



National Tracking Poll #181026
October 11-14, 2018

Crosstabulation Results

Methodology:

This poll was conducted from October 11-14, 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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35 **Table HR20:** *Now, please consider a subscription service that is \$9.95 per month and includes three (3) movie tickets per month. These tickets can be used at a variety of movie theater chains, and ticket reservations must be made day-of. Based on what you know, how would you rate the value of this service in relation to its cost?* 129

36 **Table HR21:** *Now, please consider a subscription service that is \$9.99 per month and includes three (3) movie tickets per month. These tickets can be used at a variety of movie theater chains, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?* 132

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Crosstabulation Results by Respondent Demographics

Table demHR1_1: How often do you watch or stream the following?
 TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	50% (1106)	24% (536)	7% (148)	5% (113)	3% (71)	4% (86)	6% (142)	2201
Gender: Male	46% (486)	26% (273)	8% (86)	6% (62)	3% (32)	5% (56)	6% (67)	1062
Gender: Female	54% (619)	23% (263)	5% (62)	4% (51)	3% (39)	3% (30)	7% (75)	1139
Age: 18-29	49% (236)	26% (125)	8% (37)	5% (26)	3% (13)	4% (20)	5% (22)	479
Age: 30-44	47% (253)	29% (153)	8% (44)	7% (39)	2% (9)	2% (12)	5% (25)	534
Age: 45-54	48% (206)	24% (105)	8% (37)	4% (19)	6% (25)	4% (19)	5% (23)	434
Age: 55-64	49% (156)	23% (72)	5% (15)	5% (15)	4% (12)	6% (20)	8% (27)	318
Age: 65+	58% (255)	18% (81)	4% (16)	3% (15)	3% (11)	3% (15)	10% (45)	436
Generation Z: 18-21	44% (80)	24% (44)	7% (14)	8% (14)	3% (5)	8% (14)	5% (10)	181
Millennial: Age 22-37	52% (318)	27% (168)	8% (50)	5% (30)	2% (14)	2% (12)	4% (25)	617
Generation X: Age 38-53	45% (274)	27% (163)	8% (50)	6% (36)	5% (28)	4% (24)	5% (28)	603
Boomers: Age 54-72	55% (379)	21% (146)	4% (31)	4% (30)	3% (18)	4% (29)	9% (61)	694
PID: Dem (no lean)	53% (382)	23% (167)	8% (54)	5% (34)	4% (30)	3% (22)	4% (29)	719
PID: Ind (no lean)	49% (276)	26% (146)	7% (42)	6% (35)	1% (8)	4% (22)	6% (35)	563
PID: Rep (no lean)	49% (448)	24% (223)	6% (52)	5% (44)	4% (33)	5% (42)	8% (78)	919
PID/Gender: Dem Men	52% (156)	22% (66)	10% (29)	5% (16)	4% (13)	4% (11)	4% (11)	303
PID/Gender: Dem Women	54% (226)	24% (101)	6% (25)	5% (19)	4% (16)	3% (11)	4% (18)	416
PID/Gender: Ind Men	45% (132)	27% (81)	8% (24)	7% (21)	2% (5)	6% (16)	6% (17)	296
PID/Gender: Ind Women	54% (144)	24% (65)	7% (18)	5% (14)	1% (3)	2% (5)	7% (18)	266
PID/Gender: Rep Men	43% (198)	27% (126)	7% (34)	6% (25)	3% (13)	6% (28)	8% (38)	463
PID/Gender: Rep Women	55% (250)	21% (97)	4% (18)	4% (19)	4% (20)	3% (14)	9% (39)	456
Ideo: Liberal (1-3)	53% (378)	23% (161)	7% (47)	6% (42)	4% (27)	3% (21)	5% (33)	710
Ideo: Moderate (4)	50% (222)	25% (114)	8% (35)	6% (25)	5% (21)	2% (9)	5% (22)	448
Ideo: Conservative (5-7)	47% (343)	25% (184)	7% (51)	5% (38)	2% (15)	6% (43)	7% (53)	726

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Table demHR1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	50% (1106)	24% (536)	7% (148)	5% (113)	3% (71)	4% (86)	6% (142)	2201
Educ: College	49% (740)	24% (357)	7% (99)	5% (81)	4% (55)	4% (61)	8% (121)	1513
Educ: Bachelors degree	57% (252)	25% (109)	7% (30)	4% (19)	3% (12)	3% (12)	2% (10)	444
Educ: Post-grad	47% (114)	29% (70)	8% (19)	6% (14)	1% (4)	5% (12)	5% (11)	244
Income: Under 50k	49% (593)	23% (280)	6% (74)	5% (57)	4% (44)	4% (54)	9% (114)	1217
Income: 50k-100k	52% (361)	25% (176)	8% (53)	6% (43)	3% (22)	3% (22)	3% (23)	699
Income: 100k+	53% (152)	28% (80)	7% (21)	5% (14)	2% (4)	3% (10)	2% (5)	285
Ethnicity: White	52% (898)	24% (406)	6% (110)	5% (84)	3% (50)	4% (66)	6% (107)	1723
Ethnicity: Hispanic	47% (164)	26% (92)	7% (26)	7% (25)	3% (12)	4% (13)	5% (17)	350
Ethnicity: Afr. Am.	48% (132)	27% (75)	7% (18)	4% (11)	6% (16)	4% (10)	4% (12)	274
Ethnicity: Other	37% (75)	27% (55)	9% (19)	9% (19)	2% (4)	5% (10)	11% (23)	204
Relig: Protestant	58% (262)	20% (91)	5% (23)	3% (15)	3% (14)	5% (21)	6% (28)	453
Relig: Roman Catholic	47% (187)	29% (114)	9% (36)	5% (20)	2% (9)	3% (11)	5% (21)	400
Relig: Something Else	46% (107)	30% (71)	6% (14)	6% (13)	2% (5)	4% (10)	6% (13)	233
Relig: Jewish	57% (32)	21% (11)	4% (2)	6% (3)	1% (1)	7% (4)	4% (2)	56
Relig: Evangelical	49% (288)	24% (138)	7% (39)	5% (28)	4% (21)	4% (25)	7% (43)	582
Relig: Non-Evang. Catholics	54% (304)	24% (137)	7% (39)	4% (24)	2% (12)	3% (18)	6% (33)	567
Relig: All Christian	51% (591)	24% (275)	7% (78)	5% (52)	3% (33)	4% (43)	7% (76)	1149
Relig: All Non-Christian	46% (107)	30% (71)	6% (14)	6% (13)	2% (5)	4% (10)	6% (13)	233
Community: Urban	53% (304)	24% (138)	5% (30)	4% (23)	2% (13)	4% (26)	8% (43)	577
Community: Suburban	52% (520)	24% (242)	7% (70)	6% (65)	4% (39)	2% (25)	4% (44)	1004
Community: Rural	45% (281)	25% (156)	8% (49)	4% (26)	3% (19)	6% (35)	9% (54)	620
Employ: Private Sector	44% (300)	34% (232)	6% (38)	4% (26)	2% (15)	4% (29)	5% (35)	674
Employ: Government	45% (68)	29% (44)	13% (20)	5% (7)	4% (6)	2% (2)	2% (3)	151
Employ: Self-Employed	47% (99)	24% (51)	10% (22)	8% (17)	2% (5)	5% (11)	3% (6)	211
Employ: Homemaker	59% (107)	16% (30)	6% (11)	6% (10)	6% (10)	2% (4)	6% (10)	183
Employ: Student	54% (59)	24% (26)	7% (8)	5% (6)	2% (2)	7% (8)	1% (1)	109
Employ: Retired	57% (256)	18% (79)	4% (18)	3% (14)	3% (14)	4% (19)	10% (46)	445
Employ: Unemployed	46% (92)	19% (38)	8% (17)	13% (26)	4% (7)	4% (8)	5% (11)	198
Employ: Other	55% (126)	15% (35)	7% (15)	4% (9)	4% (10)	2% (5)	13% (29)	229

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Table demHR1_1: How often do you watch or stream the following?
 TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	50% (1106)	24% (536)	7% (148)	5% (113)	3% (71)	4% (86)	6% (142)	2201
Military HH: Yes	51% (176)	21% (72)	7% (25)	6% (20)	3% (11)	3% (10)	8% (29)	343
Military HH: No	50% (929)	25% (464)	7% (123)	5% (93)	3% (59)	4% (76)	6% (113)	1858
RD/WT: Right Direction	51% (454)	22% (193)	6% (51)	5% (42)	4% (34)	5% (44)	8% (72)	891
RD/WT: Wrong Track	50% (651)	26% (343)	7% (96)	5% (71)	3% (36)	3% (42)	5% (70)	1310
Trump Job Approve	49% (467)	24% (234)	5% (52)	5% (47)	4% (38)	4% (42)	8% (79)	960
Trump Job Disapprove	52% (572)	25% (273)	7% (81)	6% (65)	3% (29)	3% (37)	4% (45)	1102
Trump Job Strongly Approve	51% (257)	22% (114)	4% (20)	5% (25)	3% (16)	5% (24)	10% (51)	507
Trump Job Somewhat Approve	46% (210)	27% (121)	7% (32)	5% (21)	5% (22)	4% (18)	6% (29)	452
Trump Job Somewhat Disapprove	49% (145)	25% (73)	9% (25)	7% (19)	3% (10)	3% (10)	4% (11)	293
Trump Job Strongly Disapprove	53% (427)	25% (200)	7% (56)	6% (45)	2% (19)	3% (27)	4% (34)	808
#1 Issue: Economy	50% (318)	25% (163)	7% (44)	6% (38)	2% (12)	4% (25)	6% (40)	641
#1 Issue: Security	49% (150)	25% (76)	4% (11)	6% (19)	5% (15)	3% (10)	7% (23)	305
#1 Issue: Health Care	52% (220)	24% (104)	8% (35)	4% (18)	3% (14)	3% (14)	5% (20)	426
#1 Issue: Medicare / Social Security	51% (157)	20% (60)	5% (15)	5% (14)	5% (14)	5% (16)	10% (30)	305
#1 Issue: Women's Issues	58% (88)	22% (34)	6% (9)	4% (6)	4% (6)	3% (4)	4% (7)	152
#1 Issue: Education	48% (73)	30% (45)	7% (10)	7% (10)	2% (4)	5% (7)	1% (2)	150
#1 Issue: Energy	53% (53)	25% (24)	12% (12)	2% (2)	1% (1)	1% (1)	6% (6)	99
#1 Issue: Other	39% (47)	25% (30)	9% (11)	5% (6)	4% (5)	7% (8)	12% (15)	122
2016 Vote: Hillary Clinton	57% (382)	23% (151)	6% (38)	4% (29)	4% (26)	3% (19)	3% (22)	666
2016 Vote: Donald Trump	52% (375)	24% (174)	6% (42)	4% (29)	2% (18)	4% (30)	8% (54)	721
2016 Vote: Someone else	43% (94)	28% (60)	12% (25)	4% (9)	4% (8)	4% (8)	6% (12)	217
2016 Vote: Didn't Vote	43% (255)	25% (151)	7% (43)	8% (47)	3% (19)	5% (29)	9% (53)	597
Voted in 2014: Yes	53% (718)	24% (323)	7% (90)	5% (65)	3% (46)	4% (50)	5% (71)	1364
Voted in 2014: No	46% (387)	25% (213)	7% (58)	6% (48)	3% (24)	4% (36)	8% (71)	837
2012 Vote: Barack Obama	56% (459)	24% (194)	7% (58)	4% (35)	3% (25)	2% (20)	4% (30)	821
2012 Vote: Mitt Romney	49% (257)	22% (117)	7% (36)	4% (20)	3% (14)	6% (29)	9% (49)	521
2012 Vote: Other	50% (54)	21% (22)	3% (3)	13% (14)	4% (4)	3% (4)	6% (6)	108
2012 Vote: Didn't Vote	45% (333)	27% (199)	7% (50)	6% (45)	4% (27)	4% (32)	8% (57)	743

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Table demHR1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	50% (1106)	24% (536)	7% (148)	5% (113)	3% (71)	4% (86)	6% (142)	2201
4-Region: Northeast	50% (198)	26% (102)	5% (21)	5% (18)	3% (10)	4% (16)	7% (27)	394
4-Region: Midwest	51% (238)	24% (109)	7% (33)	4% (19)	2% (11)	4% (19)	7% (34)	462
4-Region: South	49% (400)	26% (216)	6% (53)	5% (44)	4% (32)	3% (29)	6% (51)	825
4-Region: West	52% (269)	21% (109)	8% (41)	6% (32)	3% (17)	4% (22)	6% (30)	520
Favorable of Trump	50% (460)	23% (215)	5% (47)	5% (47)	3% (30)	5% (44)	8% (74)	917
Unfavorable of Trump	51% (579)	25% (288)	8% (91)	5% (61)	3% (36)	3% (34)	4% (49)	1138
Very Favorable of Trump	53% (295)	20% (113)	4% (22)	5% (27)	4% (20)	5% (28)	9% (52)	557
Somewhat Favorable of Trump	46% (164)	28% (102)	7% (25)	6% (21)	3% (10)	4% (16)	6% (22)	360
Somewhat Unfavorable of Trump	49% (116)	26% (61)	9% (21)	4% (10)	4% (10)	4% (8)	3% (8)	234
Very Unfavorable of Trump	51% (464)	25% (227)	8% (70)	6% (51)	3% (26)	3% (26)	5% (41)	904
Frequent TV watchers	67% (1106)	33% (536)	— (0)	— (0)	— (0)	— (0)	— (0)	1642
Frequent Movie watchers	62% (578)	26% (246)	4% (40)	2% (23)	3% (24)	1% (11)	1% (10)	932
Frequent movie goers	65% (75)	18% (21)	7% (8)	1% (1)	8% (10)	— (0)	— (0)	115

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

Table demHR1_2: How often do you watch or stream the following?

