% (10)	1% (2)	— (2)	31% (108)	350
Ethnicity: Afr. Am.	3% (7)	9% (24)	14% (38)	9% (24)	14% (38)	3% (7)	3% (8)	2% (5)	1% (3)	— (1)	44% (120)	274
Ethnicity: Other	6% (12)	6% (13)	14% (28)	12% (24)	11% (23)	11% (21)	3% (7)	3% (6)	— (1)	1% (3)	33% (68)	204
Relig: Protestant	1% (6)	7% (33)	12% (60)	9% (44)	10% (51)	3% (15)	1% (7)	— (2)	— (2)	1% (3)	54% (263)	485
Relig: Roman Catholic	2% (8)	7% (30)	12% (50)	11% (45)	12% (51)	8% (33)	2% (9)	3% (14)	1% (4)	— (2)	40% (165)	411
Relig: Something Else	3% (5)	9% (19)	12% (24)	11% (22)	17% (35)	6% (13)	2% (5)	— (1)	1% (1)	— (0)	40% (83)	209
Relig: Evangelical	3% (18)	7% (42)	12% (75)	9% (57)	10% (65)	4% (28)	4% (27)	1% (9)	1% (4)	— (3)	48% (299)	626
Relig: Non-Evang. Catholics	1% (8)	7% (39)	13% (74)	10% (58)	11% (62)	6% (33)	2% (9)	2% (11)	1% (4)	— (2)	47% (270)	570
Relig: All Christian	2% (26)	7% (81)	12% (148)	10% (116)	11% (127)	5% (61)	3% (36)	2% (20)	1% (8)	— (5)	48% (568)	1196
Relig: All Non-Christian	3% (5)	9% (19)	12% (24)	11% (22)	17% (35)	6% (13)	2% (5)	— (1)	1% (1)	— (0)	40% (83)	209

Continued on next page

**Table BRD6:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are women?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	3% (65)	7% (153)	12% (272)	10% (229)	11% (246)	5% (101)	3% (58)	1% (29)	1% (11)	— (10)	47% (1028)	2201
Community: Urban	3% (15)	8% (47)	14% (81)	13% (74)	10% (59)	4% (23)	2% (13)	1% (8)	— (2)	— (2)	43% (244)	567
Community: Suburban	3% (33)	6% (65)	14% (143)	10% (104)	12% (123)	4% (44)	2% (24)	1% (10)	1% (8)	— (2)	46% (466)	1023
Community: Rural	3% (18)	7% (40)	8% (48)	8% (51)	10% (63)	6% (34)	3% (21)	2% (11)	— (1)	1% (6)	52% (317)	611
Employ: Private Sector	4% (24)	9% (59)	13% (87)	12% (80)	12% (77)	5% (34)	2% (15)	1% (7)	1% (4)	1% (4)	41% (266)	655
Employ: Government	1% (1)	8% (11)	18% (26)	14% (20)	14% (19)	6% (8)	3% (4)	1% (1)	1% (2)	1% (2)	34% (47)	140
Employ: Self-Employed	5% (11)	8% (17)	15% (34)	13% (30)	12% (27)	7% (15)	3% (7)	1% (2)	1% (1)	— (1)	36% (81)	228
Employ: Homemaker	1% (2)	8% (13)	10% (16)	9% (14)	14% (23)	6% (9)	4% (7)	5% (9)	— (0)	— (0)	43% (71)	164
Employ: Student	2% (1)	12% (9)	17% (13)	17% (13)	20% (15)	4% (3)	— (0)	2% (2)	2% (1)	— (0)	24% (18)	75
Employ: Retired	2% (9)	3% (15)	9% (38)	7% (31)	7% (31)	2% (9)	1% (5)	— (1)	— (0)	1% (3)	67% (293)	435
Employ: Unemployed	3% (7)	5% (11)	11% (26)	11% (27)	11% (27)	6% (15)	6% (14)	1% (2)	1% (1)	— (0)	46% (113)	242
Employ: Other	3% (9)	7% (18)	12% (32)	6% (15)	10% (27)	3% (8)	3% (7)	2% (5)	1% (2)	— (1)	53% (139)	262
Military HH: Yes	2% (7)	4% (15)	12% (51)	9% (39)	10% (42)	3% (13)	4% (17)	1% (4)	— (1)	1% (2)	54% (227)	419
Military HH: No	3% (58)	8% (137)	12% (221)	11% (190)	11% (203)	5% (88)	2% (41)	1% (25)	1% (11)	— (7)	45% (801)	1782
RD/WT: Right Direction	2% (21)	5% (47)	10% (92)	10% (92)	12% (104)	6% (49)	4% (32)	2% (17)	1% (7)	— (3)	47% (413)	877
RD/WT: Wrong Track	3% (44)	8% (106)	14% (180)	10% (137)	11% (142)	4% (52)	2% (26)	1% (12)	— (4)	— (6)	46% (615)	1324
Trump Job Approve	2% (18)	6% (54)	11% (100)	11% (105)	12% (106)	5% (46)	3% (29)	2% (14)	1% (6)	1% (6)	47% (431)	915
Trump Job Disapprove	4% (44)	8% (94)	14% (159)	11% (120)	11% (125)	4% (46)	2% (19)	1% (10)	— (5)	— (3)	45% (512)	1138
Trump Job Strongly Approve	1% (7)	5% (26)	9% (43)	9% (42)	13% (62)	6% (27)	4% (19)	1% (3)	— (2)	1% (3)	52% (248)	480
Trump Job Somewhat Approve	3% (11)	7% (29)	13% (57)	14% (63)	10% (44)	5% (20)	2% (10)	3% (11)	1% (4)	1% (3)	42% (183)	434
Trump Job Somewhat Disapprove	3% (8)	6% (20)	13% (41)	12% (39)	15% (47)	7% (21)	2% (5)	1% (4)	— (1)	1% (3)	40% (126)	314
Trump Job Strongly Disapprove	4% (36)	9% (74)	14% (117)	10% (81)	10% (78)	3% (26)	2% (15)	1% (7)	1% (4)	— (0)	47% (386)	824
#1 Issue: Economy	2% (16)	6% (40)	15% (102)	14% (95)	12% (86)	4% (29)	2% (16)	2% (10)	1% (4)	— (3)	42% (292)	695
#1 Issue: Security	2% (8)	7% (26)	8% (28)	11% (38)	11% (39)	7% (24)	4% (13)	— (1)	— (2)	— (0)	49% (173)	350
#1 Issue: Health Care	4% (14)	8% (30)	14% (53)	8% (28)	13% (50)	4% (17)	3% (13)	1% (5)	1% (5)	— (1)	43% (164)	379
#1 Issue: Medicare / Social Security	1% (5)	5% (16)	9% (32)	6% (21)	8% (28)	2% (7)	2% (8)	1% (4)	— (0)	1% (3)	64% (218)	341
#1 Issue: Women's Issues	9% (9)	8% (8)	11% (11)	11% (11)	8% (8)	13% (13)	1% (1)	7% (7)	— (0)	— (0)	32% (32)	99
#1 Issue: Education	1% (1)	15% (21)	17% (25)	14% (20)	9% (13)	3% (5)	3% (4)	1% (1)	1% (1)	1% (1)	37% (54)	146
#1 Issue: Energy	8% (7)	6% (5)	16% (14)	10% (9)	17% (15)	5% (5)	2% (2)	— (0)	— (0)	— (0)	37% (34)	91
#1 Issue: Other	5% (5)	6% (5)	8% (8)	7% (7)	7% (7)	2% (2)	2% (2)	— (0)	— (0)	2% (2)	62% (61)	99
2016 Vote: Hillary Clinton	4% (24)	10% (64)	14% (92)	8% (54)	11% (70)	4% (25)	2% (10)	— (3)	1% (4)	— (3)	47% (310)	659
2016 Vote: Donald Trump	3% (18)	5% (34)	9% (66)	11% (76)	11% (81)	5% (33)	3% (24)	1% (8)	1% (5)	— (3)	50% (355)	703
2016 Vote: Someone else	2% (3)	6% (13)	14% (31)	15% (33)	10% (22)	5% (10)	3% (6)	2% (4)	— (0)	1% (2)	43% (93)	217
2016 Vote: Didn't Vote	3% (18)	7% (42)	13% (81)	10% (64)	12% (73)	5% (33)	3% (18)	2% (15)	— (2)	— (3)	43% (268)	617
Voted in 2014: Yes	3% (41)	7% (100)	13% (173)	10% (136)	10% (139)	4% (56)	3% (41)	1% (13)	1% (8)	— (6)	48% (655)	1369
Voted in 2014: No	3% (23)	6% (52)	12% (99)	11% (93)	13% (107)	5% (46)	2% (18)	2% (16)	— (3)	— (3)	45% (372)	832
2012 Vote: Barack Obama	3% (26)	9% (78)	14% (117)	10% (84)	12% (102)	3% (28)	2% (19)	1% (7)	1% (5)	— (3)	46% (397)	866
2012 Vote: Mitt Romney	3% (13)	6% (29)	10% (53)	11% (55)	9% (46)	5% (23)	3% (13)	— (2)	— (2)	— (2)	53% (265)	501
2012 Vote: Other	1% (1)	4% (5)	13% (15)	11% (12)	4% (5)	10% (11)	6% (7)	1% (2)	1% (1)	1% (2)	47% (54)	114
2012 Vote: Didn't Vote	3% (24)	6% (42)	12% (86)	11% (79)	13% (92)	6% (39)	3% (19)	2% (18)	— (3)	— (3)	43% (309)	714
4-Region: Northeast	2% (10)	7% (26)	11% (45)	9% (36)	10% (41)	6% (22)	2% (7)	2% (6)	1% (4)	1% (3)	49% (195)	394
4-Region: Midwest	3% (15)	7% (32)	11% (52)	11% (52)	11% (49)	4% (17)	2% (10)	1% (3)	— (1)	1% (4)	49% (228)	462
4-Region: South	3% (25)	6% (51)	12% (99)	10% (86)	11% (93)	5% (39)	4% (31)	1% (12)	— (4)	— (2)	46% (383)	825
4-Region: West	3% (16)	8% (43)	15% (76)	11% (55)	12% (63)	5% (24)	2% (11)	1% (7)	1% (3)	— (1)	43% (221)	520

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**Table BRD6:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are women?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	3% (65)	7% (153)	12% (272)	10% (229)	11% (246)	5% (101)	3% (58)	1% (29)	1% (11)	— (10)	47% (1028)	2201
Favorable of Trump	3% (22)	5% (49)	11% (96)	10% (90)	11% (97)	5% (49)	4% (34)	1% (12)	1% (6)	1% (5)	48% (426)	887
Unfavorable of Trump	3% (38)	8% (96)	14% (158)	11% (132)	12% (136)	4% (42)	2% (22)	1% (14)	— (5)	— (2)	44% (507)	1152
Very Favorable of Trump	2% (12)	5% (25)	10% (47)	8% (37)	12% (57)	5% (26)	3% (17)	— (1)	1% (3)	1% (5)	52% (252)	482
Somewhat Favorable of Trump	3% (11)	6% (24)	12% (49)	13% (53)	10% (40)	6% (23)	4% (17)	3% (11)	1% (3)	— (0)	43% (174)	405
Somewhat Unfavorable of Trump	1% (3)	7% (15)	11% (26)	14% (34)	13% (30)	8% (19)	3% (7)	3% (7)	— (1)	— (1)	39% (93)	236
Very Unfavorable of Trump	4% (34)	9% (81)	14% (132)	11% (98)	12% (106)	3% (23)	2% (14)	1% (7)	— (4)	— (1)	45% (414)	916

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:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are white men?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	1% (26)	2% (43)	4% (85)	7% (144)	6% (127)	8% (171)	7% (161)	7% (151)	6% (131)	2% (49)	51% (1114)	2201
Gender: Male	1% (16)	2% (20)	4% (45)	8% (82)	6% (62)	9% (91)	8% (83)	6% (59)	6% (66)	2% (21)	49% (516)	1062
Gender: Female	1% (10)	2% (23)	3% (39)	5% (62)	6% (64)	7% (79)	7% (78)	8% (92)	6% (64)	2% (27)	53% (599)	1139
Age: 18-29	2% (11)	3% (15)	5% (22)	10% (47)	10% (46)	9% (41)	9% (42)	9% (43)	8% (38)	4% (21)	32% (155)	480
Age: 30-44	1% (6)	3% (19)	5% (27)	7% (39)	6% (33)	8% (42)	10% (52)	9% (49)	7% (38)	2% (11)	41% (218)	534
Age: 45-54	1% (4)	1% (6)	5% (22)	7% (30)	4% (18)	10% (42)	8% (31)	6% (24)	5% (20)	2% (9)	49% (197)	402
Age: 55-64	1% (2)	1% (3)	1% (5)	3% (12)	4% (15)	6% (22)	5% (16)	6% (20)	7% (24)	1% (3)	65% (228)	349
Age: 65+	1% (4)	— (1)	2% (9)	4% (17)	3% (14)	5% (24)	4% (20)	4% (15)	3% (11)	1% (5)	73% (317)	436
Generation Z: 18-21	2% (3)	5% (7)	6% (8)	8% (11)	11% (16)	9% (13)	7% (10)	8% (12)	5% (7)	7% (10)	32% (45)	142
Millennial: Age 22-37	1% (10)	3% (21)	5% (31)	9% (61)	8% (50)	8% (53)	11% (70)	10% (66)	8% (53)	3% (20)	33% (217)	652
Generation X: Age 38-53	1% (6)	2% (10)	5% (28)	6% (38)	5% (30)	10% (58)	8% (44)	6% (37)	6% (33)	2% (11)	50% (292)	586
Boomers: Age 54-72	1% (5)	1% (4)	2% (17)	4% (30)	4% (29)	6% (39)	5% (36)	5% (34)	5% (35)	1% (5)	67% (478)	713
PID: Dem (no lean)	1% (5)	1% (11)	2% (17)	6% (41)	4% (31)	8% (57)	9% (62)	10% (68)	8% (59)	4% (29)	47% (339)	719
PID: Ind (no lean)	1% (10)	2% (21)	4% (35)	8% (66)	5% (46)	7% (57)	7% (63)	6% (54)	5% (44)	2% (13)	52% (443)	852
PID: Rep (no lean)	2% (11)	2% (12)	5% (33)	6% (37)	8% (49)	9% (56)	6% (36)	5% (29)	4% (28)	1% (7)	53% (332)	630
PID/Gender: Dem Men	— (1)	1% (5)	2% (7)	6% (21)	4% (14)	8% (25)	10% (32)	9% (29)	8% (25)	3% (10)	49% (160)	329
PID/Gender: Dem Women	1% (4)	2% (6)	2% (10)	5% (20)	4% (17)	8% (32)	8% (30)	10% (39)	9% (34)	5% (18)	46% (179)	390
PID/Gender: Ind Men	2% (6)	2% (9)	4% (15)	10% (39)	5% (22)	6% (25)	8% (31)	4% (18)	6% (26)	2% (9)	51% (208)	409
PID/Gender: Ind Women	1% (4)	3% (12)	4% (20)	6% (27)	5% (24)	7% (32)	7% (32)	8% (36)	4% (18)	1% (4)	53% (235)	444
PID/Gender: Rep Men	3% (9)	2% (7)	7% (23)	7% (22)	8% (26)	13% (41)	6% (21)	4% (12)	5% (16)	1% (2)	45% (147)	324
PID/Gender: Rep Women	1% (2)	2% (5)	3% (10)	5% (15)	8% (24)	5% (15)	5% (15)	6% (17)	4% (12)	2% (5)	61% (185)	305
Ideo: Liberal (1-3)	1% (7)	2% (17)	4% (26)	8% (60)	6% (46)	8% (60)	10% (71)	10% (75)	9% (65)	3% (25)	38% (275)	727
Ideo: Moderate (4)	1% (4)	1% (5)	3% (15)	6% (26)	4% (16)	8% (35)	8% (33)	6% (27)	5% (23)	2% (10)	56% (247)	442
Ideo: Conservative (5-7)	1% (9)	2% (12)	4% (30)	5% (38)	8% (54)	9% (59)	6% (40)	5% (32)	5% (31)	1% (8)	54% (375)	689
Educ: < College	1% (22)	2% (37)	4% (64)	6% (93)	5% (83)	7% (102)	7% (109)	6% (86)	5% (81)	2% (34)	53% (803)	1513
Educ: Bachelors degree	1% (3)	1% (4)	3% (14)	9% (40)	6% (27)	9% (41)	9% (40)	9% (39)	8% (35)	2% (9)	43% (191)	444
Educ: Post-grad	— (1)	1% (2)	3% (7)	5% (11)	7% (16)	11% (27)	5% (12)	11% (26)	6% (15)	2% (5)	50% (121)	244
Income: Under 50k	1% (15)	3% (35)	4% (52)	6% (79)	5% (68)	7% (85)	7% (96)	6% (74)	6% (76)	2% (29)	53% (674)	1284
Income: 50k-100k	1% (6)	1% (3)	4% (24)	8% (49)	7% (45)	7% (46)	8% (48)	9% (59)	6% (36)	2% (13)	48% (302)	631
Income: 100k+	2% (5)	2% (5)	3% (8)	6% (16)	4% (13)	14% (39)	6% (18)	6% (18)	7% (19)	2% (7)	48% (139)	286
Ethnicity: White	1% (20)	2% (33)	4% (64)	6% (105)	6% (97)	8% (134)	8% (131)	6% (103)	5% (86)	1% (22)	54% (928)	1723
Ethnicity: Hispanic	1% (4)	4% (13)	6% (22)	9% (32)	7% (24)	10% (34)	14% (48)	6% (20)	6% (19)	5% (16)	34% (117)	350
Ethnicity: Afr. Am.	1% (3)	2% (5)	4% (10)	7% (19)	3% (8)	8% (21)	5% (14)	11% (30)	11% (30)	6% (18)	42% (116)	274
Ethnicity: Other	2% (3)	3% (6)	5% (10)	10% (20)	10% (21)	7% (15)	8% (16)	9% (18)	7% (14)	5% (9)	35% (71)	204
Relig: Protestant	1% (3)	2% (8)	4% (20)	6% (28)	5% (25)	7% (34)	6% (28)	4% (20)	6% (31)	2% (8)	58% (281)	485
Relig: Roman Catholic	1% (4)	2% (7)	5% (21)	8% (33)	8% (33)	10% (39)	8% (34)	5% (20)	7% (27)	3% (11)	44% (182)	411
Relig: Something Else	— (1)	2% (4)	3% (6)	7% (16)	3% (7)	9% (19)	12% (24)	8% (16)	7% (15)	3% (6)	46% (96)	209
Relig: Evangelical	2% (10)	2% (14)	6% (36)	8% (48)	5% (32)	7% (45)	6% (35)	4% (28)	6% (35)	3% (19)	52% (325)	626
Relig: Non-Evang. Catholics	— (2)	2% (9)	3% (18)	6% (37)	8% (44)	9% (49)	7% (42)	5% (30)	6% (34)	2% (9)	52% (296)	570
Relig: All Christian	1% (12)	2% (22)	5% (54)	7% (85)	6% (76)	8% (94)	6% (77)	5% (57)	6% (69)	2% (28)	52% (621)	1196
Relig: All Non-Christian	— (1)	2% (4)	3% (6)	7% (16)	3% (7)	9% (19)	12% (24)	8% (16)	7% (15)	3% (6)	46% (96)	209