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	18% (388)	25% (544)	18% (387)	14% (298)	10% (222)	10% (216)	7% (146)	2201
Gender: Male	20% (217)	24% (256)	20% (215)	12% (124)	8% (86)	9% (99)	6% (66)	1062
Gender: Female	15% (172)	25% (288)	15% (172)	15% (174)	12% (137)	10% (116)	7% (80)	1139
Age: 18-29	26% (126)	25% (119)	18% (87)	11% (55)	11% (54)	4% (20)	4% (19)	479
Age: 30-44	23% (121)	28% (148)	20% (105)	12% (63)	9% (46)	6% (34)	3% (17)	534
Age: 45-54	14% (60)	28% (120)	14% (60)	16% (71)	8% (34)	15% (66)	5% (23)	434
Age: 55-64	12% (37)	22% (70)	18% (56)	13% (41)	12% (37)	15% (48)	9% (29)	318
Age: 65+	10% (43)	20% (88)	18% (80)	15% (67)	12% (52)	11% (48)	14% (59)	436
Generation Z: 18-21	26% (47)	21% (38)	20% (37)	15% (26)	10% (18)	5% (8)	3% (6)	181
Millennial: Age 22-37	26% (160)	29% (177)	17% (105)	11% (65)	10% (61)	4% (26)	4% (22)	617
Generation X: Age 38-53	16% (94)	26% (159)	18% (108)	15% (90)	8% (51)	13% (76)	4% (26)	603
Boomers: Age 54-72	11% (78)	23% (157)	18% (124)	14% (98)	11% (78)	14% (98)	9% (61)	694
PID: Dem (no lean)	18% (128)	25% (182)	17% (124)	16% (115)	9% (63)	10% (72)	5% (36)	719
PID: Ind (no lean)	15% (86)	26% (145)	22% (122)	13% (74)	10% (55)	9% (49)	6% (31)	563
PID: Rep (no lean)	19% (175)	24% (217)	15% (141)	12% (109)	11% (104)	10% (95)	9% (79)	919
PID/Gender: Dem Men	23% (69)	25% (77)	21% (62)	11% (33)	6% (19)	10% (29)	4% (13)	303
PID/Gender: Dem Women	14% (59)	25% (105)	15% (61)	20% (82)	10% (44)	10% (43)	5% (22)	416
PID/Gender: Ind Men	16% (47)	26% (77)	24% (70)	14% (42)	8% (23)	8% (22)	5% (15)	296
PID/Gender: Ind Women	15% (39)	26% (68)	20% (52)	12% (32)	12% (33)	10% (27)	6% (16)	266
PID/Gender: Rep Men	22% (101)	22% (102)	18% (83)	11% (49)	9% (44)	10% (48)	8% (37)	463
PID/Gender: Rep Women	16% (74)	25% (115)	13% (58)	13% (60)	13% (60)	10% (47)	9% (42)	456
Ideo: Liberal (1-3)	16% (113)	27% (190)	19% (135)	14% (98)	10% (72)	9% (63)	5% (38)	710
Ideo: Moderate (4)	20% (88)	25% (111)	18% (80)	14% (65)	10% (46)	7% (32)	6% (27)	448
Ideo: Conservative (5-7)	13% (94)	24% (177)	17% (123)	16% (117)	10% (73)	12% (89)	7% (54)	726
Educ: College	21% (314)	24% (364)	15% (227)	13% (194)	10% (146)	10% (153)	8% (115)	1513
Educ: Bachelors degree	10% (45)	29% (129)	22% (98)	15% (68)	10% (47)	9% (42)	3% (15)	444
Educ: Post-grad	12% (29)	21% (52)	26% (62)	14% (35)	12% (30)	8% (20)	6% (15)	244

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Table demHR1_2: How often do you watch or stream the following?

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	18% (388)	25% (544)	18% (387)	14% (298)	10% (222)	10% (216)	7% (146)	2201
Income: Under 50k	22% (269)	24% (293)	15% (181)	11% (138)	9% (116)	9% (111)	9% (109)	1217
Income: 50k-100k	13% (91)	25% (176)	19% (133)	15% (107)	12% (81)	12% (81)	5% (32)	699
Income: 100k+	10% (29)	26% (75)	26% (73)	18% (52)	9% (26)	8% (24)	2% (6)	285
Ethnicity: White	15% (251)	25% (432)	18% (313)	14% (247)	10% (174)	10% (177)	8% (129)	1723
Ethnicity: Hispanic	26% (91)	27% (93)	16% (56)	12% (42)	11% (37)	7% (25)	2% (5)	350
Ethnicity: Afr. Am.	32% (89)	25% (69)	13% (36)	12% (33)	8% (23)	6% (17)	2% (7)	274
Ethnicity: Other	24% (48)	21% (43)	18% (37)	9% (18)	13% (26)	11% (22)	5% (10)	204
Relig: Protestant	14% (61)	24% (110)	16% (71)	15% (69)	10% (43)	13% (59)	9% (40)	453
Relig: Roman Catholic	11% (45)	26% (103)	20% (79)	13% (51)	15% (58)	10% (41)	5% (22)	400
Relig: Something Else	21% (49)	24% (56)	20% (46)	12% (29)	8% (19)	9% (22)	5% (13)	233
Relig: Jewish	9% (5)	22% (12)	29% (16)	17% (9)	4% (2)	9% (5)	11% (6)	56
Relig: Evangelical	21% (125)	26% (150)	12% (70)	14% (81)	11% (62)	9% (52)	7% (42)	582
Relig: Non-Evang. Catholics	12% (66)	23% (130)	20% (116)	14% (78)	12% (69)	12% (69)	7% (40)	567
Relig: All Christian	17% (190)	24% (280)	16% (186)	14% (159)	11% (131)	11% (121)	7% (82)	1149
Relig: All Non-Christian	21% (49)	24% (56)	20% (46)	12% (29)	8% (19)	9% (22)	5% (13)	233
Community: Urban	23% (131)	25% (142)	18% (103)	12% (69)	8% (48)	8% (46)	6% (37)	577
Community: Suburban	14% (145)	26% (258)	18% (184)	16% (156)	11% (114)	9% (92)	5% (55)	1004
Community: Rural	18% (112)	23% (144)	16% (99)	12% (72)	10% (60)	13% (78)	9% (54)	620
Employ: Private Sector	15% (103)	28% (187)	20% (132)	15% (100)	10% (67)	9% (59)	4% (27)	674
Employ: Government	16% (24)	17% (26)	21% (32)	14% (21)	12% (19)	16% (24)	4% (6)	151
Employ: Self-Employed	22% (46)	22% (47)	18% (37)	17% (36)	7% (15)	10% (21)	4% (9)	211
Employ: Homemaker	18% (32)	29% (52)	17% (30)	14% (26)	6% (12)	10% (19)	6% (12)	183
Employ: Student	19% (21)	30% (33)	19% (21)	17% (18)	7% (8)	7% (7)	1% (1)	109
Employ: Retired	11% (48)	21% (95)	17% (77)	14% (61)	12% (54)	12% (53)	13% (57)	445
Employ: Unemployed	29% (58)	25% (50)	11% (21)	12% (23)	10% (19)	8% (16)	6% (11)	198
Employ: Other	25% (57)	24% (54)	15% (35)	6% (13)	13% (29)	8% (18)	10% (23)	229
Military HH: Yes	18% (61)	23% (79)	13% (45)	17% (58)	8% (27)	12% (41)	9% (32)	343
Military HH: No	18% (328)	25% (465)	18% (342)	13% (239)	11% (195)	9% (175)	6% (114)	1858

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Table demHR1_2: How often do you watch or stream the following?

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	18% (388)	25% (544)	18% (387)	14% (298)	10% (222)	10% (216)	7% (146)	2201
RD/WT: Right Direction	20% (176)	22% (199)	18% (156)	12% (110)	9% (80)	11% (98)	8% (70)	891
RD/WT: Wrong Track	16% (212)	26% (345)	18% (231)	14% (187)	11% (142)	9% (117)	6% (76)	1310
Trump Job Approve	18% (174)	24% (232)	18% (172)	13% (123)	9% (89)	11% (101)	7% (69)	960
Trump Job Disapprove	15% (167)	26% (290)	18% (199)	15% (169)	11% (119)	9% (101)	5% (58)	1102
Trump Job Strongly Approve	19% (95)	25% (126)	16% (79)	14% (71)	9% (47)	9% (43)	9% (45)	507
Trump Job Somewhat Approve	17% (79)	23% (105)	21% (93)	12% (52)	9% (42)	13% (58)	5% (24)	452
Trump Job Somewhat Disapprove	14% (42)	28% (82)	19% (57)	14% (40)	11% (32)	7% (21)	7% (19)	293
Trump Job Strongly Disapprove	15% (125)	26% (208)	18% (142)	16% (128)	11% (86)	10% (79)	5% (39)	808
#1 Issue: Economy	17% (109)	28% (179)	17% (111)	15% (96)	10% (65)	8% (53)	4% (29)	641
#1 Issue: Security	15% (45)	19% (58)	20% (62)	15% (45)	13% (39)	8% (24)	11% (32)	305
#1 Issue: Health Care	18% (78)	25% (108)	18% (75)	12% (52)	10% (41)	11% (47)	6% (26)	426
#1 Issue: Medicare / Social Security	13% (38)	22% (67)	15% (47)	13% (40)	9% (29)	16% (48)	12% (36)	305
#1 Issue: Women's Issues	19% (28)	29% (45)	18% (28)	10% (16)	10% (15)	10% (16)	3% (5)	152
#1 Issue: Education	24% (37)	24% (36)	16% (24)	19% (29)	8% (11)	6% (9)	2% (4)	150
#1 Issue: Energy	31% (31)	24% (24)	14% (14)	12% (12)	7% (7)	8% (8)	4% (4)	99
#1 Issue: Other	19% (23)	23% (28)	21% (25)	7% (9)	12% (15)	9% (11)	9% (10)	122
2016 Vote: Hillary Clinton	15% (99)	27% (178)	18% (118)	17% (112)	10% (67)	10% (64)	4% (27)	666
2016 Vote: Donald Trump	15% (109)	23% (168)	16% (117)	14% (104)	11% (78)	12% (85)	8% (60)	721
2016 Vote: Someone else	14% (31)	26% (57)	25% (53)	12% (26)	9% (18)	6% (14)	8% (18)	217
2016 Vote: Didn't Vote	25% (149)	24% (141)	16% (98)	9% (56)	10% (59)	9% (53)	7% (41)	597
Voted in 2014: Yes	15% (201)	26% (349)	17% (233)	15% (209)	10% (139)	10% (141)	7% (92)	1364
Voted in 2014: No	22% (187)	23% (195)	18% (154)	11% (89)	10% (83)	9% (75)	6% (54)	837
2012 Vote: Barack Obama	15% (126)	26% (210)	17% (142)	16% (133)	10% (79)	11% (87)	5% (42)	821
2012 Vote: Mitt Romney	12% (63)	23% (118)	19% (98)	15% (78)	10% (50)	11% (60)	11% (55)	521
2012 Vote: Other	19% (20)	22% (23)	23% (25)	11% (12)	8% (8)	11% (11)	7% (8)	108
2012 Vote: Didn't Vote	24% (179)	26% (190)	16% (122)	10% (73)	11% (83)	7% (55)	5% (41)	743

Continued on next page

Table demHR1_2: How often do you watch or stream the following?

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	18% (388)	25% (544)	18% (387)	14% (298)	10% (222)	10% (216)	7% (146)	2201
4-Region: Northeast	13% (52)	25% (98)	18% (71)	13% (50)	12% (49)	11% (45)	7% (28)	394
4-Region: Midwest	17% (77)	25% (116)	16% (75)	11% (52)	11% (51)	13% (60)	7% (32)	462
4-Region: South	19% (153)	25% (206)	17% (138)	15% (124)	9% (78)	8% (68)	7% (58)	825
4-Region: West	21% (107)	24% (125)	20% (103)	14% (71)	9% (44)	8% (43)	5% (28)	520
Favorable of Trump	19% (175)	23% (213)	18% (164)	12% (114)	10% (93)	10% (93)	7% (65)	917
Unfavorable of Trump	14% (163)	28% (313)	18% (208)	15% (175)	11% (121)	9% (100)	5% (59)	1138
Very Favorable of Trump	19% (107)	26% (143)	16% (89)	11% (63)	10% (54)	9% (53)	9% (48)	557
Somewhat Favorable of Trump	19% (68)	19% (70)	21% (75)	14% (51)	11% (39)	11% (41)	5% (17)	360
Somewhat Unfavorable of Trump	18% (43)	31% (73)	16% (38)	12% (29)	8% (19)	8% (18)	6% (14)	234
Very Unfavorable of Trump	13% (120)	27% (241)	19% (170)	16% (145)	11% (101)	9% (82)	5% (45)	904
Frequent TV watchers	21% (350)	29% (474)	19% (312)	13% (209)	9% (141)	7% (116)	2% (39)	1642
Frequent Movie watchers	42% (388)	58% (544)	— (0)	— (0)	— (0)	— (0)	— (0)	932
Frequent movie goers	43% (49)	35% (40)	14% (16)	4% (5)	2% (3)	2% (3)	— (0)	115

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

Table demHR1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (152)	18% (401)	19% (416)	7% (163)	7% (156)	14% (305)	28% (607)	2201
Gender: Male	11% (121)	24% (259)	18% (192)	8% (81)	6% (68)	12% (132)	20% (208)	1062
Gender: Female	3% (31)	12% (142)	20% (224)	7% (82)	8% (87)	15% (173)	35% (399)	1139
Age: 18-29	6% (30)	16% (75)	20% (95)	7% (35)	8% (38)	14% (67)	29% (138)	479
Age: 30-44	8% (43)	20% (105)	18% (98)	8% (43)	8% (42)	13% (72)	25% (133)	534
Age: 45-54	6% (27)	18% (80)	21% (92)	7% (31)	7% (32)	12% (50)	28% (121)	434
Age: 55-64	7% (21)	18% (59)	17% (55)	7% (23)	6% (18)	15% (48)	29% (94)	318
Age: 65+	7% (31)	19% (82)	17% (76)	7% (32)	6% (26)	16% (68)	28% (121)	436
Generation Z: 18-21	7% (13)	11% (19)	22% (39)	4% (8)	8% (14)	21% (39)	27% (49)	181
Millennial: Age 22-37	6% (39)	19% (115)	19% (117)	9% (54)	9% (57)	11% (68)	27% (167)	617
Generation X: Age 38-53	7% (45)	20% (118)	21% (125)	8% (47)	7% (39)	13% (78)	25% (151)	603
Boomers: Age 54-72	6% (40)	18% (128)	17% (118)	8% (54)	5% (37)	16% (114)	29% (202)	694
PID: Dem (no lean)	7% (54)	18% (131)	18% (129)	7% (47)	8% (56)	13% (92)	29% (208)	719
PID: Ind (no lean)	6% (31)	18% (102)	19% (107)	7% (41)	6% (36)	17% (94)	27% (152)	563
PID: Rep (no lean)	7% (67)	18% (168)	20% (180)	8% (75)	7% (64)	13% (119)	27% (246)	919
PID/Gender: Dem Men	13% (39)	28% (84)	15% (46)	7% (21)	8% (25)	8% (23)	22% (66)	303
PID/Gender: Dem Women	4% (15)	11% (47)	20% (84)	6% (26)	8% (31)	17% (69)	34% (143)	416
PID/Gender: Ind Men	8% (23)	23% (69)	20% (58)	9% (26)	6% (18)	16% (47)	19% (56)	296
PID/Gender: Ind Women	3% (8)	12% (33)	18% (48)	6% (15)	7% (18)	18% (47)	36% (97)	266
PID/Gender: Rep Men	13% (60)	23% (106)	19% (88)	7% (34)	6% (26)	14% (63)	19% (87)	463
PID/Gender: Rep Women	2% (8)	14% (62)	20% (92)	9% (41)	8% (38)	12% (57)	35% (159)	456
Ideo: Liberal (1-3)	9% (61)	17% (124)	20% (140)	8% (55)	6% (44)	13% (89)	28% (196)	710
Ideo: Moderate (4)	6% (26)	19% (83)	21% (92)	9% (40)	10% (44)	13% (60)	23% (103)	448
Ideo: Conservative (5-7)	7% (49)	20% (148)	18% (132)	7% (53)	6% (47)	14% (103)	27% (193)	726
Educ: College	7% (104)	15% (230)	20% (302)	7% (106)	7% (100)	14% (205)	31% (466)	1513
Educ: Bachelors degree	7% (32)	26% (114)	17% (77)	9% (38)	7% (32)	14% (61)	20% (90)	444
Educ: Post-grad	7% (16)	23% (57)	15% (37)	8% (19)	10% (23)	16% (40)	21% (51)	244

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Table demHR1_3: How often do you watch or stream the following?

Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (152)	18% (401)	19% (416)	7% (163)	7% (156)	14% (305)	28% (607)	2201
Income: Under 50k	6% (67)	15% (183)	18% (213)	7% (84)	8% (92)	14% (174)	33% (404)	1217
Income: 50k-100k	8% (57)	20% (141)	20% (143)	8% (53)	7% (46)	15% (104)	22% (155)	699
Income: 100k+	10% (28)	27% (77)	21% (60)	9% (26)	6% (18)	10% (28)	17% (48)	285
Ethnicity: White	6% (109)	18% (306)	19% (327)	7% (121)	7% (128)	14% (243)	28% (488)	1723
Ethnicity: Hispanic	6% (21)	19% (65)	19% (67)	13% (45)	8% (27)	16% (56)	20% (69)	350
Ethnicity: Afr. Am.	8% (23)	21% (58)	19% (51)	10% (27)	5% (15)	10% (28)	27% (73)	274
Ethnicity: Other	10% (20)	18% (37)	18% (38)	8% (15)	6% (13)	17% (35)	22% (46)	204
Relig: Protestant	8% (36)	22% (98)	22% (98)	7% (31)	6% (28)	13% (61)	22% (102)	453
Relig: Roman Catholic	9% (35)	24% (96)	20% (80)	7% (30)	9% (36)	11% (43)	20% (80)	400
Relig: Something Else	9% (22)	16% (38)	19% (44)	6% (14)	8% (19)	15% (35)	27% (62)	233
Relig: Jewish	— (0)	18% (10)	20% (11)	19% (10)	8% (5)	15% (9)	20% (11)	56
Relig: Evangelical	7% (41)	14% (83)	23% (135)	9% (51)	8% (45)	13% (76)	26% (151)	582
Relig: Non-Evang. Catholics	8% (48)	25% (143)	19% (108)	7% (39)	7% (41)	12% (66)	22% (122)	567
Relig: All Christian	8% (89)	20% (227)	21% (242)	8% (91)	7% (85)	12% (142)	24% (273)	1149
Relig: All Non-Christian	9% (22)	16% (38)	19% (44)	6% (14)	8% (19)	15% (35)	27% (62)	233
Community: Urban	8% (46)	17% (95)	21% (123)	8% (47)	6% (37)	13% (74)	27% (156)	577
Community: Suburban	7% (70)	22% (222)	17% (171)	8% (79)	7% (70)	15% (148)	24% (244)	1004
Community: Rural	6% (36)	13% (83)	20% (122)	6% (38)	8% (49)	14% (84)	33% (208)	620
Employ: Private Sector	8% (52)	21% (140)	19% (130)	8% (51)	9% (58)	14% (91)	22% (151)	674
Employ: Government	9% (14)	20% (31)	21% (31)	9% (14)	9% (13)	9% (14)	23% (35)	151
Employ: Self-Employed	8% (18)	19% (41)	20% (42)	11% (23)	5% (10)	13% (28)	24% (50)	211
Employ: Homemaker	3% (5)	13% (24)	18% (34)	6% (11)	7% (12)	17% (31)	36% (66)	183
Employ: Student	7% (8)	9% (10)	24% (27)	6% (7)	11% (12)	16% (17)	27% (29)	109
Employ: Retired	8% (35)	18% (80)	17% (76)	7% (32)	6% (25)	15% (66)	30% (132)	445
Employ: Unemployed	5% (10)	18% (35)	22% (44)	9% (18)	3% (5)	16% (32)	27% (54)	198
Employ: Other	5% (11)	18% (41)	15% (34)	3% (7)	9% (20)	12% (27)	39% (90)	229
Military HH: Yes	7% (24)	18% (61)	25% (85)	5% (19)	8% (26)	13% (45)	24% (84)	343
Military HH: No	7% (128)	18% (340)	18% (331)	8% (145)	7% (130)	14% (261)	28% (523)	1858

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Table demHR1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (152)	18% (401)	19% (416)	7% (163)	7% (156)	14% (305)	28% (607)	2201
RD/WT: Right Direction	9% (78)	20% (175)	21% (186)	7% (61)	7% (63)	12% (111)	25% (218)	891
RD/WT: Wrong Track	6% (75)	17% (226)	18% (230)	8% (103)	7% (93)	15% (195)	30% (389)	1310
Trump Job Approve	7% (67)	20% (188)	20% (196)	7% (70)	7% (71)	13% (122)	25% (245)	960
Trump Job Disapprove	7% (72)	18% (197)	18% (203)	8% (88)	7% (77)	15% (167)	27% (298)	1102
Trump Job Strongly Approve	7% (37)	18% (89)	21% (105)	6% (31)	6% (29)	14% (70)	29% (145)	507
Trump Job Somewhat Approve	7% (30)	22% (99)	20% (91)	8% (38)	9% (42)	11% (52)	22% (100)	452
Trump Job Somewhat Disapprove	7% (20)	24% (71)	18% (54)	7% (22)	9% (26)	14% (40)	21% (61)	293
Trump Job Strongly Disapprove	6% (52)	16% (126)	18% (149)	8% (66)	6% (51)	16% (127)	29% (237)	808
#1 Issue: Economy	6% (40)	21% (134)	21% (136)	9% (60)	6% (35)	14% (90)	23% (147)	641
#1 Issue: Security	5% (16)	22% (68)	21% (64)	8% (25)	6% (18)	12% (36)	26% (79)	305
#1 Issue: Health Care	9% (40)	18% (78)	15% (65)	7% (31)	9% (38)	13% (57)	28% (118)	426
#1 Issue: Medicare / Social Security	8% (24)	16% (47)	18% (56)	5% (17)	6% (19)	17% (51)	30% (92)	305
#1 Issue: Women's Issues	7% (11)	12% (19)	16% (24)	7% (11)	8% (13)	13% (20)	36% (54)	152
#1 Issue: Education	7% (10)	18% (28)	22% (33)	5% (7)	12% (17)	16% (24)	20% (31)	150
#1 Issue: Energy	7% (7)	15% (15)	17% (17)	10% (10)	6% (6)	11% (11)	34% (34)	99
#1 Issue: Other	5% (6)	10% (13)	17% (21)	2% (3)	8% (10)	13% (16)	44% (54)	122
2016 Vote: Hillary Clinton	8% (55)	18% (121)	18% (121)	8% (56)	7% (49)	13% (84)	27% (180)	666
2016 Vote: Donald Trump	8% (56)	20% (145)	22% (157)	8% (57)	7% (54)	11% (82)	24% (170)	721
2016 Vote: Someone else	5% (10)	20% (44)	14% (30)	7% (15)	4% (8)	18% (40)	32% (70)	217
2016 Vote: Didn't Vote	5% (31)	15% (91)	18% (108)	6% (35)	7% (45)	17% (100)	31% (187)	597
Voted in 2014: Yes	8% (106)	20% (272)	21% (280)	8% (111)	6% (87)	12% (170)	25% (339)	1364
Voted in 2014: No	6% (46)	15% (130)	16% (136)	6% (53)	8% (69)	16% (136)	32% (268)	837
2012 Vote: Barack Obama	8% (62)	19% (159)	20% (161)	8% (63)	7% (59)	13% (103)	26% (215)	821
2012 Vote: Mitt Romney	7% (35)	21% (107)	22% (112)	7% (39)	6% (29)	14% (71)	24% (127)	521
2012 Vote: Other	5% (6)	20% (21)	16% (18)	15% (16)	5% (6)	13% (14)	26% (28)	108
2012 Vote: Didn't Vote	7% (50)	15% (114)	17% (125)	6% (45)	8% (62)	15% (113)	31% (233)	743

Continued on next page

Table demHR1_3: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (152)	18% (401)	19% (416)	7% (163)	7% (156)	14% (305)	28% (607)	2201
4-Region: Northeast	8% (31)	19% (76)	21% (82)	8% (33)	8% (31)	12% (48)	24% (94)	394
4-Region: Midwest	6% (27)	18% (82)	19% (87)	5% (24)	7% (34)	17% (79)	28% (129)	462
4-Region: South	6% (49)	18% (151)	19% (158)	8% (69)	7% (60)	12% (100)	29% (237)	825
4-Region: West	9% (45)	18% (92)	17% (88)	7% (38)	6% (30)	15% (79)	28% (147)	520
Favorable of Trump	8% (73)	19% (175)	20% (181)	7% (63)	7% (67)	13% (122)	26% (235)	917
Unfavorable of Trump	6% (70)	18% (209)	19% (214)	9% (97)	7% (79)	15% (169)	26% (300)	1138
Very Favorable of Trump	10% (54)	16% (91)	21% (114)	6% (35)	6% (36)	14% (78)	27% (149)	557
Somewhat Favorable of Trump	5% (19)	24% (85)	18% (66)	8% (28)	9% (31)	12% (45)	24% (86)	360
Somewhat Unfavorable of Trump	10% (24)	22% (53)	21% (50)	5% (11)	11% (26)	9% (22)	21% (48)	234
Very Unfavorable of Trump	5% (46)	17% (156)	18% (164)	10% (86)	6% (53)	16% (147)	28% (252)	904
Frequent TV watchers	8% (139)	22% (356)	21% (348)	7% (116)	7% (112)	12% (204)	22% (367)	1642
Frequent Movie watchers	10% (94)	20% (190)	21% (193)	7% (64)	6% (59)	12% (116)	23% (216)	932
Frequent movie goers	21% (24)	16% (18)	24% (27)	7% (9)	5% (6)	9% (10)	18% (21)	115

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

Table demHR2: How often do you see a movie in theaters?