Continued on next page



**Table BRD7:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are white men?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	1% (26)	2% (43)	4% (85)	7% (144)	6% (127)	8% (171)	7% (161)	7% (151)	6% (131)	2% (49)	51% (1114)	2201
Community: Urban	1% (5)	1% (6)	3% (18)	7% (42)	6% (33)	8% (47)	9% (49)	10% (58)	6% (33)	2% (14)	46% (261)	567
Community: Suburban	1% (10)	2% (23)	3% (33)	6% (64)	6% (60)	9% (88)	8% (81)	6% (66)	6% (65)	2% (22)	50% (512)	1023
Community: Rural	2% (11)	2% (14)	6% (34)	6% (38)	5% (33)	6% (35)	5% (31)	4% (27)	5% (33)	2% (13)	56% (341)	611
Employ: Private Sector	2% (10)	1% (9)	4% (28)	6% (38)	7% (43)	9% (60)	9% (56)	9% (58)	7% (44)	2% (14)	45% (294)	655
Employ: Government	1% (1)	2% (3)	3% (4)	9% (12)	6% (9)	9% (12)	9% (13)	11% (15)	8% (12)	4% (6)	37% (51)	140
Employ: Self-Employed	1% (2)	4% (9)	4% (9)	8% (19)	8% (19)	10% (22)	7% (16)	8% (19)	8% (17)	3% (8)	38% (87)	228
Employ: Homemaker	— (1)	3% (5)	6% (10)	6% (9)	10% (16)	8% (12)	8% (13)	6% (11)	5% (7)	2% (4)	47% (77)	164
Employ: Student	1% (1)	1% (1)	7% (5)	8% (6)	7% (5)	13% (10)	12% (9)	15% (11)	7% (6)	3% (2)	26% (19)	75
Employ: Retired	1% (5)	1% (4)	2% (7)	4% (17)	2% (10)	7% (30)	4% (19)	3% (12)	5% (21)	— (2)	71% (307)	435
Employ: Unemployed	— (0)	2% (4)	5% (13)	8% (20)	5% (12)	4% (10)	8% (19)	6% (13)	8% (19)	3% (7)	52% (126)	242
Employ: Other	2% (6)	3% (7)	3% (8)	9% (23)	5% (13)	5% (14)	6% (16)	4% (12)	2% (4)	2% (6)	58% (153)	262
Military HH: Yes	1% (6)	1% (5)	4% (17)	6% (26)	6% (24)	6% (26)	8% (32)	5% (20)	4% (15)	— (2)	59% (247)	419
Military HH: No	1% (20)	2% (39)	4% (68)	7% (118)	6% (102)	8% (145)	7% (129)	7% (132)	6% (115)	3% (47)	49% (868)	1782
RD/WT: Right Direction	2% (15)	3% (22)	6% (49)	7% (63)	6% (56)	8% (73)	6% (56)	4% (38)	4% (34)	2% (17)	52% (453)	877
RD/WT: Wrong Track	1% (10)	2% (21)	3% (36)	6% (81)	5% (70)	7% (98)	8% (105)	9% (113)	7% (96)	2% (32)	50% (662)	1324
Trump Job Approve	2% (14)	2% (22)	6% (51)	7% (64)	7% (66)	9% (78)	6% (57)	4% (37)	4% (33)	1% (12)	53% (482)	915
Trump Job Disapprove	1% (10)	1% (17)	3% (29)	6% (67)	5% (58)	8% (87)	9% (97)	9% (107)	8% (88)	3% (36)	48% (543)	1138
Trump Job Strongly Approve	2% (8)	3% (15)	6% (28)	5% (26)	6% (29)	8% (39)	5% (23)	3% (16)	3% (15)	1% (6)	57% (275)	480
Trump Job Somewhat Approve	1% (6)	2% (7)	5% (23)	9% (38)	8% (37)	9% (39)	8% (34)	5% (21)	4% (18)	1% (6)	48% (207)	434
Trump Job Somewhat Disapprove	2% (5)	2% (5)	4% (12)	9% (30)	9% (29)	6% (20)	7% (23)	8% (25)	7% (23)	2% (5)	44% (137)	314
Trump Job Strongly Disapprove	1% (5)	1% (12)	2% (17)	5% (37)	4% (29)	8% (67)	9% (73)	10% (82)	8% (65)	4% (31)	49% (405)	824
#1 Issue: Economy	1% (9)	1% (10)	3% (24)	7% (49)	7% (52)	9% (62)	8% (59)	8% (53)	7% (45)	2% (16)	46% (317)	695
#1 Issue: Security	1% (2)	2% (5)	6% (21)	7% (25)	6% (22)	8% (28)	6% (22)	2% (7)	4% (15)	1% (5)	56% (197)	350
#1 Issue: Health Care	1% (2)	4% (14)	4% (16)	7% (27)	5% (17)	7% (25)	7% (27)	11% (43)	5% (21)	2% (9)	47% (177)	379
#1 Issue: Medicare / Social Security	1% (2)	1% (2)	2% (5)	5% (17)	3% (10)	6% (20)	5% (17)	3% (12)	6% (19)	1% (3)	69% (234)	341
#1 Issue: Women's Issues	5% (5)	1% (1)	5% (5)	5% (5)	10% (10)	8% (8)	7% (7)	10% (10)	9% (8)	6% (6)	33% (33)	99
#1 Issue: Education	2% (3)	4% (6)	5% (7)	9% (14)	3% (5)	9% (13)	7% (10)	8% (12)	7% (10)	4% (6)	41% (59)	146
#1 Issue: Energy	1% (1)	4% (4)	4% (4)	8% (7)	8% (7)	6% (6)	15% (14)	4% (4)	8% (7)	1% (1)	41% (37)	91
#1 Issue: Other	2% (2)	1% (1)	3% (3)	1% (1)	3% (3)	9% (9)	5% (5)	11% (11)	4% (4)	2% (2)	61% (60)	99
2016 Vote: Hillary Clinton	1% (5)	1% (9)	2% (16)	5% (31)	3% (21)	9% (57)	8% (51)	11% (70)	8% (55)	3% (23)	49% (322)	659
2016 Vote: Donald Trump	2% (14)	2% (15)	5% (34)	7% (51)	7% (46)	7% (52)	6% (39)	4% (26)	4% (28)	1% (7)	56% (392)	703
2016 Vote: Someone else	— (0)	1% (2)	3% (6)	7% (14)	8% (17)	6% (13)	11% (24)	6% (14)	7% (14)	2% (3)	50% (109)	217
2016 Vote: Didn't Vote	1% (7)	3% (17)	5% (29)	8% (47)	7% (43)	8% (48)	7% (46)	7% (42)	5% (32)	2% (15)	47% (291)	617
Voted in 2014: Yes	1% (17)	2% (22)	4% (49)	5% (74)	6% (76)	8% (107)	7% (94)	7% (94)	7% (90)	2% (33)	52% (713)	1369
Voted in 2014: No	1% (9)	3% (22)	4% (36)	8% (70)	6% (51)	8% (64)	8% (67)	7% (57)	5% (40)	2% (15)	48% (401)	832
2012 Vote: Barack Obama	1% (6)	2% (17)	3% (24)	6% (48)	5% (40)	9% (74)	8% (69)	9% (76)	7% (63)	3% (27)	49% (421)	866
2012 Vote: Mitt Romney	2% (10)	1% (5)	4% (21)	6% (29)	6% (28)	9% (44)	5% (24)	4% (20)	5% (25)	1% (7)	58% (289)	501
2012 Vote: Other	— (1)	3% (3)	6% (7)	3% (3)	5% (6)	5% (6)	7% (8)	6% (7)	6% (7)	— (0)	58% (66)	114
2012 Vote: Didn't Vote	1% (10)	3% (19)	5% (33)	9% (63)	7% (51)	6% (46)	8% (60)	7% (49)	5% (34)	2% (15)	47% (335)	714
4-Region: Northeast	2% (7)	2% (7)	3% (13)	8% (31)	4% (17)	7% (26)	7% (27)	7% (30)	5% (20)	4% (15)	51% (202)	394
4-Region: Midwest	1% (4)	2% (10)	3% (13)	6% (26)	6% (26)	9% (42)	6% (29)	6% (28)	6% (29)	2% (11)	53% (244)	462
4-Region: South	1% (12)	2% (15)	5% (41)	7% (55)	6% (53)	7% (58)	6% (54)	6% (53)	6% (46)	2% (12)	51% (424)	825
4-Region: West	1% (3)	2% (11)	3% (17)	6% (32)	6% (30)	9% (45)	10% (51)	8% (40)	7% (35)	2% (10)	47% (245)	520

Continued on next page

**Table BRD7:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are white men?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	1% (26)	2% (43)	4% (85)	7% (144)	6% (127)	8% (171)	7% (161)	7% (151)	6% (131)	2% (49)	51% (1114)	2201
Favorable of Trump	2% (18)	2% (19)	5% (46)	6% (57)	7% (64)	9% (78)	6% (55)	4% (36)	4% (32)	1% (11)	53% (472)	887
Unfavorable of Trump	— (5)	1% (17)	3% (32)	6% (75)	5% (54)	8% (90)	9% (102)	9% (106)	8% (92)	3% (36)	47% (543)	1152
Very Favorable of Trump	3% (12)	2% (9)	5% (23)	6% (27)	6% (29)	7% (35)	6% (28)	3% (14)	4% (20)	1% (7)	58% (278)	482
Somewhat Favorable of Trump	1% (6)	2% (10)	6% (23)	7% (30)	9% (35)	11% (43)	7% (27)	6% (22)	3% (12)	1% (3)	48% (194)	405
Somewhat Unfavorable of Trump	1% (2)	3% (6)	4% (8)	8% (18)	8% (20)	6% (13)	9% (21)	7% (16)	7% (17)	2% (5)	46% (108)	236
Very Unfavorable of Trump	— (3)	1% (11)	3% (24)	6% (57)	4% (34)	8% (77)	9% (80)	10% (90)	8% (75)	3% (30)	48% (435)	916