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	1% (14)	1% (20)	4% (81)	8% (165)	19% (389)	54% (1100)	14% (286)	2055
Gender: Male	1% (10)	2% (15)	6% (55)	10% (100)	20% (196)	50% (497)	12% (123)	997
Gender: Female	— (4)	— (4)	2% (26)	6% (66)	18% (193)	57% (603)	15% (162)	1059
Age: 18-29	1% (4)	2% (8)	8% (35)	9% (42)	23% (108)	48% (223)	9% (41)	460
Age: 30-44	1% (7)	2% (9)	4% (20)	11% (55)	18% (92)	55% (282)	10% (51)	518
Age: 45-54	1% (3)	— (0)	2% (7)	8% (32)	21% (88)	56% (228)	13% (52)	411
Age: 55-64	— (0)	— (1)	1% (4)	3% (10)	14% (42)	59% (171)	22% (62)	289
Age: 65+	— (0)	1% (2)	4% (15)	7% (26)	16% (59)	52% (196)	21% (79)	377
Generation Z: 18-21	1% (1)	— (0)	5% (9)	11% (19)	25% (44)	52% (91)	6% (11)	175
Millennial: Age 22-37	1% (6)	2% (13)	7% (41)	9% (55)	20% (121)	50% (299)	10% (59)	594
Generation X: Age 38-53	1% (6)	1% (4)	2% (12)	9% (52)	20% (117)	56% (323)	11% (63)	577
Boomers: Age 54-72	— (0)	— (1)	2% (13)	5% (30)	15% (98)	57% (358)	21% (133)	633
PID: Dem (no lean)	1% (8)	2% (11)	5% (34)	10% (66)	17% (119)	48% (329)	17% (116)	683
PID: Ind (no lean)	— (1)	— (2)	2% (13)	9% (49)	20% (108)	55% (295)	12% (63)	531
PID: Rep (no lean)	1% (4)	1% (7)	4% (35)	6% (50)	19% (162)	57% (477)	13% (106)	841
PID/Gender: Dem Men	2% (6)	3% (9)	7% (21)	14% (41)	17% (50)	43% (126)	13% (38)	289
PID/Gender: Dem Women	1% (2)	1% (2)	3% (13)	6% (25)	18% (69)	52% (203)	20% (78)	393
PID/Gender: Ind Men	1% (1)	1% (2)	3% (10)	12% (33)	19% (55)	53% (148)	12% (33)	281
PID/Gender: Ind Women	— (0)	— (0)	1% (3)	7% (17)	21% (53)	59% (147)	12% (30)	250
PID/Gender: Rep Men	1% (3)	1% (5)	6% (24)	6% (26)	22% (92)	53% (224)	12% (53)	426
PID/Gender: Rep Women	— (2)	1% (2)	3% (10)	6% (24)	17% (70)	61% (253)	13% (54)	415
Ideo: Liberal (1-3)	2% (12)	2% (11)	6% (43)	8% (56)	23% (156)	48% (323)	11% (72)	672
Ideo: Moderate (4)	— (0)	1% (3)	3% (13)	8% (32)	18% (75)	55% (234)	16% (65)	421
Ideo: Conservative (5-7)	— (2)	1% (6)	2% (16)	8% (51)	18% (119)	58% (391)	13% (87)	672
Educ: College	1% (12)	1% (12)	4% (49)	7% (99)	17% (240)	54% (749)	17% (236)	1398
Educ: Bachelors degree	— (0)	1% (4)	4% (18)	9% (40)	24% (101)	54% (231)	8% (34)	429
Educ: Post-grad	1% (1)	1% (3)	6% (14)	11% (26)	21% (49)	52% (120)	7% (15)	229

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Table demHR2: How often do you see a movie in theaters?

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	1% (14)	1% (20)	4% (81)	8% (165)	19% (389)	54% (1100)	14% (286)	2055
Income: Under 50k	1% (8)	1% (13)	3% (32)	7% (73)	18% (202)	53% (590)	17% (189)	1108
Income: 50k-100k	— (1)	1% (4)	4% (30)	10% (65)	16% (108)	57% (378)	12% (82)	668
Income: 100k+	2% (5)	1% (3)	7% (19)	10% (27)	28% (78)	47% (132)	5% (15)	279
Ethnicity: White	— (7)	1% (10)	3% (50)	7% (119)	19% (310)	55% (877)	14% (219)	1593
Ethnicity: Hispanic	1% (3)	2% (7)	9% (31)	13% (45)	20% (69)	48% (163)	7% (26)	344
Ethnicity: Afr. Am.	1% (4)	3% (8)	5% (14)	10% (27)	16% (44)	47% (125)	17% (46)	268
Ethnicity: Other	2% (3)	1% (2)	9% (17)	10% (19)	18% (35)	50% (98)	11% (21)	194
Relig: Protestant	1% (5)	— (0)	2% (8)	6% (27)	14% (60)	61% (251)	15% (63)	413
Relig: Roman Catholic	— (1)	— (0)	4% (16)	9% (34)	24% (91)	51% (191)	12% (45)	378
Relig: Something Else	1% (3)	1% (3)	2% (5)	2% (5)	18% (39)	58% (128)	17% (38)	220
Relig: Evangelical	1% (4)	— (0)	3% (14)	7% (38)	17% (94)	57% (309)	15% (81)	539
Relig: Non-Evang. Catholics	1% (3)	— (0)	2% (13)	8% (43)	21% (111)	54% (282)	14% (75)	527
Relig: All Christian	1% (7)	— (0)	2% (27)	8% (82)	19% (204)	55% (591)	15% (155)	1066
Relig: All Non-Christian	1% (3)	1% (3)	2% (5)	2% (5)	18% (39)	58% (128)	17% (38)	220
Community: Urban	2% (10)	1% (5)	5% (26)	10% (56)	19% (103)	50% (271)	13% (68)	540
Community: Suburban	— (3)	1% (11)	3% (32)	9% (83)	20% (193)	54% (511)	12% (116)	949
Community: Rural	— (1)	1% (4)	4% (23)	5% (26)	16% (92)	56% (318)	18% (102)	566
Employ: Private Sector	— (2)	1% (9)	4% (25)	7% (48)	21% (135)	56% (361)	10% (66)	648
Employ: Government	1% (1)	1% (2)	5% (7)	7% (10)	19% (28)	60% (87)	7% (10)	145
Employ: Self-Employed	1% (2)	1% (2)	12% (24)	9% (18)	19% (39)	50% (101)	8% (16)	203
Employ: Homemaker	— (0)	— (0)	1% (2)	9% (16)	17% (29)	52% (88)	21% (36)	171
Employ: Student	— (0)	1% (1)	8% (9)	12% (13)	30% (32)	44% (47)	6% (6)	108
Employ: Retired	1% (3)	— (2)	1% (4)	7% (29)	15% (59)	54% (209)	21% (82)	388
Employ: Unemployed	3% (5)	1% (3)	1% (3)	9% (17)	13% (25)	52% (98)	20% (37)	187
Employ: Other	— (0)	— (0)	3% (7)	8% (16)	20% (42)	53% (110)	16% (33)	206
Military HH: Yes	1% (3)	1% (3)	2% (6)	5% (16)	20% (62)	57% (179)	13% (42)	311
Military HH: No	1% (11)	1% (16)	4% (75)	9% (149)	19% (327)	53% (922)	14% (244)	1744
RD/WT: Right Direction	1% (12)	1% (12)	3% (28)	7% (59)	20% (162)	53% (437)	13% (110)	821
RD/WT: Wrong Track	— (2)	1% (8)	4% (53)	9% (106)	18% (227)	54% (663)	14% (176)	1234

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Table demHR2: How often do you see a movie in theaters?

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	1% (14)	1% (20)	4% (81)	8% (165)	19% (389)	54% (1100)	14% (286)	2055
Trump Job Approve	1% (5)	2% (16)	2% (22)	7% (59)	19% (169)	55% (493)	14% (127)	891
Trump Job Disapprove	1% (8)	— (3)	4% (45)	9% (91)	19% (200)	53% (555)	13% (140)	1043
Trump Job Strongly Approve	1% (5)	1% (7)	2% (8)	6% (27)	18% (85)	55% (256)	16% (74)	462
Trump Job Somewhat Approve	— (0)	2% (9)	3% (14)	7% (32)	20% (84)	55% (237)	12% (53)	429
Trump Job Somewhat Disapprove	— (1)	— (1)	4% (11)	6% (17)	21% (58)	54% (149)	13% (37)	274
Trump Job Strongly Disapprove	1% (8)	— (2)	4% (33)	10% (74)	19% (143)	53% (406)	13% (103)	769
#1 Issue: Economy	— (1)	1% (4)	3% (21)	9% (56)	16% (99)	58% (354)	12% (76)	612
#1 Issue: Security	1% (1)	1% (2)	4% (10)	10% (26)	24% (66)	49% (135)	12% (33)	273
#1 Issue: Health Care	— (1)	2% (8)	3% (13)	6% (24)	19% (77)	54% (216)	15% (61)	400
#1 Issue: Medicare / Social Security	2% (5)	1% (2)	2% (6)	4% (12)	11% (30)	55% (147)	25% (67)	269
#1 Issue: Women's Issues	— (0)	— (0)	14% (20)	11% (16)	21% (30)	48% (71)	7% (10)	147
#1 Issue: Education	1% (2)	— (1)	3% (4)	7% (10)	32% (48)	47% (70)	9% (13)	147
#1 Issue: Energy	3% (3)	1% (1)	3% (3)	14% (14)	31% (30)	39% (37)	9% (8)	96
#1 Issue: Other	— (0)	2% (2)	5% (6)	7% (8)	8% (9)	63% (70)	15% (17)	111
2016 Vote: Hillary Clinton	1% (6)	2% (13)	6% (39)	9% (57)	19% (120)	50% (320)	13% (84)	639
2016 Vote: Donald Trump	1% (4)	1% (6)	3% (17)	7% (43)	20% (130)	57% (376)	13% (84)	661
2016 Vote: Someone else	1% (2)	— (1)	6% (12)	8% (16)	18% (36)	58% (116)	9% (18)	199
2016 Vote: Didnt Vote	— (2)	— (0)	2% (13)	9% (49)	19% (104)	52% (288)	18% (99)	556
Voted in 2014: Yes	1% (10)	1% (18)	4% (52)	7% (88)	19% (239)	55% (703)	13% (162)	1272
Voted in 2014: No	— (4)	— (2)	4% (29)	10% (77)	19% (150)	51% (397)	16% (124)	783
2012 Vote: Barack Obama	— (1)	1% (9)	4% (34)	8% (62)	18% (137)	55% (424)	14% (111)	778
2012 Vote: Mitt Romney	2% (8)	1% (3)	2% (11)	5% (25)	20% (91)	55% (257)	15% (71)	466
2012 Vote: Other	2% (2)	1% (1)	1% (1)	10% (10)	18% (18)	54% (54)	14% (14)	100
2012 Vote: Didn't Vote	1% (4)	1% (7)	5% (33)	10% (68)	20% (143)	51% (358)	13% (90)	702
4-Region: Northeast	— (2)	1% (3)	3% (13)	8% (27)	18% (65)	56% (204)	14% (52)	366
4-Region: Midwest	— (1)	1% (4)	2% (9)	7% (30)	19% (80)	56% (240)	15% (66)	430
4-Region: South	1% (8)	1% (9)	3% (22)	7% (56)	18% (136)	54% (415)	16% (120)	767
4-Region: West	1% (4)	1% (3)	8% (38)	10% (52)	22% (108)	49% (241)	10% (47)	493
Favorable of Trump	1% (10)	1% (7)	3% (23)	7% (57)	20% (167)	55% (472)	14% (117)	852
Unfavorable of Trump	— (4)	1% (10)	4% (48)	9% (93)	19% (200)	54% (584)	13% (141)	1079

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Table demHR2: How often do you see a movie in theaters?

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	1% (14)	1% (20)	4% (81)	8% (165)	19% (389)	54% (1100)	14% (286)	2055
Very Favorable of Trump	2% (10)	1% (5)	2% (11)	7% (34)	18% (89)	55% (280)	16% (80)	509
Somewhat Favorable of Trump	— (0)	1% (2)	3% (12)	7% (23)	23% (77)	56% (191)	11% (37)	343
Somewhat Unfavorable of Trump	1% (2)	1% (3)	7% (15)	5% (12)	19% (41)	57% (125)	10% (22)	220
Very Unfavorable of Trump	— (2)	1% (7)	4% (34)	9% (81)	18% (158)	53% (459)	14% (118)	859
Frequent TV watchers	1% (13)	1% (11)	4% (71)	8% (135)	20% (319)	53% (853)	13% (201)	1603
Frequent Movie watchers	1% (14)	2% (16)	6% (60)	11% (105)	20% (187)	47% (434)	13% (117)	932
Frequent movie goers	12% (14)	17% (20)	71% (81)	— (0)	— (0)	— (0)	— (0)	115

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

Table HR1: How much have you seen, read or heard about movie theater subscription services in the past 12 months?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(225)	27%	(601)	29%	(647)	33%	(728)	2201
Gender: Male	12%	(127)	27%	(289)	31%	(334)	29%	(312)	1062
Gender: Female	9%	(98)	27%	(311)	28%	(313)	37%	(416)	1139
Age: 18-29	15%	(70)	25%	(120)	30%	(142)	31%	(147)	479
Age: 30-44	13%	(69)	32%	(172)	30%	(159)	25%	(134)	534
Age: 45-54	7%	(31)	30%	(129)	28%	(123)	35%	(151)	434
Age: 55-64	7%	(23)	24%	(76)	28%	(89)	41%	(129)	318
Age: 65+	7%	(32)	24%	(104)	31%	(133)	38%	(167)	436
Generation Z: 18-21	17%	(30)	23%	(42)	31%	(56)	29%	(53)	181
Millennial: Age 22-37	14%	(86)	29%	(178)	30%	(186)	27%	(168)	617
Generation X: Age 38-53	8%	(49)	32%	(192)	28%	(167)	32%	(195)	603
Boomers: Age 54-72	8%	(53)	25%	(174)	29%	(204)	38%	(263)	694
PID: Dem (no lean)	11%	(82)	29%	(210)	29%	(210)	30%	(217)	719
PID: Ind (no lean)	10%	(56)	31%	(173)	26%	(149)	33%	(185)	563
PID: Rep (no lean)	10%	(87)	24%	(217)	31%	(288)	35%	(326)	919
PID/Gender: Dem Men	14%	(41)	26%	(79)	32%	(97)	28%	(86)	303
PID/Gender: Dem Women	10%	(41)	31%	(131)	27%	(113)	32%	(131)	416
PID/Gender: Ind Men	13%	(38)	32%	(96)	27%	(79)	28%	(84)	296
PID/Gender: Ind Women	7%	(18)	29%	(77)	26%	(70)	38%	(101)	266
PID/Gender: Rep Men	10%	(48)	25%	(114)	34%	(158)	31%	(143)	463
PID/Gender: Rep Women	9%	(39)	23%	(103)	29%	(130)	40%	(183)	456
Ideo: Liberal (1-3)	13%	(92)	33%	(231)	29%	(205)	26%	(181)	710
Ideo: Moderate (4)	9%	(42)	29%	(131)	29%	(128)	33%	(147)	448
Ideo: Conservative (5-7)	10%	(75)	24%	(175)	30%	(218)	36%	(259)	726
Educ: College	9%	(140)	24%	(367)	30%	(453)	37%	(553)	1513
Educ: Bachelors degree	12%	(53)	32%	(140)	30%	(132)	27%	(119)	444
Educ: Post-grad	13%	(32)	38%	(94)	26%	(62)	23%	(57)	244
Income: Under 50k	10%	(118)	25%	(300)	31%	(382)	34%	(417)	1217
Income: 50k-100k	9%	(63)	28%	(194)	27%	(192)	36%	(250)	699
Income: 100k+	15%	(44)	38%	(107)	26%	(73)	21%	(61)	285
Ethnicity: White	9%	(161)	27%	(473)	28%	(490)	35%	(598)	1723

Continued on next page

Table HR1: How much have you seen, read or heard about movie theater subscription services in the past 12 months?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(225)	27%	(601)	29%	(647)	33%	(728)	2201
Ethnicity: Hispanic	10%	(37)	35%	(122)	28%	(99)	26%	(92)	350
Ethnicity: Afr. Am.	13%	(36)	28%	(76)	34%	(93)	25%	(70)	274
Ethnicity: Other	13%	(27)	26%	(52)	31%	(64)	29%	(60)	204
Relig: Protestant	10%	(44)	23%	(103)	32%	(145)	36%	(161)	453
Relig: Roman Catholic	10%	(42)	31%	(123)	28%	(112)	31%	(123)	400
Relig: Something Else	7%	(17)	28%	(66)	35%	(81)	30%	(70)	233
Relig: Jewish	25%	(14)	30%	(17)	20%	(11)	25%	(14)	56
Relig: Evangelical	12%	(69)	23%	(135)	28%	(162)	37%	(215)	582
Relig: Non-Evang. Catholics	8%	(46)	29%	(166)	31%	(175)	32%	(180)	567
Relig: All Christian	10%	(115)	26%	(301)	29%	(337)	34%	(395)	1149
Relig: All Non-Christian	7%	(17)	28%	(66)	35%	(81)	30%	(70)	233
Community: Urban	14%	(81)	27%	(157)	32%	(185)	27%	(154)	577
Community: Suburban	10%	(103)	33%	(328)	28%	(280)	29%	(293)	1004
Community: Rural	7%	(42)	19%	(116)	29%	(182)	45%	(281)	620
Employ: Private Sector	11%	(76)	30%	(203)	28%	(192)	30%	(203)	674
Employ: Government	11%	(16)	36%	(55)	30%	(45)	23%	(35)	151
Employ: Self-Employed	12%	(25)	30%	(63)	31%	(65)	27%	(58)	211
Employ: Homemaker	7%	(12)	26%	(48)	27%	(50)	40%	(73)	183
Employ: Student	20%	(22)	24%	(26)	29%	(31)	28%	(30)	109
Employ: Retired	6%	(28)	22%	(99)	34%	(150)	38%	(168)	445
Employ: Unemployed	14%	(28)	23%	(45)	28%	(55)	35%	(70)	198
Employ: Other	8%	(18)	27%	(61)	26%	(59)	40%	(91)	229
Military HH: Yes	9%	(32)	24%	(84)	34%	(117)	32%	(110)	343
Military HH: No	10%	(193)	28%	(517)	29%	(530)	33%	(618)	1858
RD/WT: Right Direction	11%	(95)	24%	(217)	32%	(282)	33%	(296)	891
RD/WT: Wrong Track	10%	(130)	29%	(384)	28%	(365)	33%	(432)	1310
Trump Job Approve	10%	(98)	25%	(245)	30%	(290)	34%	(327)	960
Trump Job Disapprove	11%	(118)	30%	(331)	28%	(311)	31%	(342)	1102
Trump Job Strongly Approve	10%	(52)	23%	(116)	32%	(162)	35%	(178)	507
Trump Job Somewhat Approve	10%	(46)	29%	(129)	28%	(128)	33%	(149)	452
Trump Job Somewhat Disapprove	9%	(28)	33%	(97)	28%	(82)	30%	(87)	293
Trump Job Strongly Disapprove	11%	(90)	29%	(234)	28%	(229)	32%	(256)	808

Continued on next page

Table HR1: How much have you seen, read or heard about movie theater subscription services in the past 12 months?

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(225)	27%	(601)	29%	(647)	33%	(728)	2201
#1 Issue: Economy	10%	(66)	27%	(172)	31%	(196)	32%	(207)	641
#1 Issue: Security	13%	(39)	26%	(78)	29%	(89)	33%	(100)	305
#1 Issue: Health Care	9%	(37)	30%	(127)	28%	(119)	34%	(143)	426
#1 Issue: Medicare / Social Security	8%	(24)	22%	(68)	31%	(95)	39%	(118)	305
#1 Issue: Women's Issues	15%	(22)	30%	(45)	31%	(47)	25%	(38)	152
#1 Issue: Education	13%	(20)	36%	(55)	28%	(42)	23%	(34)	150
#1 Issue: Energy	9%	(9)	26%	(26)	32%	(32)	33%	(33)	99
#1 Issue: Other	8%	(10)	25%	(30)	22%	(26)	46%	(55)	122
2016 Vote: Hillary Clinton	12%	(80)	32%	(212)	30%	(202)	26%	(172)	666
2016 Vote: Donald Trump	10%	(70)	25%	(178)	28%	(205)	37%	(268)	721
2016 Vote: Someone else	11%	(25)	31%	(67)	27%	(59)	30%	(66)	217
2016 Vote: Didnt Vote	8%	(51)	24%	(144)	30%	(181)	37%	(222)	597
Voted in 2014: Yes	11%	(145)	28%	(387)	30%	(402)	31%	(429)	1364
Voted in 2014: No	10%	(80)	26%	(214)	29%	(245)	36%	(299)	837
2012 Vote: Barack Obama	11%	(92)	29%	(242)	29%	(236)	31%	(251)	821
2012 Vote: Mitt Romney	10%	(50)	26%	(133)	30%	(158)	35%	(180)	521
2012 Vote: Other	8%	(9)	33%	(35)	26%	(28)	33%	(35)	108
2012 Vote: Didn't Vote	10%	(74)	25%	(185)	30%	(223)	35%	(261)	743
4-Region: Northeast	13%	(50)	24%	(95)	30%	(119)	33%	(130)	394
4-Region: Midwest	7%	(33)	25%	(116)	33%	(151)	35%	(162)	462
4-Region: South	9%	(78)	28%	(231)	28%	(234)	34%	(282)	825
4-Region: West	12%	(63)	30%	(158)	28%	(143)	30%	(155)	520
Favorable of Trump	10%	(90)	25%	(229)	30%	(278)	35%	(320)	917
Unfavorable of Trump	10%	(118)	31%	(353)	29%	(327)	30%	(340)	1138
Very Favorable of Trump	10%	(54)	23%	(126)	32%	(180)	35%	(197)	557
Somewhat Favorable of Trump	10%	(36)	29%	(103)	27%	(99)	34%	(122)	360
Somewhat Unfavorable of Trump	11%	(26)	30%	(70)	30%	(71)	29%	(68)	234
Very Unfavorable of Trump	10%	(92)	31%	(283)	28%	(256)	30%	(273)	904
Frequent TV watchers	12%	(191)	28%	(463)	30%	(485)	31%	(503)	1642
Frequent Movie watchers	14%	(133)	29%	(272)	29%	(271)	27%	(256)	932
Frequent movie goers	38%	(44)	31%	(35)	23%	(27)	8%	(9)	115

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

Table HR2: Was what you saw, read or heard about movie theater subscription services mostly positive, mostly negative or neither?

Demographic	Mostly positive		Neither positive nor negative		Mostly negative		Don't know / Don't remember		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(437)	35%	(516)	14%	(209)	21%	(311)	1473
Gender: Male	28%	(208)	36%	(269)	17%	(131)	19%	(142)	750
Gender: Female	32%	(229)	34%	(247)	11%	(78)	23%	(169)	723
Age: 18-29	40%	(132)	29%	(97)	11%	(37)	20%	(66)	332
Age: 30-44	35%	(141)	31%	(124)	12%	(49)	22%	(86)	401
Age: 45-54	28%	(80)	36%	(102)	15%	(44)	20%	(57)	283
Age: 55-64	19%	(36)	45%	(85)	17%	(32)	19%	(35)	188
Age: 65+	18%	(48)	40%	(109)	17%	(47)	25%	(66)	270
Generation Z: 18-21	42%	(54)	33%	(42)	9%	(11)	16%	(20)	128
Millennial: Age 22-37	36%	(164)	28%	(125)	13%	(58)	23%	(103)	449
Generation X: Age 38-53	30%	(121)	35%	(144)	15%	(60)	20%	(82)	408
Boomers: Age 54-72	20%	(87)	43%	(186)	16%	(69)	21%	(90)	431
PID: Dem (no lean)	33%	(163)	33%	(167)	15%	(77)	19%	(94)	502
PID: Ind (no lean)	30%	(115)	34%	(128)	15%	(56)	21%	(78)	378
PID: Rep (no lean)	27%	(159)	37%	(221)	13%	(76)	23%	(138)	593
PID/Gender: Dem Men	32%	(70)	34%	(73)	20%	(44)	14%	(30)	217
PID/Gender: Dem Women	33%	(93)	33%	(93)	12%	(34)	23%	(65)	285
PID/Gender: Ind Men	30%	(64)	32%	(68)	20%	(42)	19%	(40)	213
PID/Gender: Ind Women	31%	(52)	37%	(61)	9%	(14)	23%	(39)	165
PID/Gender: Rep Men	23%	(74)	40%	(127)	14%	(46)	23%	(73)	320
PID/Gender: Rep Women	31%	(84)	34%	(93)	11%	(30)	24%	(65)	273
Ideo: Liberal (1-3)	32%	(167)	34%	(181)	18%	(96)	16%	(85)	528
Ideo: Moderate (4)	34%	(103)	43%	(129)	9%	(28)	14%	(41)	301
Ideo: Conservative (5-7)	26%	(120)	35%	(165)	15%	(71)	24%	(111)	467
Educ: College	30%	(292)	32%	(312)	13%	(126)	24%	(231)	960
Educ: Bachelors degree	28%	(91)	42%	(136)	14%	(44)	17%	(54)	325
Educ: Post-grad	29%	(54)	36%	(68)	21%	(39)	14%	(27)	188
Income: Under 50k	30%	(236)	34%	(268)	13%	(103)	24%	(192)	800
Income: 50k-100k	31%	(139)	35%	(158)	15%	(69)	18%	(83)	449
Income: 100k+	28%	(62)	40%	(89)	17%	(38)	16%	(36)	224

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Table HR2: Was what you saw, read or heard about movie theater subscription services mostly positive, mostly negative or neither?