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

**Table BRD8:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are white women?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	5% (99)	10% (216)	10% (215)	7% (162)	5% (117)	5% (103)	3% (59)	2% (46)	1% (26)	2% (36)	51% (1121)	2201
Gender: Male	5% (56)	12% (123)	9% (101)	8% (80)	5% (54)	4% (47)	3% (35)	2% (21)	1% (11)	2% (18)	49% (517)	1062
Gender: Female	4% (44)	8% (92)	10% (115)	7% (82)	6% (63)	5% (56)	2% (25)	2% (25)	1% (15)	2% (18)	53% (604)	1139
Age: 18-29	6% (29)	13% (61)	12% (60)	8% (39)	7% (34)	8% (36)	4% (21)	4% (20)	2% (10)	4% (17)	32% (153)	480
Age: 30-44	6% (29)	12% (62)	11% (61)	7% (35)	8% (42)	6% (35)	4% (19)	3% (15)	1% (7)	1% (6)	42% (223)	534
Age: 45-54	6% (24)	10% (39)	11% (46)	7% (30)	5% (20)	4% (17)	3% (10)	1% (3)	1% (5)	2% (8)	50% (201)	402
Age: 55-64	2% (7)	9% (31)	7% (25)	6% (21)	3% (11)	2% (9)	2% (7)	2% (6)	1% (3)	— (1)	65% (228)	349
Age: 65+	2% (10)	5% (22)	6% (25)	8% (37)	2% (9)	1% (7)	1% (2)	1% (3)	— (1)	1% (4)	73% (317)	436
Generation Z: 18-21	4% (5)	15% (22)	11% (15)	6% (8)	8% (11)	5% (7)	7% (10)	3% (5)	1% (2)	8% (11)	32% (46)	142
Millennial: Age 22-37	7% (45)	13% (82)	13% (84)	8% (55)	8% (53)	7% (45)	3% (21)	4% (25)	2% (13)	2% (12)	33% (217)	652
Generation X: Age 38-53	5% (31)	9% (55)	10% (61)	7% (38)	5% (29)	6% (35)	3% (18)	1% (7)	1% (6)	1% (8)	51% (297)	586
Boomers: Age 54-72	2% (18)	7% (49)	7% (51)	7% (53)	3% (22)	2% (15)	1% (10)	1% (9)	1% (6)	— (3)	67% (479)	713
PID: Dem (no lean)	6% (43)	11% (78)	10% (74)	7% (48)	6% (40)	4% (30)	2% (17)	2% (17)	1% (9)	3% (21)	47% (341)	719
PID: Ind (no lean)	4% (32)	8% (71)	11% (91)	7% (60)	5% (47)	6% (52)	2% (20)	2% (17)	1% (10)	1% (8)	52% (445)	852
PID: Rep (no lean)	4% (24)	11% (66)	8% (50)	9% (55)	5% (30)	3% (21)	4% (23)	2% (12)	1% (7)	1% (7)	53% (335)	630
PID/Gender: Dem Men	7% (23)	10% (34)	10% (35)	6% (21)	4% (12)	5% (15)	3% (10)	2% (7)	1% (2)	3% (10)	49% (160)	329
PID/Gender: Dem Women	5% (21)	11% (44)	10% (39)	7% (27)	7% (28)	4% (15)	2% (7)	3% (10)	2% (7)	3% (11)	46% (181)	390
PID/Gender: Ind Men	4% (16)	10% (41)	10% (42)	6% (24)	7% (28)	5% (21)	3% (13)	2% (7)	1% (5)	1% (5)	51% (207)	409
PID/Gender: Ind Women	4% (16)	7% (31)	11% (49)	8% (35)	4% (18)	7% (31)	2% (7)	2% (11)	1% (5)	1% (3)	54% (238)	444
PID/Gender: Rep Men	5% (17)	15% (48)	7% (24)	11% (34)	4% (13)	3% (11)	4% (12)	2% (7)	1% (4)	1% (3)	46% (150)	324
PID/Gender: Rep Women	2% (7)	6% (18)	9% (26)	7% (20)	5% (17)	3% (10)	4% (11)	1% (4)	1% (3)	1% (4)	61% (185)	305
Ideo: Liberal (1-3)	6% (43)	14% (102)	12% (84)	8% (62)	6% (42)	6% (41)	3% (20)	3% (23)	1% (10)	3% (19)	38% (279)	727
Ideo: Moderate (4)	4% (19)	7% (33)	10% (46)	6% (27)	5% (24)	5% (23)	4% (16)	1% (4)	1% (4)	1% (3)	55% (244)	442
Ideo: Conservative (5-7)	4% (28)	10% (67)	9% (63)	7% (49)	6% (39)	3% (23)	3% (19)	1% (7)	2% (12)	1% (8)	54% (374)	689
Educ: < College	4% (66)	8% (124)	9% (133)	7% (108)	5% (81)	4% (66)	3% (44)	2% (34)	1% (19)	2% (32)	53% (807)	1513
Educ: Bachelors degree	5% (24)	14% (61)	12% (53)	8% (35)	5% (23)	6% (28)	2% (10)	2% (10)	1% (5)	1% (3)	43% (193)	444
Educ: Post-grad	4% (10)	13% (31)	12% (30)	8% (19)	5% (13)	4% (9)	2% (6)	1% (2)	1% (2)	1% (2)	50% (122)	244
Income: Under 50k	5% (59)	8% (96)	9% (112)	8% (98)	5% (68)	5% (63)	3% (37)	2% (27)	1% (12)	2% (29)	53% (681)	1284
Income: 50k-100k	5% (29)	12% (75)	11% (72)	7% (44)	6% (37)	4% (25)	3% (20)	3% (16)	1% (8)	— (2)	48% (302)	631
Income: 100k+	4% (11)	15% (44)	11% (31)	7% (20)	4% (11)	5% (14)	1% (2)	1% (3)	2% (6)	2% (5)	48% (138)	286
Ethnicity: White	4% (77)	10% (166)	10% (172)	7% (119)	5% (84)	4% (68)	2% (38)	2% (33)	1% (18)	1% (17)	54% (930)	1723
Ethnicity: Hispanic	4% (15)	11% (39)	12% (42)	9% (31)	8% (27)	7% (24)	4% (15)	5% (18)	2% (6)	4% (15)	33% (117)	350
Ethnicity: Afr. Am.	5% (14)	8% (22)	8% (22)	8% (22)	7% (20)	8% (22)	6% (15)	2% (5)	1% (3)	5% (15)	42% (116)	274
Ethnicity: Other	4% (8)	14% (28)	10% (21)	10% (21)	7% (14)	6% (13)	3% (7)	4% (8)	3% (6)	2% (4)	37% (75)	204
Relig: Protestant	3% (15)	11% (55)	9% (44)	7% (36)	3% (17)	3% (17)	1% (7)	1% (4)	1% (6)	1% (4)	58% (282)	485
Relig: Roman Catholic	5% (21)	11% (45)	9% (37)	9% (37)	8% (34)	5% (20)	3% (12)	2% (9)	2% (6)	1% (6)	45% (183)	411
Relig: Something Else	3% (7)	9% (19)	15% (32)	7% (15)	5% (10)	3% (6)	3% (7)	3% (6)	2% (5)	2% (5)	47% (99)	209
Relig: Evangelical	5% (34)	8% (51)	8% (50)	9% (54)	6% (37)	5% (28)	3% (20)	1% (6)	1% (6)	2% (14)	52% (326)	626
Relig: Non-Evang. Catholics	4% (21)	12% (69)	10% (55)	7% (38)	6% (33)	4% (23)	2% (13)	2% (10)	2% (10)	— (2)	52% (296)	570
Relig: All Christian	5% (55)	10% (120)	9% (105)	8% (92)	6% (69)	4% (51)	3% (33)	1% (16)	1% (15)	1% (16)	52% (622)	1196
Relig: All Non-Christian	3% (7)	9% (19)	15% (32)	7% (15)	5% (10)	3% (6)	3% (7)	3% (6)	2% (5)	2% (5)	47% (99)	209

Continued on next page

**Table BRD8:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are white women?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	5% (99)	10% (216)	10% (215)	7% (162)	5% (117)	5% (103)	3% (59)	2% (46)	1% (26)	2% (36)	51% (1121)	2201
Community: Urban	4% (24)	11% (60)	10% (55)	10% (54)	5% (29)	6% (35)	3% (19)	2% (12)	1% (7)	2% (9)	46% (262)	567
Community: Suburban	5% (48)	11% (108)	11% (108)	7% (67)	6% (57)	5% (52)	2% (24)	2% (16)	1% (14)	1% (12)	51% (517)	1023
Community: Rural	5% (28)	8% (47)	8% (52)	7% (42)	5% (31)	3% (16)	3% (16)	3% (17)	1% (5)	2% (15)	56% (342)	611
Employ: Private Sector	6% (42)	14% (90)	11% (69)	7% (49)	4% (29)	5% (31)	3% (18)	3% (17)	1% (6)	1% (6)	46% (299)	655
Employ: Government	2% (3)	18% (25)	13% (18)	7% (10)	12% (17)	5% (7)	1% (1)	1% (2)	— (0)	4% (6)	37% (51)	140
Employ: Self-Employed	5% (12)	10% (22)	14% (32)	10% (22)	4% (10)	6% (13)	5% (12)	2% (4)	3% (7)	1% (3)	40% (91)	228
Employ: Homemaker	5% (8)	9% (15)	8% (14)	7% (11)	10% (16)	7% (12)	3% (5)	2% (3)	— (0)	2% (3)	48% (78)	164
Employ: Student	6% (4)	12% (9)	20% (15)	6% (5)	4% (3)	11% (9)	8% (6)	2% (1)	3% (3)	2% (2)	26% (19)	75
Employ: Retired	3% (12)	6% (26)	7% (29)	7% (31)	2% (10)	2% (11)	1% (5)	1% (4)	1% (2)	— (2)	70% (304)	435
Employ: Unemployed	3% (8)	6% (14)	8% (20)	9% (22)	7% (16)	5% (11)	1% (3)	4% (10)	2% (5)	3% (6)	53% (128)	242
Employ: Other	4% (11)	6% (15)	7% (19)	5% (14)	6% (16)	4% (10)	4% (10)	2% (6)	1% (4)	3% (7)	57% (151)	262
Military HH: Yes	4% (15)	8% (34)	10% (42)	9% (36)	3% (14)	3% (13)	2% (7)	2% (7)	— (2)	1% (4)	58% (244)	419
Military HH: No	5% (84)	10% (182)	10% (173)	7% (126)	6% (103)	5% (89)	3% (52)	2% (39)	1% (25)	2% (32)	49% (877)	1782
RD/WT: Right Direction	4% (32)	8% (67)	10% (85)	8% (68)	6% (55)	4% (38)	4% (33)	2% (19)	2% (13)	2% (14)	52% (453)	877
RD/WT: Wrong Track	5% (67)	11% (148)	10% (130)	7% (94)	5% (62)	5% (64)	2% (27)	2% (27)	1% (13)	2% (23)	50% (668)	1324
Trump Job Approve	4% (39)	9% (83)	10% (90)	7% (68)	5% (47)	4% (37)	3% (30)	2% (16)	1% (11)	2% (15)	52% (479)	915
Trump Job Disapprove	5% (58)	11% (125)	10% (117)	7% (84)	5% (61)	5% (62)	2% (27)	2% (21)	1% (14)	2% (18)	48% (551)	1138
Trump Job Strongly Approve	3% (14)	7% (35)	9% (44)	8% (37)	5% (23)	4% (21)	3% (12)	1% (6)	1% (4)	2% (9)	57% (274)	480
Trump Job Somewhat Approve	6% (25)	11% (48)	11% (46)	7% (31)	5% (24)	4% (16)	4% (17)	2% (9)	2% (7)	1% (6)	47% (204)	434
Trump Job Somewhat Disapprove	3% (10)	9% (28)	11% (36)	11% (35)	7% (22)	5% (15)	5% (14)	2% (7)	2% (6)	1% (2)	44% (139)	314
Trump Job Strongly Disapprove	6% (48)	12% (97)	10% (81)	6% (49)	5% (39)	6% (47)	2% (13)	2% (14)	1% (8)	2% (17)	50% (411)	824
#1 Issue: Economy	4% (30)	11% (79)	13% (91)	7% (52)	6% (43)	4% (28)	2% (14)	3% (20)	2% (12)	1% (8)	46% (319)	695
#1 Issue: Security	4% (14)	7% (26)	7% (25)	7% (25)	7% (23)	4% (14)	4% (13)	2% (8)	2% (6)	1% (2)	55% (194)	350
#1 Issue: Health Care	4% (16)	9% (33)	13% (48)	9% (34)	5% (19)	6% (21)	3% (10)	1% (4)	1% (5)	3% (11)	47% (178)	379
#1 Issue: Medicare / Social Security	3% (9)	6% (20)	5% (18)	7% (24)	3% (11)	3% (9)	2% (7)	2% (7)	— (0)	1% (5)	68% (232)	341
#1 Issue: Women's Issues	10% (10)	10% (10)	9% (9)	7% (7)	5% (5)	13% (13)	3% (3)	3% (3)	— (0)	5% (5)	34% (34)	99
#1 Issue: Education	5% (8)	18% (27)	7% (10)	5% (7)	4% (6)	8% (12)	5% (7)	1% (2)	1% (1)	3% (5)	43% (62)	146
#1 Issue: Energy	8% (8)	14% (13)	11% (10)	9% (8)	7% (7)	7% (6)	3% (2)	— (0)	1% (1)	— (0)	41% (37)	91
#1 Issue: Other	5% (5)	7% (7)	5% (5)	6% (6)	4% (4)	1% (1)	4% (4)	2% (2)	1% (1)	1% (1)	65% (65)	99
2016 Vote: Hillary Clinton	6% (40)	12% (76)	10% (65)	6% (43)	5% (30)	4% (26)	3% (20)	2% (16)	1% (7)	2% (13)	49% (324)	659
2016 Vote: Donald Trump	4% (26)	8% (57)	9% (64)	8% (54)	6% (39)	4% (27)	3% (21)	1% (8)	1% (7)	1% (6)	56% (392)	703
2016 Vote: Someone else	3% (7)	10% (22)	11% (24)	8% (17)	5% (11)	5% (11)	2% (5)	2% (3)	2% (4)	1% (2)	52% (112)	217
2016 Vote: Didn't Vote	4% (24)	9% (57)	10% (62)	8% (49)	6% (37)	6% (39)	2% (15)	3% (19)	1% (8)	2% (15)	47% (292)	617
Voted in 2014: Yes	5% (62)	11% (150)	10% (135)	7% (99)	5% (63)	4% (51)	3% (39)	2% (21)	1% (14)	1% (18)	52% (717)	1369
Voted in 2014: No	4% (37)	8% (66)	10% (80)	8% (63)	6% (54)	6% (51)	2% (21)	3% (25)	1% (12)	2% (18)	49% (404)	832
2012 Vote: Barack Obama	5% (44)	12% (105)	11% (94)	7% (60)	5% (42)	4% (37)	3% (27)	1% (12)	1% (10)	1% (13)	49% (422)	866
2012 Vote: Mitt Romney	4% (21)	11% (54)	8% (39)	7% (35)	4% (19)	3% (17)	2% (10)	2% (8)	1% (5)	1% (4)	58% (289)	501
2012 Vote: Other	1% (2)	7% (8)	9% (10)	10% (11)	4% (4)	2% (2)	2% (3)	1% (1)	2% (2)	1% (2)	61% (69)	114
2012 Vote: Didn't Vote	4% (31)	7% (49)	10% (73)	8% (54)	7% (52)	6% (46)	3% (19)	3% (25)	1% (10)	2% (18)	47% (338)	714
4-Region: Northeast	3% (14)	10% (38)	6% (24)	6% (24)	9% (36)	3% (13)	3% (11)	2% (10)	2% (7)	3% (14)	52% (204)	394
4-Region: Midwest	5% (24)	10% (45)	10% (46)	7% (31)	6% (26)	4% (20)	2% (11)	1% (5)	1% (4)	1% (3)	54% (248)	462
4-Region: South	5% (43)	8% (65)	11% (87)	9% (72)	4% (33)	5% (39)	3% (26)	2% (17)	1% (6)	2% (14)	51% (423)	825
4-Region: West	4% (19)	13% (68)	11% (57)	7% (34)	4% (23)	6% (31)	2% (12)	3% (14)	2% (10)	1% (6)	47% (246)	520

Continued on next page

**Table BRD8:** *To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are white women?*

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	5% (99)	10% (216)	10% (215)	7% (162)	5% (117)	5% (103)	3% (59)	2% (46)	1% (26)	2% (36)	51% (1121)	2201
Favorable of Trump	4% (37)	9% (75)	10% (86)	8% (67)	6% (50)	4% (35)	3% (25)	2% (16)	1% (8)	1% (10)	54% (476)	887
Unfavorable of Trump	5% (60)	11% (124)	10% (117)	8% (88)	5% (61)	5% (57)	3% (32)	2% (25)	1% (17)	2% (20)	48% (550)	1152
Very Favorable of Trump	4% (20)	7% (36)	8% (40)	8% (37)	5% (22)	3% (17)	3% (12)	1% (6)	1% (5)	2% (8)	58% (280)	482
Somewhat Favorable of Trump	4% (18)	10% (40)	11% (46)	8% (31)	7% (28)	5% (19)	3% (13)	2% (10)	1% (3)	1% (2)	48% (196)	405
Somewhat Unfavorable of Trump	4% (9)	8% (19)	11% (26)	7% (16)	8% (19)	4% (9)	6% (14)	2% (6)	2% (5)	1% (3)	46% (109)	236
Very Unfavorable of Trump	6% (51)	11% (105)	10% (91)	8% (71)	5% (42)	5% (48)	2% (18)	2% (20)	1% (12)	2% (17)	48% (440)	916