Demographic	Mostly positive		Neither positive nor negative		Mostly negative		Don't know / Don't remember		Total N
Adults	30%	(437)	35%	(516)	14%	(209)	21%	(311)	1473
Ethnicity: White	29%	(321)	36%	(407)	15%	(165)	21%	(231)	1124
Ethnicity: Hispanic	34%	(89)	30%	(77)	16%	(41)	20%	(51)	258
Ethnicity: Afr. Am.	35%	(71)	29%	(59)	13%	(26)	24%	(49)	205
Ethnicity: Other	31%	(45)	35%	(50)	13%	(18)	22%	(31)	144
Relig: Protestant	23%	(66)	36%	(104)	19%	(56)	23%	(66)	292
Relig: Roman Catholic	29%	(80)	44%	(121)	10%	(27)	17%	(48)	276
Relig: Something Else	32%	(52)	34%	(56)	6%	(9)	28%	(46)	164
Relig: Evangelical	33%	(120)	34%	(126)	10%	(37)	23%	(84)	367
Relig: Non-Evang. Catholics	27%	(104)	40%	(154)	15%	(58)	18%	(71)	387
Relig: All Christian	30%	(224)	37%	(280)	12%	(94)	21%	(155)	754
Relig: All Non-Christian	32%	(52)	34%	(56)	6%	(9)	28%	(46)	164
Community: Urban	32%	(137)	32%	(135)	15%	(65)	20%	(86)	423
Community: Suburban	30%	(213)	37%	(263)	16%	(115)	17%	(120)	711
Community: Rural	26%	(87)	35%	(118)	9%	(29)	31%	(105)	339
Employ: Private Sector	30%	(142)	34%	(161)	15%	(72)	20%	(95)	471
Employ: Government	28%	(33)	35%	(41)	19%	(22)	18%	(21)	116
Employ: Self-Employed	31%	(48)	34%	(52)	12%	(19)	22%	(34)	153
Employ: Homemaker	39%	(43)	29%	(31)	9%	(9)	24%	(26)	110
Employ: Student	33%	(26)	43%	(34)	10%	(8)	15%	(12)	79
Employ: Retired	20%	(56)	42%	(116)	16%	(44)	22%	(61)	277
Employ: Unemployed	38%	(49)	22%	(29)	14%	(18)	26%	(33)	128
Employ: Other	30%	(41)	37%	(51)	13%	(17)	21%	(28)	138
Military HH: Yes	26%	(61)	33%	(78)	18%	(42)	22%	(52)	233
Military HH: No	30%	(376)	35%	(438)	13%	(167)	21%	(259)	1240
RD/WT: Right Direction	29%	(171)	37%	(218)	15%	(89)	20%	(117)	594
RD/WT: Wrong Track	30%	(266)	34%	(298)	14%	(120)	22%	(194)	878
Trump Job Approve	28%	(178)	37%	(233)	14%	(90)	21%	(132)	633
Trump Job Disapprove	31%	(237)	34%	(260)	14%	(110)	20%	(152)	759

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Table HR2: Was what you saw, read or heard about movie theater subscription services mostly positive, mostly negative or neither?

Demographic	Mostly positive		Neither positive nor negative		Mostly negative		Don't know / Don't remember		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	30%	(437)	35%	(516)	14%	(209)	21%	(311)	1473
Trump Job Strongly Approve	24%	(80)	37%	(122)	15%	(49)	24%	(79)	330
Trump Job Somewhat Approve	32%	(98)	37%	(111)	13%	(40)	18%	(53)	303
Trump Job Somewhat Disapprove	36%	(74)	35%	(73)	11%	(23)	17%	(36)	207
Trump Job Strongly Disapprove	29%	(163)	34%	(187)	16%	(86)	21%	(116)	553
#1 Issue: Economy	30%	(131)	37%	(161)	12%	(50)	21%	(92)	434
#1 Issue: Security	28%	(57)	35%	(71)	17%	(36)	21%	(42)	206
#1 Issue: Health Care	28%	(79)	31%	(87)	17%	(47)	25%	(71)	283
#1 Issue: Medicare / Social Security	23%	(42)	40%	(75)	16%	(30)	21%	(39)	187
#1 Issue: Women's Issues	30%	(34)	37%	(43)	19%	(21)	14%	(16)	115
#1 Issue: Education	44%	(51)	31%	(36)	7%	(8)	18%	(22)	117
#1 Issue: Energy	34%	(23)	31%	(21)	15%	(10)	20%	(13)	66
#1 Issue: Other	31%	(20)	33%	(22)	11%	(8)	25%	(16)	66
2016 Vote: Hillary Clinton	30%	(148)	35%	(172)	17%	(84)	18%	(89)	494
2016 Vote: Donald Trump	27%	(124)	38%	(173)	13%	(59)	21%	(96)	453
2016 Vote: Someone else	33%	(50)	26%	(39)	20%	(30)	21%	(32)	151
2016 Vote: Didn't Vote	30%	(114)	35%	(132)	10%	(36)	25%	(93)	375
Voted in 2014: Yes	28%	(260)	36%	(339)	16%	(149)	20%	(187)	935
Voted in 2014: No	33%	(177)	33%	(177)	11%	(60)	23%	(124)	538
2012 Vote: Barack Obama	29%	(165)	37%	(213)	15%	(84)	19%	(108)	570
2012 Vote: Mitt Romney	22%	(76)	37%	(125)	18%	(62)	23%	(79)	342
2012 Vote: Other	31%	(22)	30%	(22)	15%	(11)	24%	(18)	72
2012 Vote: Didn't Vote	36%	(172)	32%	(156)	11%	(51)	21%	(103)	482
4-Region: Northeast	31%	(83)	35%	(92)	11%	(29)	23%	(61)	264
4-Region: Midwest	30%	(92)	37%	(111)	11%	(32)	22%	(67)	301
4-Region: South	28%	(153)	34%	(183)	15%	(81)	23%	(126)	543
4-Region: West	30%	(110)	36%	(130)	19%	(68)	16%	(58)	365
Favorable of Trump	26%	(155)	39%	(236)	14%	(85)	20%	(121)	597
Unfavorable of Trump	32%	(257)	33%	(266)	15%	(118)	20%	(157)	797

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Table HR2: Was what you saw, read or heard about movie theater subscription services mostly positive, mostly negative or neither?

Demographic	Mostly positive		Neither positive nor negative		Mostly negative		Don't know / Don't remember		Total N
Adults	30%	(437)	35%	(516)	14%	(209)	21%	(311)	1473
Very Favorable of Trump	25%	(91)	38%	(137)	15%	(55)	21%	(77)	360
Somewhat Favorable of Trump	27%	(65)	41%	(98)	13%	(30)	18%	(44)	237
Somewhat Unfavorable of Trump	39%	(65)	31%	(51)	14%	(24)	16%	(27)	167
Very Unfavorable of Trump	31%	(193)	34%	(215)	15%	(94)	21%	(129)	631
Frequent TV watchers	30%	(344)	36%	(409)	14%	(156)	20%	(231)	1139
Frequent Movie watchers	37%	(247)	33%	(221)	13%	(87)	18%	(121)	676
Frequent movie goers	49%	(52)	27%	(29)	22%	(23)	2%	(2)	106

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

Table HR3_1: Which option best describes your familiarity with each of the following movie theater subscription services?
MoviePass

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(69)	5%	(113)	54%	(1197)	37%	(822)	2201
Gender: Male	4%	(41)	6%	(68)	53%	(562)	37%	(392)	1062
Gender: Female	2%	(28)	4%	(45)	56%	(635)	38%	(430)	1139
Age: 18-29	6%	(28)	9%	(41)	45%	(217)	40%	(193)	479
Age: 30-44	5%	(25)	7%	(37)	57%	(307)	31%	(165)	534
Age: 45-54	2%	(7)	2%	(10)	61%	(266)	35%	(151)	434
Age: 55-64	1%	(3)	3%	(9)	54%	(172)	42%	(134)	318
Age: 65+	1%	(6)	4%	(16)	54%	(234)	41%	(180)	436
Generation Z: 18-21	5%	(10)	8%	(14)	39%	(71)	48%	(86)	181
Millennial: Age 22-37	5%	(32)	9%	(53)	53%	(325)	33%	(206)	617
Generation X: Age 38-53	3%	(18)	3%	(20)	62%	(374)	32%	(191)	603
Boomers: Age 54-72	1%	(9)	3%	(18)	55%	(379)	41%	(288)	694
PID: Dem (no lean)	4%	(32)	5%	(39)	55%	(397)	35%	(252)	719
PID: Ind (no lean)	2%	(11)	6%	(31)	57%	(321)	35%	(199)	563
PID: Rep (no lean)	3%	(26)	5%	(43)	52%	(479)	40%	(371)	919
PID/Gender: Dem Men	7%	(21)	8%	(24)	50%	(150)	36%	(108)	303
PID/Gender: Dem Women	3%	(11)	3%	(14)	59%	(247)	35%	(144)	416
PID/Gender: Ind Men	2%	(7)	7%	(20)	58%	(172)	33%	(98)	296
PID/Gender: Ind Women	2%	(4)	4%	(12)	56%	(150)	38%	(101)	266
PID/Gender: Rep Men	3%	(13)	5%	(24)	52%	(240)	40%	(186)	463
PID/Gender: Rep Women	3%	(13)	4%	(19)	52%	(239)	41%	(185)	456
Ideo: Liberal (1-3)	5%	(37)	8%	(55)	55%	(392)	32%	(226)	710
Ideo: Moderate (4)	3%	(15)	3%	(12)	57%	(255)	37%	(166)	448
Ideo: Conservative (5-7)	1%	(10)	4%	(32)	54%	(392)	40%	(293)	726
Educ: College	3%	(40)	5%	(78)	54%	(810)	39%	(585)	1513
Educ: Bachelors degree	4%	(19)	5%	(24)	56%	(249)	34%	(153)	444
Educ: Post-grad	4%	(11)	4%	(11)	56%	(138)	35%	(85)	244

Continued on next page

Table HR3_1: Which option best describes your familiarity with each of the following movie theater subscription services?*MoviePass*

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(69)	5%	(113)	54%	(1197)	37%	(822)	2201
Income: Under 50k	3%	(36)	5%	(58)	55%	(663)	38%	(460)	1217
Income: 50k-100k	3%	(19)	5%	(32)	54%	(375)	39%	(274)	699
Income: 100k+	5%	(14)	8%	(23)	56%	(159)	31%	(89)	285
Ethnicity: White	3%	(51)	4%	(64)	54%	(933)	39%	(675)	1723
Ethnicity: Hispanic	5%	(19)	11%	(39)	53%	(184)	31%	(108)	350
Ethnicity: Afr. Am.	6%	(15)	9%	(25)	57%	(155)	29%	(79)	274
Ethnicity: Other	2%	(3)	12%	(24)	53%	(108)	34%	(69)	204
Relig: Protestant	2%	(11)	5%	(22)	53%	(241)	39%	(179)	453
Relig: Roman Catholic	4%	(14)	3%	(14)	56%	(225)	37%	(147)	400
Relig: Something Else	3%	(6)	3%	(6)	60%	(140)	35%	(81)	233
Relig: Jewish	11%	(6)	9%	(5)	49%	(27)	30%	(17)	56
Relig: Evangelical	4%	(22)	5%	(30)	53%	(310)	38%	(220)	582
Relig: Non-Evang. Catholics	2%	(10)	4%	(22)	56%	(316)	39%	(219)	567
Relig: All Christian	3%	(31)	5%	(52)	54%	(626)	38%	(440)	1149
Relig: All Non-Christian	3%	(6)	3%	(6)	60%	(140)	35%	(81)	233
Community: Urban	5%	(31)	7%	(40)	54%	(312)	34%	(194)	577
Community: Suburban	2%	(22)	5%	(46)	57%	(577)	36%	(358)	1004
Community: Rural	3%	(16)	4%	(27)	50%	(307)	43%	(270)	620
Employ: Private Sector	4%	(30)	6%	(43)	54%	(366)	35%	(235)	674
Employ: Government	6%	(8)	5%	(8)	62%	(94)	27%	(41)	151
Employ: Self-Employed	3%	(7)	10%	(20)	50%	(106)	37%	(78)	211
Employ: Homemaker	2%	(4)	1%	(3)	62%	(113)	35%	(63)	183
Employ: Student	3%	(3)	9%	(10)	44%	(48)	44%	(48)	109
Employ: Retired	—	(2)	3%	(14)	56%	(250)	40%	(179)	445
Employ: Unemployed	5%	(11)	2%	(5)	49%	(97)	43%	(85)	198
Employ: Other	2%	(4)	4%	(10)	54%	(123)	40%	(93)	229
Military HH: Yes	2%	(7)	4%	(14)	54%	(187)	40%	(136)	343
Military HH: No	3%	(63)	5%	(98)	54%	(1010)	37%	(687)	1858

Continued on next page

Table HR3_1: Which option best describes your familiarity with each of the following movie theater subscription services?
MoviePass

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(69)	5%	(113)	54%	(1197)	37%	(822)	2201
RD/WT: Right Direction	3%	(28)	6%	(50)	54%	(484)	37%	(328)	891
RD/WT: Wrong Track	3%	(41)	5%	(63)	54%	(713)	38%	(494)	1310
Trump Job Approve	3%	(26)	5%	(49)	54%	(518)	38%	(368)	960
Trump Job Disapprove	4%	(41)	4%	(49)	56%	(614)	36%	(396)	1102
Trump Job Strongly Approve	3%	(16)	3%	(17)	54%	(272)	40%	(202)	507
Trump Job Somewhat Approve	2%	(10)	7%	(31)	54%	(245)	37%	(166)	452
Trump Job Somewhat Disapprove	4%	(12)	7%	(21)	55%	(163)	33%	(98)	293
Trump Job Strongly Disapprove	4%	(29)	4%	(28)	56%	(452)	37%	(299)	808
#1 Issue: Economy	4%	(24)	4%	(24)	56%	(362)	36%	(231)	641
#1 Issue: Security	3%	(10)	4%	(12)	55%	(167)	38%	(116)	305
#1 Issue: Health Care	3%	(12)	5%	(21)	55%	(234)	37%	(159)	426
#1 Issue: Medicare / Social Security	1%	(4)	4%	(12)	54%	(164)	41%	(126)	305
#1 Issue: Women's Issues	4%	(7)	11%	(17)	48%	(72)	37%	(56)	152
#1 Issue: Education	5%	(7)	10%	(15)	54%	(82)	31%	(47)	150
#1 Issue: Energy	4%	(4)	9%	(9)	52%	(52)	34%	(34)	99
#1 Issue: Other	1%	(1)	2%	(2)	52%	(63)	45%	(54)	122
2016 Vote: Hillary Clinton	5%	(31)	7%	(44)	59%	(390)	30%	(201)	666
2016 Vote: Donald Trump	2%	(18)	4%	(30)	53%	(385)	40%	(287)	721
2016 Vote: Someone else	2%	(4)	6%	(14)	55%	(120)	36%	(79)	217
2016 Vote: Didn't Vote	3%	(16)	4%	(25)	50%	(301)	43%	(256)	597
Voted in 2014: Yes	3%	(45)	5%	(71)	56%	(758)	36%	(490)	1364
Voted in 2014: No	3%	(24)	5%	(42)	52%	(438)	40%	(333)	837
2012 Vote: Barack Obama	5%	(39)	4%	(32)	57%	(471)	34%	(279)	821
2012 Vote: Mitt Romney	2%	(12)	5%	(28)	52%	(269)	41%	(212)	521
2012 Vote: Other	—	(0)	1%	(1)	66%	(71)	34%	(36)	108
2012 Vote: Didn't Vote	3%	(19)	7%	(52)	51%	(378)	39%	(293)	743

Continued on next page

Table HR3_1: Which option best describes your familiarity with each of the following movie theater subscription services?*MoviePass*

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(69)	5%	(113)	54%	(1197)	37%	(822)	2201
4-Region: Northeast	3%	(14)	5%	(20)	56%	(219)	36%	(142)	394
4-Region: Midwest	2%	(9)	4%	(19)	53%	(246)	41%	(190)	462
4-Region: South	3%	(24)	5%	(45)	52%	(433)	39%	(323)	825
4-Region: West	4%	(23)	6%	(30)	58%	(300)	32%	(168)	520
Favorable of Trump	2%	(23)	5%	(45)	53%	(488)	39%	(361)	917
Unfavorable of Trump	3%	(37)	6%	(64)	57%	(646)	34%	(390)	1138
Very Favorable of Trump	3%	(15)	4%	(22)	52%	(291)	41%	(229)	557
Somewhat Favorable of Trump	2%	(7)	6%	(23)	55%	(197)	37%	(132)	360
Somewhat Unfavorable of Trump	3%	(6)	12%	(27)	51%	(119)	35%	(82)	234
Very Unfavorable of Trump	3%	(31)	4%	(37)	58%	(527)	34%	(308)	904
Frequent TV watchers	4%	(59)	5%	(90)	56%	(913)	35%	(581)	1642
Frequent Movie watchers	4%	(41)	8%	(79)	55%	(517)	32%	(296)	932
Frequent movie goers	27%	(31)	32%	(37)	24%	(27)	17%	(20)	115

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

Table HR3_2: Which option best describes your familiarity with each of the following movie theater subscription services?
AMC Stubs A-List

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(120)	4%	(85)	31%	(692)	59%	(1305)	2201
Gender: Male	5%	(57)	4%	(42)	33%	(354)	57%	(609)	1062
Gender: Female	5%	(63)	4%	(43)	30%	(338)	61%	(696)	1139
Age: 18-29	10%	(48)	6%	(30)	34%	(162)	50%	(239)	479
Age: 30-44	5%	(29)	6%	(34)	33%	(179)	55%	(293)	534
Age: 45-54	5%	(20)	2%	(9)	30%	(130)	63%	(275)	434
Age: 55-64	4%	(12)	2%	(6)	25%	(80)	69%	(219)	318
Age: 65+	3%	(12)	1%	(5)	32%	(140)	64%	(279)	436
Generation Z: 18-21	15%	(27)	4%	(8)	33%	(61)	47%	(86)	181
Millennial: Age 22-37	6%	(38)	7%	(45)	34%	(209)	53%	(325)	617
Generation X: Age 38-53	5%	(29)	3%	(19)	32%	(195)	60%	(360)	603
Boomers: Age 54-72	3%	(23)	2%	(13)	27%	(187)	68%	(472)	694
PID: Dem (no lean)	7%	(50)	4%	(31)	33%	(236)	56%	(402)	719
PID: Ind (no lean)	4%	(23)	4%	(21)	34%	(189)	59%	(330)	563
PID: Rep (no lean)	5%	(47)	4%	(33)	29%	(267)	62%	(573)	919
PID/Gender: Dem Men	9%	(26)	6%	(18)	31%	(94)	54%	(164)	303
PID/Gender: Dem Women	6%	(23)	3%	(13)	34%	(142)	57%	(238)	416
PID/Gender: Ind Men	4%	(13)	3%	(10)	38%	(112)	54%	(161)	296
PID/Gender: Ind Women	4%	(10)	4%	(11)	29%	(77)	63%	(169)	266
PID/Gender: Rep Men	4%	(18)	3%	(14)	32%	(147)	61%	(285)	463
PID/Gender: Rep Women	6%	(29)	4%	(19)	26%	(119)	63%	(289)	456
Ideo: Liberal (1-3)	7%	(48)	5%	(36)	36%	(253)	53%	(373)	710
Ideo: Moderate (4)	6%	(27)	3%	(12)	31%	(139)	60%	(270)	448
Ideo: Conservative (5-7)	4%	(32)	3%	(20)	28%	(203)	65%	(471)	726
Educ: College	5%	(81)	4%	(55)	31%	(476)	60%	(901)	1513
Educ: Bachelors degree	6%	(29)	5%	(23)	30%	(135)	58%	(257)	444
Educ: Post-grad	4%	(10)	3%	(6)	33%	(80)	60%	(147)	244

Continued on next page

Table HR3_2: Which option best describes your familiarity with each of the following movie theater subscription services?
 AMC Stubs A-List

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(120)	4%	(85)	31%	(692)	59%	(1305)	2201
Income: Under 50k	5%	(66)	4%	(53)	31%	(380)	59%	(718)	1217
Income: 50k-100k	5%	(35)	3%	(22)	31%	(214)	61%	(428)	699
Income: 100k+	7%	(19)	3%	(9)	34%	(98)	56%	(159)	285
Ethnicity: White	5%	(88)	3%	(47)	30%	(516)	62%	(1071)	1723
Ethnicity: Hispanic	8%	(28)	6%	(22)	37%	(128)	49%	(171)	350
Ethnicity: Afr. Am.	7%	(19)	10%	(27)	32%	(89)	51%	(140)	274
Ethnicity: Other	6%	(13)	5%	(11)	42%	(87)	46%	(94)	204
Relig: Protestant	3%	(13)	3%	(13)	29%	(129)	66%	(298)	453
Relig: Roman Catholic	6%	(23)	4%	(14)	36%	(144)	55%	(218)	400
Relig: Something Else	6%	(14)	5%	(11)	33%	(76)	56%	(132)	233
Relig: Jewish	11%	(6)	5%	(3)	36%	(20)	48%	(27)	56
Relig: Evangelical	5%	(31)	5%	(28)	30%	(176)	60%	(346)	582
Relig: Non-Evang. Catholics	4%	(24)	3%	(16)	34%	(190)	60%	(338)	567
Relig: All Christian	5%	(55)	4%	(44)	32%	(366)	60%	(684)	1149
Relig: All Non-Christian	6%	(14)	5%	(11)	33%	(76)	56%	(132)	233
Community: Urban	8%	(45)	5%	(30)	34%	(198)	53%	(304)	577
Community: Suburban	5%	(50)	3%	(29)	36%	(358)	56%	(566)	1004
Community: Rural	4%	(24)	4%	(25)	22%	(136)	70%	(434)	620
Employ: Private Sector	5%	(35)	5%	(34)	30%	(202)	60%	(403)	674
Employ: Government	8%	(12)	4%	(7)	32%	(48)	56%	(85)	151
Employ: Self-Employed	7%	(16)	8%	(18)	30%	(64)	54%	(114)	211
Employ: Homemaker	4%	(6)	3%	(5)	31%	(57)	63%	(114)	183
Employ: Student	13%	(15)	3%	(3)	34%	(37)	50%	(54)	109
Employ: Retired	3%	(14)	2%	(8)	28%	(126)	67%	(298)	445
Employ: Unemployed	6%	(11)	2%	(5)	36%	(72)	56%	(110)	198
Employ: Other	5%	(11)	2%	(5)	38%	(86)	55%	(127)	229
Military HH: Yes	5%	(17)	4%	(15)	30%	(102)	61%	(210)	343
Military HH: No	6%	(103)	4%	(70)	32%	(590)	59%	(1095)	1858

Continued on next page

Table HR3_2: Which option best describes your familiarity with each of the following movie theater subscription services?
AMC Stubs A-List

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	5%	(120)	4%	(85)	31%	(692)	59%	(1305)	2201
RD/WT: Right Direction	5%	(44)	4%	(38)	31%	(278)	60%	(531)	891
RD/WT: Wrong Track	6%	(75)	4%	(47)	32%	(414)	59%	(774)	1310
Trump Job Approve	4%	(41)	3%	(33)	30%	(287)	62%	(598)	960
Trump Job Disapprove	6%	(67)	4%	(45)	33%	(361)	57%	(628)	1102
Trump Job Strongly Approve	5%	(26)	2%	(11)	28%	(143)	64%	(327)	507
Trump Job Somewhat Approve	3%	(14)	5%	(23)	32%	(144)	60%	(272)	452
Trump Job Somewhat Disapprove	5%	(15)	6%	(18)	35%	(103)	53%	(157)	293
Trump Job Strongly Disapprove	6%	(52)	3%	(27)	32%	(258)	58%	(471)	808
#1 Issue: Economy	6%	(38)	4%	(27)	32%	(202)	58%	(375)	641
#1 Issue: Security	5%	(15)	1%	(4)	32%	(97)	62%	(189)	305
#1 Issue: Health Care	4%	(15)	5%	(23)	28%	(121)	63%	(267)	426
#1 Issue: Medicare / Social Security	4%	(11)	3%	(8)	35%	(107)	59%	(179)	305
#1 Issue: Women's Issues	13%	(19)	5%	(7)	32%	(48)	51%	(77)	152
#1 Issue: Education	7%	(10)	4%	(7)	40%	(60)	49%	(74)	150
#1 Issue: Energy	6%	(6)	7%	(7)	28%	(28)	59%	(59)	99
#1 Issue: Other	5%	(6)	2%	(2)	23%	(28)	70%	(85)	122
2016 Vote: Hillary Clinton	6%	(37)	5%	(34)	36%	(238)	54%	(358)	666
2016 Vote: Donald Trump	5%	(35)	3%	(20)	29%	(208)	63%	(457)	721
2016 Vote: Someone else	4%	(10)	3%	(7)	30%	(65)	62%	(136)	217
2016 Vote: Didn't Vote	6%	(38)	4%	(24)	30%	(181)	59%	(354)	597
Voted in 2014: Yes	5%	(71)	4%	(53)	32%	(434)	59%	(806)	1364
Voted in 2014: No	6%	(49)	4%	(32)	31%	(258)	60%	(499)	837
2012 Vote: Barack Obama	5%	(41)	5%	(38)	32%	(262)	58%	(480)	821
2012 Vote: Mitt Romney	5%	(26)	3%	(14)	27%	(140)	65%	(340)	521
2012 Vote: Other	5%	(5)	2%	(2)	32%	(35)	62%	(66)	108
2012 Vote: Didn't Vote	6%	(47)	4%	(31)	34%	(252)	56%	(413)	743