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

**Table BRD9:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minorities?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	10% (214)	12% (258)	10% (228)	6% (129)	5% (108)	3% (62)	1% (28)	1% (20)	1% (16)	1% (16)	51% (1122)	2201
Gender: Male	10% (104)	12% (125)	12% (127)	6% (64)	5% (48)	3% (33)	2% (18)	1% (13)	— (4)	1% (12)	49% (517)	1062
Gender: Female	10% (110)	12% (133)	9% (101)	6% (65)	5% (60)	3% (30)	1% (11)	1% (7)	1% (12)	— (5)	53% (605)	1139
Age: 18-29	10% (48)	13% (64)	15% (71)	8% (37)	8% (40)	6% (30)	3% (15)	2% (8)	1% (3)	2% (8)	32% (156)	480
Age: 30-44	13% (70)	14% (76)	10% (54)	7% (37)	7% (37)	4% (19)	1% (6)	1% (7)	2% (9)	— (1)	41% (217)	534
Age: 45-54	11% (45)	13% (52)	12% (47)	5% (22)	4% (15)	1% (5)	1% (2)	1% (5)	1% (3)	2% (6)	50% (200)	402
Age: 55-64	7% (26)	10% (34)	8% (26)	6% (21)	1% (4)	2% (6)	1% (2)	— (0)	— (2)	— (0)	65% (228)	349
Age: 65+	6% (25)	7% (31)	7% (29)	3% (12)	3% (11)	— (2)	1% (3)	— (0)	— (0)	— (2)	73% (321)	436
Generation Z: 18-21	10% (14)	14% (20)	12% (17)	8% (11)	10% (14)	6% (8)	2% (3)	2% (3)	— (0)	2% (3)	34% (49)	142
Millennial: Age 22-37	12% (81)	15% (97)	14% (90)	8% (51)	7% (46)	5% (34)	2% (15)	1% (8)	1% (6)	1% (5)	33% (217)	652
Generation X: Age 38-53	11% (64)	12% (73)	10% (60)	5% (32)	5% (31)	2% (12)	1% (5)	1% (8)	1% (8)	1% (6)	49% (288)	586
Boomers: Age 54-72	7% (50)	9% (61)	8% (55)	4% (30)	2% (14)	1% (8)	1% (5)	— (1)	— (2)	— (2)	68% (485)	713
PID: Dem (no lean)	14% (98)	14% (98)	9% (64)	6% (40)	4% (31)	2% (14)	1% (7)	1% (7)	1% (9)	1% (8)	48% (344)	719
PID: Ind (no lean)	9% (78)	11% (91)	11% (94)	5% (46)	5% (41)	3% (24)	1% (11)	1% (9)	1% (7)	1% (6)	52% (445)	852
PID: Rep (no lean)	6% (38)	11% (69)	11% (70)	7% (43)	6% (36)	4% (23)	2% (10)	1% (4)	— (1)	— (2)	53% (333)	630
PID/Gender: Dem Men	13% (42)	13% (42)	9% (30)	7% (23)	3% (10)	1% (4)	1% (4)	2% (7)	1% (3)	2% (5)	48% (159)	329
PID/Gender: Dem Women	14% (56)	14% (56)	9% (33)	4% (17)	5% (21)	3% (10)	1% (3)	— (0)	2% (6)	1% (3)	47% (185)	390
PID/Gender: Ind Men	10% (41)	10% (43)	11% (44)	5% (19)	5% (22)	4% (15)	2% (7)	1% (6)	— (1)	1% (4)	51% (207)	409
PID/Gender: Ind Women	8% (36)	11% (49)	11% (50)	6% (27)	4% (19)	2% (10)	1% (4)	1% (3)	1% (6)	1% (2)	54% (238)	444
PID/Gender: Rep Men	6% (20)	13% (41)	16% (53)	7% (22)	5% (15)	4% (14)	2% (6)	— (1)	— (0)	1% (2)	46% (150)	324
PID/Gender: Rep Women	6% (18)	9% (28)	6% (17)	7% (22)	7% (20)	3% (10)	1% (4)	1% (3)	— (1)	— (0)	60% (183)	305
Ideo: Liberal (1-3)	15% (110)	16% (114)	11% (82)	6% (45)	6% (42)	3% (22)	2% (15)	1% (5)	1% (4)	1% (9)	38% (279)	727
Ideo: Moderate (4)	8% (37)	11% (48)	9% (41)	6% (24)	4% (19)	3% (14)	1% (3)	1% (5)	1% (5)	— (1)	56% (246)	442
Ideo: Conservative (5-7)	7% (49)	10% (67)	11% (77)	7% (46)	5% (32)	3% (19)	1% (6)	1% (8)	1% (4)	— (3)	55% (377)	689
Educ: < College	9% (131)	10% (155)	9% (142)	6% (95)	5% (76)	3% (49)	1% (21)	1% (16)	1% (11)	1% (13)	53% (805)	1513
Educ: Bachelors degree	11% (49)	16% (73)	14% (64)	5% (22)	5% (20)	2% (10)	1% (4)	— (1)	1% (5)	— (1)	44% (195)	444
Educ: Post-grad	14% (34)	12% (30)	9% (22)	5% (12)	5% (11)	1% (3)	1% (3)	1% (3)	— (0)	1% (3)	50% (122)	244
Income: Under 50k	9% (117)	11% (139)	9% (118)	6% (77)	6% (71)	3% (35)	1% (17)	1% (9)	1% (11)	1% (13)	53% (677)	1284
Income: 50k-100k	11% (67)	13% (80)	12% (75)	6% (36)	4% (26)	3% (18)	2% (10)	1% (8)	1% (3)	— (1)	49% (307)	631
Income: 100k+	10% (30)	14% (39)	12% (34)	6% (17)	4% (11)	3% (9)	1% (2)	1% (3)	1% (2)	1% (2)	48% (138)	286
Ethnicity: White	9% (148)	12% (204)	10% (177)	5% (93)	4% (73)	3% (44)	1% (21)	— (8)	1% (13)	— (6)	54% (936)	1723
Ethnicity: Hispanic	10% (35)	16% (54)	13% (47)	6% (21)	9% (31)	7% (24)	2% (5)	2% (6)	2% (7)	2% (8)	32% (111)	350
Ethnicity: Afr. Am.	17% (47)	10% (26)	9% (25)	8% (23)	7% (19)	2% (6)	1% (3)	2% (6)	— (1)	2% (6)	41% (112)	274
Ethnicity: Other	10% (20)	14% (28)	13% (26)	6% (13)	8% (16)	6% (12)	2% (4)	3% (6)	1% (3)	2% (4)	36% (74)	204
Relig: Protestant	8% (39)	12% (57)	11% (55)	4% (19)	3% (13)	2% (11)	1% (4)	— (1)	— (2)	— (0)	58% (283)	485
Relig: Roman Catholic	11% (47)	14% (56)	10% (39)	6% (23)	6% (25)	4% (16)	1% (3)	1% (5)	2% (8)	1% (6)	45% (183)	411
Relig: Something Else	12% (25)	14% (30)	8% (16)	8% (17)	6% (13)	4% (9)	2% (4)	1% (2)	— (0)	— (0)	44% (92)	209
Relig: Evangelical	9% (59)	9% (56)	10% (61)	7% (44)	7% (42)	2% (14)	1% (8)	1% (5)	1% (3)	1% (5)	52% (328)	626
Relig: Non-Evang. Catholics	10% (55)	13% (74)	11% (64)	4% (22)	4% (23)	3% (16)	1% (5)	1% (4)	1% (7)	— (2)	52% (298)	570
Relig: All Christian	10% (114)	11% (130)	10% (125)	6% (66)	5% (64)	3% (30)	1% (12)	1% (10)	1% (10)	1% (8)	52% (626)	1196
Relig: All Non-Christian	12% (25)	14% (30)	8% (16)	8% (17)	6% (13)	4% (9)	2% (4)	1% (2)	— (0)	— (0)	44% (92)	209

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**Table BRD9:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minorities?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	10% (214)	12% (258)	10% (228)	6% (129)	5% (108)	3% (62)	1% (28)	1% (20)	1% (16)	1% (16)	51% (1122)	2201
Community: Urban	11% (62)	13% (72)	11% (65)	8% (43)	6% (34)	3% (19)	1% (8)	1% (5)	1% (4)	— (2)	45% (255)	567
Community: Suburban	10% (107)	13% (134)	10% (99)	6% (57)	4% (46)	2% (25)	1% (11)	1% (10)	1% (10)	— (3)	51% (521)	1023
Community: Rural	7% (46)	8% (51)	10% (64)	5% (29)	5% (28)	3% (18)	2% (10)	1% (5)	— (3)	2% (11)	57% (347)	611
Employ: Private Sector	11% (74)	14% (92)	11% (70)	7% (44)	5% (30)	3% (19)	1% (10)	1% (7)	— (3)	— (3)	46% (304)	655
Employ: Government	14% (19)	18% (25)	10% (13)	9% (12)	5% (7)	4% (5)	1% (1)	2% (3)	2% (3)	1% (1)	36% (51)	140
Employ: Self-Employed	11% (25)	14% (33)	16% (36)	6% (13)	9% (20)	4% (9)	1% (2)	2% (4)	— (0)	— (0)	38% (86)	228
Employ: Homemaker	10% (17)	11% (18)	12% (20)	4% (7)	5% (8)	4% (7)	1% (1)	1% (2)	3% (5)	— (0)	49% (80)	164
Employ: Student	12% (9)	20% (15)	17% (13)	8% (6)	13% (10)	2% (1)	1% (1)	— (0)	— (0)	— (0)	27% (20)	75
Employ: Retired	7% (29)	8% (35)	7% (31)	4% (18)	1% (6)	— (2)	1% (3)	— (2)	— (2)	— (2)	71% (306)	435
Employ: Unemployed	8% (20)	9% (23)	9% (21)	7% (18)	6% (14)	4% (10)	3% (7)	— (1)	1% (1)	— (0)	53% (128)	242
Employ: Other	8% (21)	7% (18)	9% (24)	4% (12)	5% (14)	3% (9)	1% (3)	1% (2)	1% (2)	4% (10)	56% (147)	262
Military HH: Yes	7% (30)	10% (42)	7% (27)	7% (28)	4% (17)	2% (9)	2% (8)	1% (6)	— (2)	1% (5)	58% (245)	419
Military HH: No	10% (184)	12% (216)	11% (200)	6% (101)	5% (91)	3% (53)	1% (21)	1% (14)	1% (14)	1% (11)	49% (877)	1782
RD/WT: Right Direction	6% (54)	10% (89)	12% (101)	7% (61)	5% (44)	4% (32)	2% (16)	1% (11)	1% (7)	1% (5)	52% (456)	877
RD/WT: Wrong Track	12% (160)	13% (169)	10% (126)	5% (68)	5% (64)	2% (30)	1% (12)	1% (9)	1% (8)	1% (11)	50% (666)	1324
Trump Job Approve	6% (51)	10% (95)	13% (116)	7% (61)	5% (45)	4% (33)	2% (14)	1% (9)	— (3)	1% (9)	52% (478)	915
Trump Job Disapprove	14% (155)	14% (157)	9% (105)	6% (63)	5% (54)	2% (21)	1% (9)	1% (7)	1% (10)	— (5)	49% (552)	1138
Trump Job Strongly Approve	4% (18)	9% (43)	12% (55)	7% (33)	6% (28)	3% (14)	1% (6)	1% (4)	— (1)	1% (5)	57% (275)	480
Trump Job Somewhat Approve	8% (33)	12% (53)	14% (61)	6% (28)	4% (17)	4% (19)	2% (8)	1% (5)	1% (3)	1% (4)	47% (203)	434
Trump Job Somewhat Disapprove	12% (36)	13% (42)	15% (46)	7% (22)	6% (18)	1% (3)	— (1)	— (1)	1% (3)	— (1)	45% (143)	314
Trump Job Strongly Disapprove	14% (119)	14% (114)	7% (59)	5% (41)	4% (36)	2% (18)	1% (9)	1% (6)	1% (7)	1% (4)	50% (409)	824
#1 Issue: Economy	10% (71)	14% (97)	12% (84)	5% (37)	6% (40)	3% (21)	1% (4)	1% (4)	1% (5)	1% (8)	46% (322)	695
#1 Issue: Security	6% (21)	10% (35)	11% (38)	7% (23)	6% (20)	2% (7)	2% (5)	1% (3)	1% (2)	— (1)	56% (196)	350
#1 Issue: Health Care	9% (36)	12% (46)	11% (41)	7% (27)	4% (13)	5% (18)	1% (5)	2% (7)	— (2)	1% (3)	48% (181)	379
#1 Issue: Medicare / Social Security	7% (25)	8% (28)	6% (22)	3% (9)	3% (10)	1% (3)	3% (9)	— (1)	— (2)	1% (2)	67% (230)	341
#1 Issue: Women's Issues	18% (18)	10% (10)	10% (10)	6% (6)	7% (7)	7% (7)	3% (3)	2% (2)	1% (1)	— (0)	37% (37)	99
#1 Issue: Education	17% (24)	13% (19)	11% (16)	9% (14)	5% (7)	3% (4)	— (0)	1% (2)	1% (2)	1% (1)	39% (57)	146
#1 Issue: Energy	11% (10)	15% (14)	11% (10)	11% (10)	7% (7)	2% (1)	1% (1)	2% (2)	— (0)	— (0)	41% (38)	91
#1 Issue: Other	10% (10)	9% (9)	7% (7)	4% (4)	4% (4)	— (0)	1% (1)	— (0)	2% (2)	1% (1)	62% (61)	99
2016 Vote: Hillary Clinton	16% (106)	13% (89)	9% (59)	4% (24)	4% (25)	1% (9)	1% (8)	1% (4)	1% (7)	1% (6)	49% (321)	659
2016 Vote: Donald Trump	6% (43)	9% (66)	11% (74)	6% (45)	5% (37)	4% (27)	1% (10)	— (3)	— (1)	— (1)	56% (396)	703
2016 Vote: Someone else	9% (19)	11% (24)	12% (27)	7% (15)	4% (9)	2% (5)	— (1)	1% (3)	— (1)	— (0)	52% (112)	217
2016 Vote: Didn't Vote	7% (44)	13% (79)	11% (66)	7% (45)	6% (37)	3% (21)	1% (9)	2% (10)	1% (7)	1% (8)	47% (292)	617
Voted in 2014: Yes	12% (161)	12% (159)	9% (128)	6% (76)	4% (51)	3% (36)	1% (16)	1% (8)	1% (10)	1% (8)	52% (717)	1369
Voted in 2014: No	6% (53)	12% (99)	12% (100)	6% (53)	7% (57)	3% (26)	2% (13)	1% (12)	1% (6)	1% (8)	49% (405)	832
2012 Vote: Barack Obama	14% (122)	13% (116)	10% (89)	6% (48)	3% (27)	2% (16)	1% (6)	1% (5)	1% (11)	1% (8)	48% (419)	866
2012 Vote: Mitt Romney	7% (35)	10% (50)	11% (56)	5% (23)	4% (18)	3% (16)	1% (7)	— (1)	— (0)	— (1)	59% (295)	501
2012 Vote: Other	8% (9)	10% (11)	6% (7)	8% (9)	4% (4)	2% (2)	2% (3)	1% (1)	— (1)	— (0)	58% (66)	114
2012 Vote: Didn't Vote	6% (46)	11% (81)	11% (76)	7% (47)	8% (58)	4% (26)	2% (13)	2% (13)	1% (4)	1% (8)	48% (341)	714
4-Region: Northeast	10% (39)	10% (41)	8% (30)	6% (25)	6% (24)	3% (13)	1% (5)	— (1)	2% (7)	2% (8)	51% (203)	394
4-Region: Midwest	10% (44)	13% (61)	9% (42)	5% (22)	3% (16)	3% (12)	1% (5)	2% (9)	— (1)	1% (3)	53% (247)	462
4-Region: South	10% (79)	12% (102)	10% (84)	6% (50)	5% (43)	2% (20)	1% (11)	1% (6)	1% (4)	— (0)	52% (426)	825
4-Region: West	10% (52)	10% (55)	14% (72)	6% (32)	5% (25)	3% (17)	1% (7)	1% (4)	1% (4)	1% (6)	47% (246)	520

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**Table BRD9:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minorities?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	10% (214)	12% (258)	10% (228)	6% (129)	5% (108)	3% (62)	1% (28)	1% (20)	1% (16)	1% (16)	51% (1122)	2201
Favorable of Trump	6% (53)	10% (90)	12% (107)	7% (65)	4% (39)	4% (31)	1% (11)	1% (6)	1% (5)	— (3)	54% (477)	887
Unfavorable of Trump	14% (156)	14% (160)	9% (106)	5% (60)	5% (60)	2% (24)	1% (14)	1% (7)	1% (10)	1% (7)	48% (550)	1152
Very Favorable of Trump	6% (27)	9% (44)	10% (49)	7% (34)	5% (25)	2% (10)	1% (5)	1% (6)	— (1)	— (2)	58% (280)	482
Somewhat Favorable of Trump	6% (26)	11% (46)	14% (58)	8% (31)	3% (14)	5% (22)	1% (6)	— (0)	1% (4)	— (1)	49% (197)	405
Somewhat Unfavorable of Trump	10% (24)	15% (35)	14% (33)	5% (11)	3% (6)	2% (6)	3% (7)	— (1)	1% (2)	— (1)	47% (111)	236
Very Unfavorable of Trump	14% (132)	14% (125)	8% (74)	5% (49)	6% (53)	2% (18)	1% (7)	1% (6)	1% (8)	1% (6)	48% (439)	916

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



**Table BRD10:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minority men?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	11% (249)	12% (256)	9% (194)	6% (127)	5% (104)	3% (56)	1% (29)	1% (14)	— (10)	1% (13)	52% (1150)	2201
Gender: Male	11% (122)	12% (132)	9% (98)	6% (59)	5% (51)	3% (33)	2% (16)	1% (7)	1% (7)	1% (9)	50% (529)	1062
Gender: Female	11% (127)	11% (123)	8% (95)	6% (68)	5% (53)	2% (23)	1% (13)	1% (7)	— (3)	— (4)	55% (622)	1139
Age: 18-29	11% (54)	15% (70)	12% (56)	9% (44)	8% (41)	5% (25)	2% (12)	2% (10)	1% (3)	1% (5)	33% (161)	480
Age: 30-44	16% (86)	13% (70)	9% (47)	6% (34)	7% (36)	2% (10)	2% (12)	— (2)	1% (5)	1% (4)	43% (227)	534
Age: 45-54	13% (51)	13% (52)	10% (41)	6% (23)	2% (10)	2% (10)	— (1)	— (1)	— (0)	1% (4)	52% (208)	402
Age: 55-64	8% (29)	8% (29)	6% (21)	5% (18)	3% (9)	3% (10)	1% (4)	— (0)	— (2)	— (0)	65% (228)	349
Age: 65+	6% (27)	8% (34)	6% (28)	2% (9)	2% (9)	— (1)	— (2)	— (0)	— (1)	— (0)	75% (326)	436
Generation Z: 18-21	9% (13)	15% (22)	11% (16)	3% (5)	11% (15)	5% (8)	2% (2)	4% (6)	2% (2)	2% (3)	35% (49)	142
Millennial: Age 22-37	16% (103)	15% (95)	11% (70)	9% (57)	7% (46)	4% (23)	2% (14)	1% (6)	— (2)	— (2)	36% (233)	652
Generation X: Age 38-53	12% (71)	12% (72)	9% (54)	6% (36)	4% (25)	2% (12)	1% (8)	— (2)	1% (3)	1% (8)	50% (295)	586
Boomers: Age 54-72	8% (57)	8% (59)	6% (45)	4% (27)	2% (17)	2% (12)	1% (4)	— (0)	— (3)	— (0)	69% (489)	713
PID: Dem (no lean)	14% (103)	13% (96)	7% (52)	6% (47)	4% (25)	2% (17)	1% (9)	1% (5)	1% (7)	1% (6)	49% (353)	719
PID: Ind (no lean)	11% (93)	10% (88)	9% (78)	4% (36)	6% (50)	3% (28)	1% (9)	1% (6)	— (3)	1% (5)	54% (458)	852
PID: Rep (no lean)	8% (53)	11% (72)	10% (64)	7% (44)	5% (29)	2% (11)	2% (12)	1% (3)	— (1)	— (2)	54% (339)	630
PID/Gender: Dem Men	14% (45)	13% (41)	8% (26)	6% (20)	3% (11)	2% (8)	— (1)	1% (3)	2% (6)	1% (5)	50% (164)	329
PID/Gender: Dem Women	15% (57)	14% (55)	7% (26)	7% (26)	4% (15)	2% (9)	2% (8)	1% (2)	— (1)	— (1)	49% (189)	390
PID/Gender: Ind Men	12% (49)	10% (42)	7% (31)	4% (17)	6% (26)	5% (21)	1% (5)	1% (3)	— (1)	— (2)	52% (211)	409
PID/Gender: Ind Women	10% (44)	10% (46)	11% (47)	4% (18)	5% (24)	1% (6)	1% (4)	1% (3)	— (1)	1% (3)	56% (247)	444
PID/Gender: Rep Men	8% (27)	15% (49)	13% (42)	7% (21)	5% (15)	1% (4)	3% (10)	— (1)	— (0)	1% (2)	47% (154)	324
PID/Gender: Rep Women	8% (26)	8% (23)	7% (22)	8% (23)	5% (14)	2% (7)	— (1)	1% (2)	— (1)	— (0)	61% (186)	305
Ideo: Liberal (1-3)	16% (117)	15% (110)	10% (70)	7% (48)	6% (42)	3% (24)	1% (7)	1% (9)	1% (7)	1% (7)	39% (287)	727
Ideo: Moderate (4)	9% (41)	11% (47)	9% (42)	6% (25)	5% (24)	2% (8)	1% (5)	1% (4)	— (2)	— (0)	55% (245)	442
Ideo: Conservative (5-7)	9% (63)	11% (76)	9% (64)	5% (37)	4% (26)	2% (14)	2% (14)	— (1)	— (1)	— (2)	57% (391)	689
Educ: < College	11% (160)	9% (137)	8% (124)	6% (93)	5% (76)	3% (41)	1% (22)	1% (10)	1% (8)	1% (9)	55% (833)	1513
Educ: Bachelors degree	12% (55)	18% (79)	12% (52)	5% (22)	4% (18)	3% (13)	1% (5)	— (2)	— (1)	1% (3)	44% (195)	444
Educ: Post-grad	14% (34)	16% (40)	7% (18)	4% (11)	5% (11)	— (1)	1% (2)	1% (3)	— (1)	— (1)	50% (122)	244
Income: Under 50k	11% (139)	10% (124)	8% (102)	7% (88)	5% (68)	2% (32)	1% (12)	1% (9)	— (6)	1% (8)	54% (696)	1284
Income: 50k-100k	11% (72)	14% (91)	9% (54)	5% (34)	4% (26)	3% (21)	2% (11)	1% (4)	1% (3)	— (1)	50% (314)	631
Income: 100k+	13% (38)	14% (40)	13% (37)	2% (4)	4% (10)	1% (3)	2% (7)	— (1)	— (1)	2% (4)	49% (141)	286
Ethnicity: White	10% (174)	12% (204)	9% (148)	5% (91)	4% (75)	2% (34)	1% (19)	— (5)	— (7)	— (6)	56% (959)	1723
Ethnicity: Hispanic	13% (47)	13% (46)	11% (40)	8% (27)	9% (31)	5% (16)	1% (5)	2% (6)	1% (2)	3% (11)	34% (120)	350
Ethnicity: Afr. Am.	18% (50)	9% (23)	10% (27)	8% (23)	4% (11)	4% (12)	1% (3)	2% (6)	— (1)	— (1)	42% (116)	274
Ethnicity: Other	12% (24)	14% (28)	9% (18)	6% (12)	9% (18)	5% (10)	3% (6)	1% (3)	1% (3)	3% (6)	37% (75)	204
Relig: Protestant	10% (49)	11% (52)	10% (48)	5% (23)	2% (10)	1% (4)	2% (9)	— (0)	— (2)	— (0)	59% (287)	485
Relig: Roman Catholic	13% (53)	14% (58)	8% (31)	6% (25)	6% (26)	5% (20)	1% (5)	— (2)	— (0)	2% (9)	44% (183)	411
Relig: Something Else	15% (30)	13% (27)	8% (17)	3% (7)	9% (19)	2% (5)	2% (5)	— (0)	— (1)	— (0)	47% (98)	209
Relig: Evangelical	11% (67)	10% (60)	8% (53)	8% (47)	5% (34)	2% (10)	1% (8)	1% (9)	— (2)	1% (5)	53% (331)	626
Relig: Non-Evang. Catholics	11% (61)	14% (82)	9% (50)	4% (25)	4% (22)	3% (19)	1% (6)	— (0)	— (1)	1% (4)	53% (300)	570
Relig: All Christian	11% (128)	12% (142)	9% (103)	6% (72)	5% (56)	2% (29)	1% (14)	1% (9)	— (3)	1% (9)	53% (630)	1196
Relig: All Non-Christian	15% (30)	13% (27)	8% (17)	3% (7)	9% (19)	2% (5)	2% (5)	— (0)	— (1)	— (0)	47% (98)	209

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**Table BRD10:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minority men?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	11% (249)	12% (256)	9% (194)	6% (127)	5% (104)	3% (56)	1% (29)	1% (14)	— (10)	1% (13)	52% (1150)	2201
Community: Urban	12% (71)	12% (67)	9% (50)	8% (44)	6% (32)	4% (21)	1% (8)	1% (6)	1% (5)	— (2)	46% (262)	567
Community: Suburban	13% (132)	12% (126)	9% (90)	5% (48)	4% (40)	2% (22)	1% (12)	1% (6)	— (3)	— (4)	53% (539)	1023
Community: Rural	8% (46)	10% (63)	9% (53)	6% (35)	5% (33)	2% (12)	1% (8)	— (2)	— (2)	1% (6)	57% (349)	611
Employ: Private Sector	13% (85)	14% (90)	9% (61)	7% (44)	5% (30)	2% (14)	2% (10)	— (3)	1% (4)	— (2)	48% (312)	655
Employ: Government	15% (21)	16% (22)	9% (12)	9% (12)	4% (6)	5% (7)	2% (3)	2% (3)	1% (1)	1% (2)	36% (51)	140
Employ: Self-Employed	16% (36)	11% (26)	9% (20)	6% (14)	8% (17)	6% (15)	2% (5)	1% (2)	1% (2)	— (0)	40% (90)	228
Employ: Homemaker	15% (24)	13% (21)	7% (12)	6% (10)	4% (7)	2% (2)	2% (3)	1% (2)	— (1)	— (0)	50% (83)	164
Employ: Student	9% (7)	25% (19)	19% (15)	7% (5)	8% (6)	5% (3)	— (0)	1% (1)	— (0)	— (0)	26% (20)	75
Employ: Retired	7% (30)	9% (39)	8% (35)	2% (10)	1% (5)	— (2)	— (1)	— (0)	— (1)	— (0)	72% (312)	435
Employ: Unemployed	10% (25)	7% (18)	9% (21)	5% (13)	7% (17)	3% (6)	2% (4)	1% (3)	— (1)	1% (2)	55% (134)	242
Employ: Other	8% (21)	8% (22)	6% (17)	7% (18)	7% (17)	2% (5)	1% (3)	— (0)	1% (2)	3% (7)	57% (149)	262
Military HH: Yes	8% (33)	9% (36)	8% (35)	6% (24)	5% (20)	1% (6)	1% (5)	1% (4)	— (2)	1% (5)	60% (249)	419
Military HH: No	12% (215)	12% (220)	9% (159)	6% (103)	5% (84)	3% (50)	1% (24)	1% (10)	— (8)	— (8)	51% (901)	1782
RD/WT: Right Direction	9% (77)	9% (83)	10% (91)	6% (53)	5% (44)	3% (23)	2% (19)	1% (9)	— (4)	1% (6)	53% (469)	877
RD/WT: Wrong Track	13% (171)	13% (173)	8% (103)	6% (73)	5% (60)	2% (33)	1% (11)	— (5)	— (6)	1% (7)	51% (682)	1324
Trump Job Approve	8% (70)	11% (98)	11% (102)	7% (61)	5% (42)	3% (26)	2% (15)	— (4)	— (3)	— (3)	54% (490)	915
Trump Job Disapprove	15% (168)	13% (153)	8% (87)	5% (58)	4% (50)	2% (25)	1% (12)	1% (7)	1% (7)	1% (7)	49% (563)	1138
Trump Job Strongly Approve	6% (29)	9% (41)	11% (54)	6% (26)	5% (22)	3% (13)	1% (5)	1% (4)	— (2)	— (0)	59% (284)	480
Trump Job Somewhat Approve	9% (40)	13% (57)	11% (48)	8% (34)	5% (20)	3% (13)	2% (10)	— (1)	— (1)	1% (3)	48% (207)	434
Trump Job Somewhat Disapprove	13% (40)	15% (47)	9% (27)	7% (20)	4% (12)	4% (11)	2% (6)	— (0)	1% (2)	— (0)	47% (148)	314
Trump Job Strongly Disapprove	15% (127)	13% (106)	7% (61)	5% (38)	5% (38)	2% (14)	1% (6)	1% (7)	1% (5)	1% (7)	50% (415)	824
#1 Issue: Economy	12% (83)	14% (96)	10% (70)	6% (41)	5% (36)	3% (17)	2% (12)	— (2)	— (2)	1% (6)	47% (329)	695
#1 Issue: Security	7% (24)	9% (32)	9% (31)	7% (25)	3% (11)	5% (16)	2% (6)	1% (2)	— (1)	— (0)	58% (202)	350
#1 Issue: Health Care	12% (47)	10% (38)	8% (32)	6% (22)	6% (23)	4% (13)	1% (4)	1% (5)	1% (3)	— (2)	50% (190)	379
#1 Issue: Medicare / Social Security	8% (26)	9% (29)	4% (15)	4% (13)	4% (13)	1% (2)	1% (2)	1% (2)	1% (2)	— (0)	69% (236)	341
#1 Issue: Women's Issues	18% (18)	12% (12)	10% (10)	6% (6)	11% (11)	2% (2)	1% (1)	3% (3)	1% (1)	— (0)	36% (36)	99
#1 Issue: Education	19% (28)	17% (24)	12% (17)	6% (9)	2% (3)	2% (3)	1% (1)	— (0)	1% (2)	— (0)	41% (60)	146
#1 Issue: Energy	15% (14)	17% (16)	9% (8)	11% (10)	6% (6)	1% (1)	— (0)	— (0)	— (0)	1% (1)	40% (36)	91
#1 Issue: Other	8% (8)	8% (8)	11% (11)	— (0)	3% (3)	1% (1)	2% (2)	— (0)	1% (1)	4% (4)	62% (61)	99
2016 Vote: Hillary Clinton	17% (111)	12% (81)	7% (47)	5% (31)	4% (23)	1% (8)	1% (9)	1% (5)	1% (6)	1% (6)	50% (332)	659
2016 Vote: Donald Trump	7% (51)	10% (72)	10% (71)	5% (36)	5% (33)	3% (19)	2% (12)	— (1)	— (2)	— (2)	57% (404)	703
2016 Vote: Someone else	12% (25)	11% (25)	9% (20)	5% (11)	5% (12)	3% (6)	1% (2)	— (0)	— (0)	— (0)	54% (117)	217
2016 Vote: Didn't Vote	9% (58)	13% (77)	9% (57)	8% (48)	6% (37)	4% (23)	1% (7)	1% (7)	— (2)	1% (5)	48% (296)	617
Voted in 2014: Yes	13% (178)	12% (165)	8% (112)	5% (63)	4% (54)	2% (25)	1% (18)	— (6)	1% (8)	— (6)	54% (735)	1369
Voted in 2014: No	9% (71)	11% (91)	10% (81)	8% (64)	6% (50)	4% (31)	1% (11)	1% (8)	— (2)	1% (7)	50% (416)	832
2012 Vote: Barack Obama	15% (133)	13% (116)	8% (72)	6% (50)	4% (30)	2% (13)	1% (8)	1% (5)	1% (5)	1% (6)	49% (428)	866
2012 Vote: Mitt Romney	9% (44)	10% (50)	9% (47)	5% (24)	3% (17)	2% (8)	2% (9)	— (1)	— (0)	— (2)	60% (301)	501
2012 Vote: Other	10% (11)	10% (12)	5% (6)	5% (6)	4% (4)	2% (2)	3% (3)	— (0)	1% (1)	— (0)	60% (68)	114
2012 Vote: Didn't Vote	8% (60)	11% (77)	10% (68)	7% (47)	7% (51)	4% (32)	1% (10)	1% (8)	1% (4)	1% (5)	49% (351)	714
4-Region: Northeast	11% (44)	10% (39)	9% (35)	6% (22)	5% (20)	3% (13)	2% (9)	— (2)	— (2)	1% (6)	52% (203)	394
4-Region: Midwest	13% (58)	12% (56)	7% (34)	4% (21)	4% (18)	1% (7)	1% (5)	— (2)	— (1)	— (0)	57% (263)	462
4-Region: South	11% (89)	12% (100)	8% (63)	6% (51)	5% (40)	2% (17)	1% (12)	1% (7)	1% (6)	— (1)	53% (438)	825
4-Region: West	11% (57)	12% (61)	12% (61)	6% (33)	5% (27)	4% (19)	1% (4)	1% (4)	— (2)	1% (6)	47% (246)	520

Continued on next page

**Table BRD10:** *To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minority men?*

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	11% (249)	12% (256)	9% (194)	6% (127)	5% (104)	3% (56)	1% (29)	1% (14)	— (10)	1% (13)	52% (1150)	2201
Favorable of Trump	8% (70)	10% (89)	11% (95)	6% (55)	5% (44)	2% (18)	2% (14)	1% (7)	— (1)	— (4)	55% (490)	887
Unfavorable of Trump	15% (170)	14% (157)	8% (88)	6% (64)	5% (55)	2% (27)	1% (12)	— (6)	1% (7)	1% (7)	49% (560)	1152
Very Favorable of Trump	7% (36)	9% (41)	11% (52)	5% (26)	4% (21)	2% (9)	1% (6)	1% (4)	— (1)	— (0)	59% (287)	482
Somewhat Favorable of Trump	8% (34)	12% (47)	10% (42)	7% (29)	6% (23)	2% (9)	2% (8)	1% (3)	— (1)	1% (4)	50% (204)	405
Somewhat Unfavorable of Trump	10% (25)	16% (38)	8% (20)	5% (13)	4% (9)	5% (12)	2% (4)	— (0)	1% (2)	— (0)	48% (114)	236
Very Unfavorable of Trump	16% (145)	13% (119)	7% (69)	6% (51)	5% (45)	2% (15)	1% (8)	1% (5)	1% (5)	1% (7)	49% (446)	916

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

**Table BRD11:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minority women?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	18% (391)	10% (227)	6% (122)	5% (108)	3% (75)	2% (37)	1% (22)	1% (23)	1% (14)	1% (17)	53% (1165)	2201
Gender: Male	19% (204)	11% (113)	6% (60)	6% (59)	3% (29)	2% (20)	1% (9)	1% (9)	1% (12)	1% (12)	51% (537)	1062
Gender: Female	16% (187)	10% (114)	5% (61)	4% (49)	4% (46)	2% (17)	1% (14)	1% (14)	— (2)	— (5)	55% (628)	1139
Age: 18-29	20% (94)	15% (70)	7% (33)	8% (39)	6% (28)	4% (20)	2% (9)	2% (9)	2% (7)	2% (7)	34% (162)	480
Age: 30-44	22% (119)	11% (60)	6% (33)	5% (28)	5% (28)	2% (9)	1% (5)	1% (6)	1% (4)	1% (5)	44% (237)	534
Age: 45-54	21% (82)	12% (48)	5% (20)	4% (18)	2% (9)	2% (7)	1% (4)	1% (4)	— (0)	— (0)	52% (210)	402
Age: 55-64	14% (50)	6% (22)	5% (18)	5% (17)	2% (6)	— (0)	1% (4)	1% (3)	— (0)	1% (2)	65% (228)	349
Age: 65+	11% (47)	6% (27)	4% (17)	2% (7)	1% (4)	— (1)	— (0)	— (1)	1% (3)	— (2)	75% (328)	436
Generation Z: 18-21	16% (23)	14% (19)	8% (11)	6% (8)	8% (11)	4% (5)	1% (1)	3% (4)	3% (5)	1% (1)	37% (52)	142
Millennial: Age 22-37	24% (158)	13% (82)	7% (44)	7% (44)	5% (30)	3% (19)	2% (12)	1% (9)	1% (6)	2% (10)	36% (237)	652
Generation X: Age 38-53	18% (108)	12% (72)	5% (30)	5% (28)	4% (23)	2% (10)	1% (5)	1% (6)	— (0)	— (2)	51% (301)	586
Boomers: Age 54-72	13% (92)	6% (43)	5% (34)	4% (26)	1% (10)	— (2)	1% (4)	— (3)	— (3)	1% (5)	69% (490)	713
PID: Dem (no lean)	22% (156)	11% (79)	5% (39)	4% (29)	3% (19)	2% (14)	1% (6)	1% (7)	1% (8)	1% (6)	49% (354)	719
PID: Ind (no lean)	17% (141)	10% (86)	4% (38)	6% (47)	4% (33)	1% (10)	1% (10)	1% (11)	— (2)	1% (11)	54% (463)	852
PID: Rep (no lean)	15% (94)	10% (61)	7% (44)	5% (31)	4% (23)	2% (13)	1% (6)	1% (5)	1% (4)	— (0)	55% (347)	630
PID/Gender: Dem Men	23% (75)	11% (37)	5% (16)	3% (9)	2% (6)	3% (9)	1% (2)	1% (3)	2% (8)	1% (5)	49% (160)	329
PID/Gender: Dem Women	21% (82)	11% (42)	6% (23)	5% (20)	4% (14)	1% (5)	1% (4)	1% (4)	— (0)	— (2)	50% (194)	390
PID/Gender: Ind Men	18% (75)	9% (37)	3% (14)	7% (30)	3% (14)	2% (6)	1% (3)	1% (5)	— (0)	2% (7)	53% (217)	409
PID/Gender: Ind Women	15% (66)	11% (49)	5% (24)	4% (18)	4% (19)	1% (4)	2% (7)	1% (6)	— (2)	1% (4)	55% (246)	444
PID/Gender: Rep Men	17% (54)	12% (39)	9% (30)	6% (19)	3% (10)	1% (4)	1% (4)	1% (2)	1% (4)	— (0)	49% (159)	324
PID/Gender: Rep Women	13% (40)	7% (23)	5% (14)	4% (12)	4% (13)	3% (9)	1% (3)	1% (3)	— (1)	— (0)	62% (188)	305
Ideo: Liberal (1-3)	25% (180)	12% (91)	5% (38)	6% (40)	4% (30)	2% (13)	1% (9)	1% (8)	1% (6)	1% (8)	42% (303)	727
Ideo: Moderate (4)	16% (71)	10% (43)	5% (24)	5% (22)	4% (19)	1% (4)	1% (5)	1% (6)	1% (4)	— (0)	55% (243)	442
Ideo: Conservative (5-7)	16% (107)	9% (65)	7% (50)	4% (30)	2% (17)	2% (12)	1% (6)	— (2)	1% (3)	1% (7)	56% (389)	689
Educ: < College	15% (223)	9% (137)	5% (83)	5% (77)	4% (57)	2% (28)	1% (18)	1% (18)	1% (11)	1% (14)	56% (848)	1513
Educ: Bachelors degree	24% (106)	14% (63)	6% (28)	5% (22)	3% (12)	2% (8)	1% (3)	1% (4)	— (0)	— (2)	44% (194)	444
Educ: Post-grad	25% (62)	11% (26)	4% (10)	4% (9)	3% (6)	— (1)	1% (1)	— (1)	1% (3)	1% (2)	50% (123)	244
Income: Under 50k	16% (202)	9% (121)	5% (64)	5% (64)	4% (54)	2% (24)	1% (16)	1% (14)	1% (10)	1% (10)	55% (706)	1284
Income: 50k-100k	20% (127)	12% (74)	6% (38)	6% (35)	2% (13)	2% (12)	1% (5)	1% (7)	— (2)	1% (3)	50% (315)	631
Income: 100k+	22% (62)	11% (32)	7% (20)	3% (10)	3% (7)	— (1)	— (1)	1% (2)	1% (2)	1% (4)	50% (144)	286
Ethnicity: White	17% (288)	11% (187)	5% (87)	5% (87)	3% (53)	1% (22)	1% (11)	1% (12)	— (3)	— (6)	56% (966)	1723
Ethnicity: Hispanic	20% (71)	14% (47)	4% (13)	8% (27)	6% (22)	4% (13)	1% (5)	2% (6)	1% (5)	2% (8)	38% (133)	350
Ethnicity: Afr. Am.	22% (62)	7% (18)	9% (24)	5% (13)	4% (12)	2% (5)	3% (9)	2% (6)	3% (8)	2% (6)	40% (111)	274
Ethnicity: Other	20% (41)	11% (22)	5% (11)	4% (8)	5% (10)	5% (10)	1% (2)	2% (5)	2% (3)	2% (5)	43% (88)	204
Relig: Protestant	18% (87)	8% (38)	7% (35)	3% (16)	2% (10)	1% (3)	1% (3)	1% (3)	— (1)	— (2)	59% (287)	485
Relig: Roman Catholic	19% (78)	12% (51)	5% (22)	6% (24)	4% (16)	3% (12)	1% (3)	1% (6)	1% (4)	1% (2)	47% (194)	411
Relig: Something Else	23% (48)	13% (27)	3% (5)	4% (9)	6% (12)	3% (6)	1% (2)	1% (1)	— (0)	— (0)	48% (100)	209
Relig: Evangelical	15% (92)	9% (58)	7% (46)	4% (26)	4% (26)	2% (10)	2% (12)	2% (9)	1% (7)	— (2)	54% (339)	626
Relig: Non-Evang. Catholics	19% (107)	11% (64)	5% (28)	5% (30)	3% (17)	1% (8)	1% (5)	1% (5)	— (1)	1% (4)	53% (301)	570
Relig: All Christian	17% (198)	10% (122)	6% (74)	5% (56)	4% (44)	2% (18)	1% (17)	1% (14)	1% (8)	— (6)	53% (639)	1196
Relig: All Non-Christian	23% (48)	13% (27)	3% (5)	4% (9)	6% (12)	3% (6)	1% (2)	1% (1)	— (0)	— (0)	48% (100)	209

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**Table BRD11:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minority women?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	18% (391)	10% (227)	6% (122)	5% (108)	3% (75)	2% (37)	1% (22)	1% (23)	1% (14)	1% (17)	53% (1165)	2201
Community: Urban	19% (109)	12% (69)	5% (30)	6% (32)	6% (33)	1% (6)	1% (5)	1% (6)	1% (6)	— (2)	48% (269)	567
Community: Suburban	20% (209)	10% (106)	5% (48)	4% (44)	3% (28)	2% (22)	1% (9)	1% (7)	— (4)	1% (6)	53% (541)	1023
Community: Rural	12% (74)	8% (51)	7% (43)	5% (32)	2% (15)	2% (9)	1% (8)	2% (10)	1% (4)	2% (10)	58% (355)	611
Employ: Private Sector	21% (139)	13% (82)	6% (41)	5% (32)	4% (24)	2% (12)	1% (7)	— (3)	— (1)	— (1)	48% (314)	655
Employ: Government	24% (34)	10% (14)	9% (12)	6% (9)	5% (7)	3% (4)	1% (1)	2% (3)	2% (2)	3% (3)	36% (50)	140
Employ: Self-Employed	24% (55)	11% (24)	4% (9)	9% (20)	4% (9)	3% (7)	2% (5)	1% (2)	2% (4)	— (0)	41% (93)	228
Employ: Homemaker	16% (26)	9% (15)	5% (9)	6% (9)	3% (6)	3% (6)	— (1)	4% (7)	1% (2)	— (0)	52% (85)	164
Employ: Student	26% (20)	16% (12)	10% (8)	9% (7)	6% (4)	2% (2)	— (0)	1% (1)	1% (1)	2% (1)	26% (20)	75
Employ: Retired	13% (58)	6% (26)	4% (20)	2% (8)	1% (5)	— (1)	— (0)	— (1)	— (0)	1% (6)	71% (309)	435
Employ: Unemployed	11% (27)	11% (26)	4% (10)	7% (16)	3% (7)	1% (3)	3% (8)	1% (2)	1% (1)	1% (2)	58% (140)	242
Employ: Other	13% (33)	10% (27)	5% (13)	3% (8)	5% (14)	1% (2)	— (1)	2% (4)	1% (3)	1% (3)	59% (155)	262
Military HH: Yes	13% (56)	8% (35)	4% (18)	5% (21)	2% (9)	2% (7)	2% (7)	1% (5)	1% (5)	2% (6)	60% (250)	419
Military HH: No	19% (335)	11% (192)	6% (104)	5% (87)	4% (66)	2% (30)	1% (15)	1% (18)	1% (9)	1% (11)	51% (915)	1782
RD/WT: Right Direction	12% (110)	10% (84)	7% (59)	6% (54)	4% (39)	2% (14)	1% (11)	1% (9)	1% (9)	1% (8)	55% (480)	877
RD/WT: Wrong Track	21% (282)	11% (143)	5% (62)	4% (54)	3% (36)	2% (23)	1% (11)	1% (14)	— (5)	1% (10)	52% (685)	1324
Trump Job Approve	13% (121)	11% (101)	7% (65)	6% (52)	4% (32)	1% (13)	1% (9)	1% (8)	1% (6)	1% (9)	54% (498)	915
Trump Job Disapprove	23% (262)	10% (115)	5% (53)	4% (48)	3% (34)	2% (20)	1% (10)	1% (12)	1% (7)	1% (7)	50% (570)	1138
Trump Job Strongly Approve	10% (47)	9% (43)	9% (42)	5% (25)	4% (19)	1% (4)	1% (5)	1% (4)	1% (4)	1% (4)	59% (284)	480
Trump Job Somewhat Approve	17% (75)	13% (58)	5% (23)	6% (27)	3% (13)	2% (9)	1% (3)	1% (4)	1% (2)	1% (6)	49% (214)	434
Trump Job Somewhat Disapprove	19% (60)	11% (33)	8% (27)	7% (22)	3% (9)	2% (8)	— (0)	— (1)	1% (4)	1% (4)	47% (147)	314
Trump Job Strongly Disapprove	25% (202)	10% (81)	3% (27)	3% (27)	3% (25)	1% (12)	1% (10)	1% (10)	— (4)	— (3)	51% (423)	824
#1 Issue: Economy	19% (129)	14% (97)	5% (37)	5% (34)	5% (34)	2% (12)	— (2)	1% (7)	— (0)	1% (5)	48% (336)	695
#1 Issue: Security	14% (50)	7% (26)	6% (22)	7% (25)	3% (9)	1% (4)	2% (6)	1% (3)	— (0)	— (0)	58% (203)	350
#1 Issue: Health Care	18% (69)	9% (35)	7% (28)	4% (15)	4% (14)	1% (5)	2% (8)	1% (5)	2% (9)	2% (8)	48% (183)	379
#1 Issue: Medicare / Social Security	13% (45)	5% (16)	4% (15)	2% (7)	2% (6)	1% (3)	1% (4)	1% (3)	— (1)	1% (4)	70% (237)	341
#1 Issue: Women's Issues	26% (25)	8% (8)	4% (4)	4% (4)	8% (8)	6% (6)	— (0)	3% (3)	— (0)	— (0)	41% (41)	99
#1 Issue: Education	28% (41)	16% (24)	5% (7)	7% (10)	— (1)	3% (4)	— (0)	1% (2)	— (0)	— (0)	40% (58)	146
#1 Issue: Energy	21% (19)	13% (12)	6% (6)	11% (10)	— (0)	2% (2)	— (0)	— (0)	4% (4)	— (0)	43% (39)	91
#1 Issue: Other	13% (13)	8% (8)	3% (3)	3% (3)	3% (3)	1% (1)	1% (1)	— (0)	1% (1)	— (0)	67% (67)	99
2016 Vote: Hillary Clinton	26% (169)	9% (58)	5% (32)	3% (18)	2% (12)	1% (8)	1% (4)	2% (11)	— (3)	1% (9)	51% (335)	659
2016 Vote: Donald Trump	12% (86)	10% (69)	7% (48)	6% (46)	4% (27)	1% (7)	1% (6)	— (3)	— (2)	— (0)	58% (410)	703
2016 Vote: Someone else	17% (38)	12% (27)	5% (12)	4% (9)	2% (5)	4% (8)	2% (3)	— (0)	— (0)	— (0)	53% (116)	217
2016 Vote: Didn't Vote	16% (96)	11% (71)	5% (30)	6% (36)	5% (32)	2% (14)	1% (9)	1% (9)	1% (9)	1% (9)	49% (304)	617
Voted in 2014: Yes	20% (274)	9% (124)	5% (74)	4% (54)	3% (41)	2% (23)	1% (13)	1% (15)	— (6)	1% (8)	54% (737)	1369
Voted in 2014: No	14% (117)	12% (102)	6% (48)	7% (54)	4% (34)	2% (14)	1% (10)	1% (8)	1% (8)	1% (10)	51% (428)	832
2012 Vote: Barack Obama	24% (206)	9% (82)	6% (50)	4% (36)	3% (22)	1% (11)	1% (8)	1% (8)	— (3)	1% (8)	50% (433)	866
2012 Vote: Mitt Romney	14% (69)	10% (51)	5% (27)	5% (23)	3% (15)	1% (6)	1% (4)	1% (3)	— (2)	— (0)	60% (301)	501
2012 Vote: Other	15% (17)	9% (10)	6% (7)	2% (3)	2% (2)	3% (4)	— (0)	2% (2)	— (0)	— (0)	61% (69)	114
2012 Vote: Didn't Vote	14% (99)	12% (83)	5% (38)	7% (47)	5% (35)	2% (16)	1% (9)	1% (10)	1% (9)	1% (10)	50% (359)	714
4-Region: Northeast	15% (61)	10% (41)	5% (18)	7% (26)	5% (18)	2% (7)	— (1)	1% (6)	— (1)	2% (7)	53% (208)	394
4-Region: Midwest	19% (87)	10% (47)	5% (23)	2% (11)	4% (17)	2% (11)	1% (3)	1% (4)	— (2)	— (2)	55% (256)	462
4-Region: South	17% (143)	10% (84)	6% (52)	5% (39)	3% (23)	1% (10)	1% (12)	1% (10)	1% (7)	— (3)	54% (442)	825
4-Region: West	19% (100)	11% (55)	6% (29)	6% (32)	3% (18)	1% (8)	1% (7)	1% (3)	1% (4)	1% (6)	50% (259)	520

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**Table BRD11:** To the best of your knowledge, what percent of Rotten Tomatoes critics who have reviewed the 100 top films of 2017 do you think are racial or ethnic minority women?

Demographic	0-10 %	11 %-20 %	21 %-30 %	31 %-40 %	41 %-50 %	51 %-60 %	61 %-70 %	71 %-80 %	81 %-90 %	91 %-100 %	Don't know/No opinion	Total N
Adults	18% (391)	10% (227)	6% (122)	5% (108)	3% (75)	2% (37)	1% (22)	1% (23)	1% (14)	1% (17)	53% (1165)	2201
Favorable of Trump	13% (118)	11% (94)	7% (60)	6% (50)	4% (31)	1% (11)	1% (7)	1% (8)	1% (4)	— (0)	57% (503)	887
Unfavorable of Trump	23% (267)	10% (120)	5% (57)	4% (52)	3% (35)	1% (16)	1% (11)	1% (13)	1% (9)	1% (10)	49% (563)	1152
Very Favorable of Trump	11% (54)	9% (41)	8% (38)	5% (24)	4% (19)	1% (4)	1% (3)	1% (4)	1% (4)	— (0)	60% (289)	482
Somewhat Favorable of Trump	16% (65)	13% (53)	5% (22)	6% (25)	3% (12)	2% (6)	1% (4)	1% (3)	— (1)	— (0)	53% (214)	405
Somewhat Unfavorable of Trump	17% (41)	14% (34)	8% (18)	5% (12)	3% (6)	2% (4)	1% (3)	— (0)	1% (2)	1% (3)	48% (113)	236
Very Unfavorable of Trump	25% (226)	9% (86)	4% (39)	4% (40)	3% (29)	1% (13)	1% (7)	1% (13)	1% (7)	1% (6)	49% (450)	916

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

**Table BRD12: 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% (21)	3% (74)	10% (212)	15% (332)	51% (1116)	20% (445)	2201
Gender: Male	1% (10)	5% (49)	10% (103)	16% (165)	49% (517)	21% (219)	1062
Gender: Female	1% (12)	2% (25)	10% (109)	15% (167)	53% (599)	20% (226)	1139
Age: 18-29	2% (8)	4% (18)	17% (81)	22% (105)	45% (214)	11% (54)	480
Age: 30-44	2% (10)	4% (21)	13% (69)	17% (92)	49% (261)	15% (81)	534
Age: 45-54	— (1)	3% (12)	6% (23)	14% (56)	58% (233)	19% (78)	402
Age: 55-64	1% (3)	3% (10)	5% (16)	11% (40)	53% (187)	27% (94)	349
Age: 65+	— (0)	3% (13)	5% (23)	9% (39)	51% (222)	32% (139)	436
Generation Z: 18-21	— (0)	5% (7)	18% (26)	25% (35)	44% (62)	8% (12)	142
Millennial: Age 22-37	2% (15)	4% (25)	16% (101)	20% (128)	46% (301)	13% (82)	652
Generation X: Age 38-53	1% (3)	3% (19)	8% (45)	14% (82)	55% (323)	19% (113)	586
Boomers: Age 54-72	— (3)	3% (18)	5% (36)	12% (82)	53% (378)	27% (196)	713
PID: Dem (no lean)	1% (8)	3% (25)	11% (80)	17% (123)	50% (357)	18% (126)	719
PID: Ind (no lean)	1% (5)	3% (25)	10% (83)	14% (121)	51% (437)	21% (181)	852
PID: Rep (no lean)	1% (8)	4% (24)	8% (49)	14% (88)	51% (322)	22% (138)	630
PID/Gender: Dem Men	1% (4)	4% (14)	10% (33)	18% (58)	49% (160)	18% (59)	329
PID/Gender: Dem Women	1% (4)	3% (11)	12% (46)	17% (65)	50% (196)	17% (68)	390
PID/Gender: Ind Men	— (0)	4% (16)	10% (41)	13% (53)	49% (201)	24% (97)	409
PID/Gender: Ind Women	1% (5)	2% (9)	10% (43)	15% (68)	53% (235)	19% (83)	444
PID/Gender: Rep Men	2% (6)	6% (19)	9% (29)	16% (54)	48% (155)	19% (62)	324
PID/Gender: Rep Women	1% (2)	2% (5)	7% (20)	11% (34)	55% (168)	25% (75)	305
Ideo: Liberal (1-3)	2% (12)	4% (32)	13% (97)	15% (112)	48% (352)	17% (122)	727
Ideo: Moderate (4)	1% (2)	4% (16)	10% (42)	15% (67)	51% (224)	21% (91)	442
Ideo: Conservative (5-7)	1% (5)	3% (22)	7% (49)	14% (98)	53% (369)	21% (146)	689
Educ: < College	1% (14)	3% (41)	9% (142)	14% (205)	50% (759)	23% (352)	1513
Educ: Bachelors degree	1% (4)	6% (25)	9% (40)	18% (78)	53% (235)	14% (62)	444
Educ: Post-grad	2% (4)	3% (8)	12% (30)	20% (49)	50% (122)	13% (31)	244

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**Table BRD12: 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% (21)	3% (74)	10% (212)	15% (332)	51% (1116)	20% (445)	2201
Income: Under 50k	1% (10)	3% (44)	9% (121)	13% (171)	49% (627)	24% (310)	1284
Income: 50k-100k	1% (7)	3% (20)	10% (66)	16% (102)	54% (338)	16% (99)	631
Income: 100k+	1% (4)	3% (10)	9% (25)	21% (59)	53% (151)	13% (37)	286
Ethnicity: White	1% (14)	3% (56)	8% (136)	14% (241)	52% (897)	22% (378)	1723
Ethnicity: Hispanic	2% (6)	3% (12)	16% (57)	22% (75)	41% (143)	16% (57)	350
Ethnicity: Afr. Am.	1% (3)	4% (11)	14% (39)	22% (59)	46% (127)	13% (35)	274
Ethnicity: Other	2% (4)	4% (8)	18% (37)	16% (32)	45% (92)	15% (32)	204
Relig: Protestant	1% (5)	4% (18)	6% (30)	13% (64)	54% (263)	22% (106)	485
Relig: Roman Catholic	2% (7)	3% (13)	14% (58)	15% (61)	47% (195)	19% (77)	411
Relig: Something Else	1% (1)	2% (5)	9% (19)	16% (33)	56% (117)	16% (33)	209
Relig: Evangelical	2% (11)	4% (25)	9% (57)	15% (97)	52% (327)	17% (109)	626
Relig: Non-Evang. Catholics	1% (4)	2% (14)	10% (58)	15% (85)	50% (288)	21% (122)	570
Relig: All Christian	1% (15)	3% (39)	10% (115)	15% (181)	51% (615)	19% (231)	1196
Relig: All Non-Christian	1% (1)	2% (5)	9% (19)	16% (33)	56% (117)	16% (33)	209
Community: Urban	2% (11)	3% (19)	13% (74)	17% (97)	44% (247)	21% (119)	567
Community: Suburban	1% (6)	3% (33)	10% (98)	16% (159)	53% (547)	18% (181)	1023
Community: Rural	1% (5)	4% (23)	7% (41)	12% (76)	53% (321)	24% (146)	611
Employ: Private Sector	1% (6)	4% (26)	9% (62)	19% (123)	51% (336)	16% (102)	655
Employ: Government	1% (2)	7% (10)	19% (26)	18% (25)	46% (65)	9% (13)	140
Employ: Self-Employed	3% (8)	4% (10)	15% (35)	13% (30)	48% (109)	15% (35)	228
Employ: Homemaker	2% (3)	1% (2)	10% (16)	12% (19)	55% (90)	21% (34)	164
Employ: Student	— (0)	2% (2)	13% (10)	25% (19)	54% (40)	5% (4)	75
Employ: Retired	— (0)	3% (12)	5% (22)	10% (44)	51% (220)	32% (137)	435
Employ: Unemployed	— (1)	2% (5)	5% (12)	16% (40)	57% (139)	19% (46)	242
Employ: Other	1% (2)	3% (9)	11% (29)	12% (32)	44% (116)	29% (75)	262
Military HH: Yes	1% (4)	3% (14)	9% (39)	15% (61)	50% (209)	22% (91)	419
Military HH: No	1% (18)	3% (60)	10% (173)	15% (271)	51% (906)	20% (354)	1782
RD/WT: Right Direction	1% (12)	4% (39)	10% (86)	15% (136)	48% (422)	21% (184)	877
RD/WT: Wrong Track	1% (10)	3% (35)	10% (127)	15% (196)	52% (694)	20% (261)	1324

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**Table BRD12: 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% (21)	3% (74)	10% (212)	15% (332)	51% (1116)	20% (445)	2201
Trump Job Approve	1% (10)	4% (37)	9% (78)	14% (128)	51% (463)	22% (198)	915
Trump Job Disapprove	1% (8)	3% (32)	10% (116)	17% (190)	52% (589)	18% (202)	1138
Trump Job Strongly Approve	2% (7)	5% (25)	8% (39)	12% (59)	49% (236)	24% (115)	480
Trump Job Somewhat Approve	1% (3)	3% (13)	9% (38)	16% (69)	52% (227)	19% (84)	434
Trump Job Somewhat Disapprove	1% (3)	2% (7)	13% (42)	17% (52)	52% (164)	15% (46)	314
Trump Job Strongly Disapprove	1% (5)	3% (25)	9% (74)	17% (138)	52% (425)	19% (156)	824
#1 Issue: Economy	1% (6)	3% (23)	11% (78)	19% (132)	51% (353)	15% (103)	695
#1 Issue: Security	2% (7)	3% (10)	8% (29)	13% (45)	55% (191)	19% (68)	350
#1 Issue: Health Care	2% (6)	3% (13)	10% (40)	15% (56)	50% (188)	20% (77)	379
#1 Issue: Medicare / Social Security	— (1)	2% (6)	5% (18)	10% (34)	45% (154)	38% (128)	341
#1 Issue: Women's Issues	1% (1)	2% (1)	14% (14)	19% (19)	54% (53)	10% (10)	99
#1 Issue: Education	— (0)	4% (6)	17% (25)	18% (26)	53% (77)	8% (12)	146
#1 Issue: Energy	1% (1)	6% (5)	8% (7)	12% (11)	54% (50)	20% (18)	91
#1 Issue: Other	— (0)	9% (9)	2% (2)	9% (9)	51% (50)	29% (29)	99
2016 Vote: Hillary Clinton	1% (8)	3% (21)	11% (72)	18% (117)	49% (320)	18% (120)	659
2016 Vote: Donald Trump	1% (10)	4% (29)	9% (64)	13% (90)	51% (359)	21% (151)	703
2016 Vote: Someone else	— (0)	2% (4)	12% (27)	14% (31)	58% (126)	13% (29)	217
2016 Vote: Didnt Vote	1% (4)	3% (20)	8% (50)	15% (93)	50% (306)	24% (145)	617
Voted in 2014: Yes	1% (17)	4% (49)	11% (147)	16% (216)	50% (681)	19% (258)	1369
Voted in 2014: No	1% (5)	3% (25)	8% (65)	14% (116)	52% (434)	22% (187)	832
2012 Vote: Barack Obama	1% (7)	3% (25)	11% (99)	17% (145)	50% (434)	18% (158)	866
2012 Vote: Mitt Romney	2% (9)	5% (24)	8% (39)	13% (67)	50% (248)	23% (115)	501
2012 Vote: Other	— (0)	1% (2)	10% (11)	11% (12)	58% (66)	20% (23)	114
2012 Vote: Didn't Vote	1% (5)	3% (24)	9% (64)	15% (109)	51% (363)	21% (149)	714
4-Region: Northeast	1% (6)	3% (12)	11% (43)	16% (62)	49% (193)	20% (78)	394
4-Region: Midwest	— (1)	2% (11)	9% (40)	15% (71)	52% (238)	22% (101)	462
4-Region: South	1% (12)	4% (29)	9% (75)	14% (117)	52% (428)	20% (164)	825
4-Region: West	1% (3)	4% (22)	10% (54)	16% (82)	49% (256)	20% (103)	520
Favorable of Trump	1% (13)	4% (35)	9% (76)	13% (113)	51% (453)	22% (197)	887
Unfavorable of Trump	1% (8)	3% (36)	11% (121)	17% (197)	52% (600)	16% (189)	1152

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**Table BRD12:** *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% (21)	3% (74)	10% (212)	15% (332)	51% (1116)	20% (445)	2201
Very Favorable of Trump	2% (8)	5% (23)	7% (36)	13% (62)	49% (237)	24% (116)	482
Somewhat Favorable of Trump	1% (5)	3% (12)	10% (40)	13% (51)	53% (215)	20% (81)	405
Somewhat Unfavorable of Trump	1% (1)	2% (6)	11% (27)	21% (50)	53% (125)	11% (26)	236
Very Unfavorable of Trump	1% (7)	3% (30)	10% (94)	16% (147)	52% (475)	18% (164)	916

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

**Table BRD13: 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	60% (1328)	22% (480)	6% (139)	4% (87)	3% (58)	2% (53)	3% (55)	2201
Gender: Male	58% (617)	22% (233)	7% (74)	4% (48)	3% (29)	3% (27)	3% (35)	1062
Gender: Female	62% (711)	22% (247)	6% (66)	3% (39)	3% (30)	2% (26)	2% (20)	1139
Age: 18-29	45% (215)	25% (121)	11% (54)	6% (27)	5% (22)	3% (13)	6% (28)	480
Age: 30-44	58% (309)	22% (120)	6% (31)	6% (30)	3% (16)	2% (12)	3% (16)	534
Age: 45-54	61% (247)	24% (95)	6% (23)	4% (16)	2% (9)	2% (7)	1% (5)	402
Age: 55-64	65% (228)	23% (79)	5% (19)	2% (8)	2% (6)	2% (6)	1% (4)	349
Age: 65+	76% (330)	15% (65)	3% (12)	1% (6)	1% (5)	3% (15)	1% (3)	436
Generation Z: 18-21	38% (54)	24% (34)	14% (19)	4% (6)	8% (11)	5% (7)	7% (10)	142
Millennial: Age 22-37	52% (337)	24% (159)	8% (55)	6% (39)	4% (23)	2% (15)	4% (25)	652
Generation X: Age 38-53	60% (352)	23% (137)	6% (33)	5% (28)	2% (13)	2% (9)	2% (13)	586
Boomers: Age 54-72	70% (501)	20% (139)	4% (29)	2% (13)	1% (10)	2% (14)	1% (7)	713
PID: Dem (no lean)	63% (456)	21% (154)	7% (52)	3% (20)	3% (19)	1% (7)	1% (10)	719
PID: Ind (no lean)	56% (475)	22% (188)	5% (44)	6% (48)	3% (29)	4% (33)	4% (34)	852
PID: Rep (no lean)	63% (397)	22% (137)	7% (43)	3% (19)	2% (10)	2% (13)	2% (12)	630
PID/Gender: Dem Men	59% (195)	25% (81)	8% (26)	4% (14)	2% (6)	1% (3)	1% (3)	329
PID/Gender: Dem Women	67% (260)	19% (73)	7% (26)	2% (6)	3% (13)	1% (4)	2% (7)	390
PID/Gender: Ind Men	53% (217)	21% (87)	5% (22)	7% (27)	4% (17)	4% (15)	6% (23)	409
PID/Gender: Ind Women	58% (258)	23% (101)	5% (22)	5% (21)	3% (13)	4% (18)	2% (10)	444
PID/Gender: Rep Men	63% (205)	20% (65)	8% (25)	2% (7)	2% (6)	3% (9)	3% (9)	324
PID/Gender: Rep Women	63% (192)	24% (73)	6% (17)	4% (12)	1% (4)	1% (4)	1% (3)	305
Ideo: Liberal (1-3)	58% (425)	20% (148)	8% (61)	5% (33)	3% (20)	2% (18)	3% (22)	727
Ideo: Moderate (4)	65% (289)	21% (93)	4% (18)	4% (18)	2% (9)	2% (8)	1% (6)	442
Ideo: Conservative (5-7)	62% (428)	22% (153)	5% (37)	3% (23)	3% (19)	2% (17)	2% (14)	689
Educ: < College	60% (913)	21% (312)	7% (100)	4% (68)	3% (46)	2% (34)	3% (40)	1513
Educ: Bachelors degree	58% (256)	27% (119)	6% (27)	2% (10)	2% (10)	2% (11)	3% (12)	444
Educ: Post-grad	65% (160)	20% (49)	5% (13)	4% (9)	1% (3)	4% (9)	1% (3)	244

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**Table BRD13: 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	60% (1328)	22% (480)	6% (139)	4% (87)	3% (58)	2% (53)	3% (55)	2201
Income: Under 50k	59% (762)	21% (270)	7% (86)	4% (55)	3% (38)	3% (32)	3% (41)	1284
Income: 50k-100k	63% (396)	21% (135)	6% (36)	4% (27)	2% (15)	3% (18)	1% (5)	631
Income: 100k+	60% (171)	26% (75)	6% (17)	2% (5)	2% (6)	1% (3)	3% (9)	286
Ethnicity: White	62% (1065)	22% (376)	6% (103)	4% (63)	2% (40)	2% (40)	2% (36)	1723
Ethnicity: Hispanic	54% (189)	22% (76)	10% (35)	6% (20)	4% (13)	2% (6)	3% (9)	350
Ethnicity: Afr. Am.	60% (164)	20% (54)	7% (19)	4% (12)	4% (11)	2% (5)	3% (9)	274
Ethnicity: Other	49% (99)	25% (50)	9% (18)	6% (12)	3% (7)	4% (8)	5% (10)	204
Relig: Protestant	67% (324)	20% (96)	5% (23)	3% (13)	2% (10)	3% (14)	1% (6)	485
Relig: Roman Catholic	61% (250)	26% (106)	7% (29)	2% (8)	2% (7)	1% (6)	1% (5)	411
Relig: Something Else	62% (129)	21% (44)	6% (13)	3% (6)	5% (11)	1% (3)	2% (4)	209
Relig: Evangelical	61% (383)	21% (130)	7% (43)	4% (25)	3% (18)	3% (20)	1% (7)	626
Relig: Non-Evang. Catholics	66% (376)	23% (132)	5% (30)	2% (9)	2% (9)	1% (6)	1% (7)	570
Relig: All Christian	64% (759)	22% (262)	6% (73)	3% (34)	2% (27)	2% (26)	1% (14)	1196
Relig: All Non-Christian	62% (129)	21% (44)	6% (13)	3% (6)	5% (11)	1% (3)	2% (4)	209
Community: Urban	61% (345)	21% (119)	7% (40)	4% (20)	3% (14)	2% (13)	3% (16)	567
Community: Suburban	61% (627)	22% (228)	6% (66)	4% (42)	2% (17)	2% (23)	2% (20)	1023
Community: Rural	58% (357)	22% (133)	5% (33)	4% (25)	4% (26)	3% (17)	3% (20)	611
Employ: Private Sector	59% (384)	24% (156)	7% (44)	4% (27)	3% (18)	2% (11)	2% (14)	655
Employ: Government	58% (81)	21% (29)	8% (11)	7% (9)	4% (6)	1% (2)	1% (2)	140
Employ: Self-Employed	49% (112)	27% (61)	11% (26)	4% (8)	5% (11)	3% (6)	2% (4)	228
Employ: Homemaker	58% (95)	25% (42)	5% (9)	5% (8)	2% (3)	2% (3)	3% (5)	164
Employ: Student	41% (31)	31% (23)	10% (8)	4% (3)	7% (6)	5% (3)	2% (1)	75
Employ: Retired	75% (328)	13% (58)	4% (19)	2% (8)	1% (2)	4% (16)	1% (4)	435
Employ: Unemployed	62% (149)	20% (47)	5% (12)	4% (10)	4% (9)	3% (7)	3% (8)	242
Employ: Other	56% (147)	24% (63)	4% (11)	5% (14)	1% (4)	2% (5)	7% (18)	262
Military HH: Yes	66% (277)	17% (72)	6% (25)	2% (10)	3% (14)	4% (16)	1% (5)	419
Military HH: No	59% (1052)	23% (408)	6% (114)	4% (77)	2% (44)	2% (37)	3% (50)	1782
RD/WT: Right Direction	59% (522)	20% (180)	7% (59)	5% (41)	3% (25)	3% (26)	3% (24)	877
RD/WT: Wrong Track	61% (807)	23% (300)	6% (80)	3% (46)	2% (33)	2% (27)	2% (31)	1324

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**Table BRD13: 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	60% (1328)	22% (480)	6% (139)	4% (87)	3% (58)	2% (53)	3% (55)	2201
Trump Job Approve	61% (554)	21% (190)	6% (53)	4% (39)	3% (28)	3% (28)	2% (22)	915
Trump Job Disapprove	62% (701)	22% (254)	7% (80)	3% (38)	2% (23)	2% (20)	2% (22)	1138
Trump Job Strongly Approve	64% (308)	18% (87)	6% (27)	4% (18)	3% (14)	3% (16)	2% (10)	480
Trump Job Somewhat Approve	57% (247)	24% (103)	6% (26)	5% (21)	3% (14)	3% (12)	3% (12)	434
Trump Job Somewhat Disapprove	59% (185)	21% (66)	10% (31)	4% (12)	2% (6)	3% (10)	1% (5)	314
Trump Job Strongly Disapprove	63% (516)	23% (187)	6% (49)	3% (26)	2% (18)	1% (10)	2% (17)	824
#1 Issue: Economy	57% (397)	26% (181)	7% (46)	4% (24)	2% (17)	2% (12)	3% (18)	695
#1 Issue: Security	59% (208)	23% (79)	4% (15)	6% (20)	3% (12)	2% (8)	2% (8)	350
#1 Issue: Health Care	60% (226)	22% (84)	7% (28)	3% (12)	3% (11)	3% (11)	2% (7)	379
#1 Issue: Medicare / Social Security	77% (262)	13% (45)	4% (12)	3% (10)	1% (2)	1% (4)	2% (6)	341
#1 Issue: Women's Issues	58% (57)	21% (21)	10% (10)	4% (4)	2% (2)	4% (4)	2% (2)	99
#1 Issue: Education	59% (87)	14% (20)	6% (9)	7% (10)	8% (11)	3% (5)	3% (4)	146
#1 Issue: Energy	50% (45)	22% (20)	15% (14)	2% (2)	1% (1)	5% (5)	5% (4)	91
#1 Issue: Other	46% (46)	31% (31)	5% (5)	5% (5)	2% (2)	5% (5)	6% (6)	99
2016 Vote: Hillary Clinton	65% (428)	22% (145)	5% (34)	3% (20)	2% (13)	2% (11)	1% (9)	659
2016 Vote: Donald Trump	63% (446)	21% (151)	6% (40)	3% (18)	2% (16)	3% (21)	1% (10)	703
2016 Vote: Someone else	60% (131)	22% (48)	5% (11)	4% (10)	2% (5)	3% (6)	3% (7)	217
2016 Vote: Didnt Vote	52% (320)	22% (136)	9% (54)	6% (39)	4% (24)	3% (16)	5% (30)	617
Voted in 2014: Yes	64% (882)	21% (284)	5% (74)	3% (46)	2% (28)	3% (35)	1% (19)	1369
Voted in 2014: No	54% (447)	23% (195)	8% (65)	5% (41)	4% (30)	2% (18)	4% (36)	832
2012 Vote: Barack Obama	66% (568)	21% (178)	6% (51)	3% (24)	2% (16)	2% (18)	1% (10)	866
2012 Vote: Mitt Romney	65% (327)	22% (111)	4% (22)	3% (17)	2% (8)	2% (11)	1% (5)	501
2012 Vote: Other	57% (65)	16% (18)	8% (9)	9% (10)	6% (7)	1% (1)	2% (3)	114
2012 Vote: Didn't Vote	51% (366)	24% (169)	8% (57)	5% (36)	4% (27)	3% (21)	5% (37)	714
4-Region: Northeast	55% (218)	29% (115)	7% (27)	2% (8)	3% (12)	3% (11)	1% (4)	394
4-Region: Midwest	60% (275)	22% (100)	6% (27)	5% (23)	3% (14)	2% (8)	3% (15)	462
4-Region: South	65% (540)	19% (154)	6% (47)	4% (35)	2% (18)	2% (16)	2% (14)	825
4-Region: West	57% (295)	21% (111)	7% (38)	4% (21)	3% (14)	3% (18)	4% (23)	520
Favorable of Trump	62% (553)	21% (186)	5% (48)	4% (35)	3% (23)	3% (25)	2% (17)	887
Unfavorable of Trump	61% (708)	23% (261)	7% (78)	3% (40)	2% (28)	2% (19)	1% (17)	1152

Continued on next page

**Table BRD13: 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	60% (1328)	22% (480)	6% (139)	4% (87)	3% (58)	2% (53)	3% (55)	2201
Very Favorable of Trump	65% (312)	18% (87)	5% (26)	4% (20)	2% (12)	3% (15)	2% (12)	482
Somewhat Favorable of Trump	60% (241)	25% (100)	5% (22)	4% (15)	3% (12)	3% (11)	1% (5)	405
Somewhat Unfavorable of Trump	59% (139)	21% (49)	9% (21)	5% (12)	2% (6)	3% (7)	1% (2)	236
Very Unfavorable of Trump	62% (569)	23% (212)	6% (57)	3% (27)	2% (23)	1% (12)	2% (15)	916

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	480	22%
	Age: 30-44	534	24%
	Age: 45-54	402	18%
	Age: 55-64	349	16%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	142	6%
	Millennial: Age 22-37	652	30%
	Generation X: Age 38-53	586	27%
	Boomers: Age 54-72	713	32%
	N	2093	
xpid3	PID: Dem (no lean)	719	33%
	PID: Ind (no lean)	852	39%
	PID: Rep (no lean)	630	29%
	N	2201	
xpidGender	PID/Gender: Dem Men	329	15%
	PID/Gender: Dem Women	390	18%
	PID/Gender: Ind Men	409	19%
	PID/Gender: Ind Women	444	20%
	PID/Gender: Rep Men	324	15%
	PID/Gender: Rep Women	305	14%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	727	33%
	Ideo: Moderate (4)	442	20%
	Ideo: Conservative (5-7)	689	31%
	N	1858	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1284	58%
	Income: 50k-100k	631	29%
	Income: 100k+	286	13%
	N	2201	
xdemWhite	Ethnicity: White	1723	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Afr. Am.	274	12%
demRaceOther	Ethnicity: Other	204	9%
xrelNet	Relig: Protestant	485	22%
	Relig: Roman Catholic	411	19%
	Relig: Something Else	209	10%
	N	1105	
xreligion1	Relig: Jewish	36	2%
xreligion2	Relig: Evangelical	626	28%
	Relig: Non-Evang. Catholics	570	26%
	N	1196	
xreligion3	Relig: All Christian	1196	54%
	Relig: All Non-Christian	209	10%
	N	1405	
xdemUsr	Community: Urban	567	26%
	Community: Suburban	1023	46%
	Community: Rural	611	28%
	N	2201	
xdemEmploy	Employ: Private Sector	655	30%
	Employ: Government	140	6%
	Employ: Self-Employed	228	10%
	Employ: Homemaker	164	7%
	Employ: Student	75	3%
	Employ: Retired	435	20%
	Employ: Unemployed	242	11%
	Employ: Other	262	12%
	N	2201	
xdemMilHH1	Military HH: Yes	419	19%
	Military HH: No	1782	81%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	877	40%
	RD/WT: Wrong Track	1324	60%
	N	2201	
Trump_Approve	Trump Job Approve	915	42%
	Trump Job Disapprove	1138	52%
	N	2052	
Trump_Approve2	Trump Job Strongly Approve	480	22%
	Trump Job Somewhat Approve	434	20%
	Trump Job Somewhat Disapprove	314	14%
	Trump Job Strongly Disapprove	824	37%
	N	2052	
xnr3	#1 Issue: Economy	695	32%
	#1 Issue: Security	350	16%
	#1 Issue: Health Care	379	17%
	#1 Issue: Medicare / Social Security	341	16%
	#1 Issue: Women's Issues	99	5%
	#1 Issue: Education	146	7%
	#1 Issue: Energy	91	4%
	#1 Issue: Other	99	5%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	659	30%
	2016 Vote: Donald Trump	703	32%
	2016 Vote: Someone else	217	10%
	2016 Vote: Didnt Vote	617	28%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1369	62%
	Voted in 2014: No	832	38%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	866	39%
	2012 Vote: Mitt Romney	501	23%
	2012 Vote: Other	114	5%
	2012 Vote: Didn't Vote	714	32%
	N	2195	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	887	40%
	Unfavorable of Trump	1152	52%
	N	2039	
Trump_Fav_FULL	Very Favorable of Trump	482	22%
	Somewhat Favorable of Trump	405	18%
	Somewhat Unfavorable of Trump	236	11%
	Very Unfavorable of Trump	916	42%
	N	2039	

*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 triangles, one pointing down and one pointing up, creating a central white space.

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