Continued on next page

Table HR3_2: Which option best describes your familiarity with each of the following movie theater subscription services?
AMC Stubs A-List

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	5%	(120)	4%	(85)	31%	(692)	59%	(1305)	2201
4-Region: Northeast	5%	(20)	2%	(9)	29%	(116)	63%	(249)	394
4-Region: Midwest	6%	(30)	3%	(14)	31%	(145)	59%	(273)	462
4-Region: South	6%	(46)	4%	(35)	31%	(252)	60%	(492)	825
4-Region: West	5%	(24)	5%	(27)	34%	(179)	56%	(291)	520
Favorable of Trump	4%	(41)	3%	(32)	30%	(274)	62%	(570)	917
Unfavorable of Trump	6%	(64)	4%	(49)	34%	(384)	56%	(642)	1138
Very Favorable of Trump	5%	(28)	3%	(17)	29%	(163)	63%	(349)	557
Somewhat Favorable of Trump	3%	(12)	4%	(15)	31%	(111)	61%	(221)	360
Somewhat Unfavorable of Trump	5%	(12)	6%	(15)	31%	(73)	57%	(134)	234
Very Unfavorable of Trump	6%	(51)	4%	(34)	34%	(311)	56%	(507)	904
Frequent TV watchers	6%	(91)	4%	(59)	31%	(515)	59%	(976)	1642
Frequent Movie watchers	7%	(69)	5%	(43)	35%	(327)	53%	(494)	932
Frequent movie goers	30%	(34)	15%	(17)	32%	(36)	24%	(27)	115

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

Table HR3_3: Which option best describes your familiarity with each of the following movie theater subscription services?
Sinemia

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(25)	2%	(38)	14%	(312)	83%	(1826)	2201
Gender: Male	2%	(21)	2%	(22)	16%	(174)	80%	(845)	1062
Gender: Female	—	(4)	1%	(16)	12%	(138)	86%	(981)	1139
Age: 18-29	3%	(13)	3%	(13)	20%	(95)	75%	(358)	479
Age: 30-44	2%	(11)	4%	(21)	17%	(89)	77%	(413)	534
Age: 45-54	—	(1)	—	(1)	12%	(51)	88%	(381)	434
Age: 55-64	—	(0)	—	(1)	7%	(21)	93%	(296)	318
Age: 65+	—	(0)	1%	(2)	13%	(57)	86%	(377)	436
Generation Z: 18-21	4%	(7)	2%	(4)	23%	(41)	71%	(128)	181
Millennial: Age 22-37	2%	(15)	4%	(23)	18%	(111)	76%	(468)	617
Generation X: Age 38-53	—	(2)	1%	(8)	13%	(79)	85%	(513)	603
Boomers: Age 54-72	—	(0)	—	(3)	9%	(60)	91%	(631)	694
PID: Dem (no lean)	2%	(11)	2%	(16)	14%	(98)	83%	(593)	719
PID: Ind (no lean)	1%	(3)	2%	(9)	16%	(87)	82%	(463)	563
PID: Rep (no lean)	1%	(11)	1%	(13)	14%	(127)	84%	(769)	919
PID/Gender: Dem Men	3%	(11)	4%	(11)	16%	(47)	77%	(234)	303
PID/Gender: Dem Women	—	(1)	1%	(5)	12%	(50)	86%	(359)	416
PID/Gender: Ind Men	1%	(3)	1%	(4)	20%	(58)	78%	(231)	296
PID/Gender: Ind Women	—	(0)	2%	(5)	11%	(29)	87%	(232)	266
PID/Gender: Rep Men	2%	(7)	2%	(7)	15%	(69)	82%	(380)	463
PID/Gender: Rep Women	1%	(3)	1%	(6)	13%	(58)	85%	(389)	456
Ideo: Liberal (1-3)	2%	(18)	2%	(15)	14%	(97)	82%	(579)	710
Ideo: Moderate (4)	1%	(2)	2%	(9)	15%	(69)	82%	(368)	448
Ideo: Conservative (5-7)	1%	(4)	1%	(9)	13%	(97)	85%	(615)	726
Educ: College	1%	(20)	1%	(22)	15%	(234)	82%	(1237)	1513
Educ: Bachelors degree	1%	(4)	3%	(12)	12%	(51)	85%	(377)	444
Educ: Post-grad	—	(1)	2%	(5)	11%	(27)	86%	(211)	244

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Table HR3_3: Which option best describes your familiarity with each of the following movie theater subscription services?
Sinemia

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(25)	2%	(38)	14%	(312)	83%	(1826)	2201
Income: Under 50k	2%	(20)	1%	(16)	16%	(197)	81%	(984)	1217
Income: 50k-100k	—	(2)	2%	(16)	12%	(81)	86%	(600)	699
Income: 100k+	1%	(3)	2%	(6)	12%	(34)	85%	(242)	285
Ethnicity: White	—	(8)	1%	(19)	13%	(228)	85%	(1467)	1723
Ethnicity: Hispanic	4%	(13)	5%	(16)	18%	(64)	73%	(255)	350
Ethnicity: Afr. Am.	4%	(12)	5%	(14)	15%	(42)	75%	(207)	274
Ethnicity: Other	3%	(6)	3%	(5)	20%	(42)	74%	(152)	204
Relig: Protestant	1%	(4)	1%	(4)	11%	(49)	87%	(396)	453
Relig: Roman Catholic	1%	(3)	2%	(7)	14%	(55)	84%	(335)	400
Relig: Something Else	2%	(4)	2%	(4)	13%	(29)	84%	(195)	233
Relig: Jewish	—	(0)	2%	(1)	2%	(1)	96%	(53)	56
Relig: Evangelical	1%	(9)	3%	(17)	16%	(93)	79%	(462)	582
Relig: Non-Evang. Catholics	1%	(3)	1%	(3)	12%	(68)	87%	(492)	567
Relig: All Christian	1%	(12)	2%	(20)	14%	(162)	83%	(955)	1149
Relig: All Non-Christian	2%	(4)	2%	(4)	13%	(29)	84%	(195)	233
Community: Urban	2%	(10)	2%	(13)	18%	(103)	78%	(451)	577
Community: Suburban	1%	(12)	2%	(16)	13%	(131)	84%	(845)	1004
Community: Rural	1%	(3)	1%	(9)	13%	(78)	85%	(530)	620
Employ: Private Sector	1%	(8)	2%	(13)	11%	(77)	85%	(576)	674
Employ: Government	2%	(3)	3%	(5)	16%	(24)	79%	(119)	151
Employ: Self-Employed	3%	(6)	4%	(8)	17%	(37)	76%	(160)	211
Employ: Homemaker	—	(0)	1%	(2)	12%	(21)	87%	(160)	183
Employ: Student	2%	(2)	2%	(2)	22%	(24)	74%	(81)	109
Employ: Retired	1%	(4)	1%	(2)	12%	(54)	86%	(385)	445
Employ: Unemployed	1%	(2)	2%	(3)	17%	(33)	81%	(160)	198
Employ: Other	—	(0)	1%	(2)	18%	(42)	81%	(185)	229
Military HH: Yes	1%	(5)	1%	(3)	13%	(46)	84%	(290)	343
Military HH: No	1%	(20)	2%	(35)	14%	(266)	83%	(1536)	1858

Continued on next page

Table HR3_3: Which option best describes your familiarity with each of the following movie theater subscription services?
Sinemia

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(25)	2%	(38)	14%	(312)	83%	(1826)	2201
RD/WT: Right Direction	1%	(11)	2%	(18)	16%	(146)	80%	(716)	891
RD/WT: Wrong Track	1%	(14)	2%	(21)	13%	(166)	85%	(1110)	1310
Trump Job Approve	1%	(9)	2%	(16)	16%	(152)	81%	(782)	960
Trump Job Disapprove	1%	(12)	2%	(19)	13%	(143)	84%	(927)	1102
Trump Job Strongly Approve	1%	(3)	2%	(9)	15%	(76)	83%	(420)	507
Trump Job Somewhat Approve	1%	(7)	2%	(7)	17%	(76)	80%	(363)	452
Trump Job Somewhat Disapprove	—	(0)	3%	(8)	17%	(51)	80%	(235)	293
Trump Job Strongly Disapprove	1%	(12)	1%	(11)	11%	(92)	86%	(693)	808
#1 Issue: Economy	—	(1)	2%	(15)	11%	(69)	87%	(556)	641
#1 Issue: Security	1%	(3)	—	(1)	15%	(47)	83%	(254)	305
#1 Issue: Health Care	1%	(6)	3%	(11)	16%	(68)	80%	(342)	426
#1 Issue: Medicare / Social Security	1%	(4)	—	(1)	13%	(39)	85%	(261)	305
#1 Issue: Women's Issues	—	(0)	2%	(3)	17%	(26)	81%	(124)	152
#1 Issue: Education	3%	(4)	4%	(6)	24%	(36)	69%	(104)	150
#1 Issue: Energy	4%	(4)	1%	(1)	17%	(16)	79%	(79)	99
#1 Issue: Other	2%	(3)	—	(0)	9%	(11)	88%	(107)	122
2016 Vote: Hillary Clinton	2%	(11)	3%	(19)	13%	(86)	83%	(550)	666
2016 Vote: Donald Trump	—	(3)	1%	(7)	15%	(107)	84%	(603)	721
2016 Vote: Someone else	—	(1)	4%	(8)	10%	(22)	86%	(187)	217
2016 Vote: Didn't Vote	2%	(11)	1%	(4)	16%	(98)	81%	(485)	597
Voted in 2014: Yes	1%	(13)	2%	(27)	13%	(172)	84%	(1152)	1364
Voted in 2014: No	1%	(12)	1%	(11)	17%	(140)	81%	(674)	837
2012 Vote: Barack Obama	—	(4)	2%	(16)	13%	(104)	85%	(697)	821
2012 Vote: Mitt Romney	1%	(5)	2%	(11)	10%	(50)	87%	(456)	521
2012 Vote: Other	—	(0)	2%	(2)	19%	(21)	79%	(85)	108
2012 Vote: Didn't Vote	2%	(16)	1%	(10)	18%	(137)	78%	(580)	743

Continued on next page

Table HR3_3: Which option best describes your familiarity with each of the following movie theater subscription services?
Sinemia

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	1%	(25)	2%	(38)	14%	(312)	83%	(1826)	2201
4-Region: Northeast	—	(1)	2%	(6)	9%	(37)	89%	(349)	394
4-Region: Midwest	1%	(7)	1%	(4)	16%	(72)	82%	(380)	462
4-Region: South	1%	(8)	2%	(17)	14%	(115)	83%	(685)	825
4-Region: West	2%	(9)	2%	(12)	17%	(88)	79%	(412)	520
Favorable of Trump	1%	(9)	1%	(13)	16%	(144)	82%	(750)	917
Unfavorable of Trump	1%	(16)	2%	(18)	13%	(144)	84%	(960)	1138
Very Favorable of Trump	2%	(9)	1%	(6)	17%	(97)	80%	(445)	557
Somewhat Favorable of Trump	—	(0)	2%	(7)	13%	(48)	85%	(305)	360
Somewhat Unfavorable of Trump	1%	(1)	2%	(5)	15%	(36)	82%	(193)	234
Very Unfavorable of Trump	2%	(14)	1%	(13)	12%	(108)	85%	(767)	904
Frequent TV watchers	1%	(14)	1%	(24)	15%	(240)	83%	(1364)	1642
Frequent Movie watchers	2%	(17)	3%	(27)	18%	(172)	77%	(718)	932
Frequent movie goers	11%	(13)	13%	(15)	27%	(31)	50%	(57)	115

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

Table HR3_4: Which option best describes your familiarity with each of the following movie theater subscription services?
Cinemark Movie Club

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	3%	(67)	4%	(81)	36%	(792)	57%	(1261)	2201
Gender: Male	4%	(44)	4%	(39)	38%	(404)	54%	(575)	1062
Gender: Female	2%	(23)	4%	(43)	34%	(387)	60%	(686)	1139
Age: 18-29	7%	(35)	6%	(31)	39%	(188)	47%	(225)	479
Age: 30-44	3%	(17)	7%	(36)	37%	(198)	53%	(283)	534
Age: 45-54	2%	(9)	—	(2)	36%	(155)	62%	(269)	434
Age: 55-64	1%	(4)	1%	(3)	32%	(100)	66%	(210)	318
Age: 65+	—	(2)	2%	(10)	35%	(151)	63%	(273)	436
Generation Z: 18-21	8%	(14)	7%	(13)	36%	(65)	49%	(89)	181
Millennial: Age 22-37	5%	(30)	7%	(42)	39%	(242)	49%	(302)	617
Generation X: Age 38-53	3%	(17)	2%	(13)	36%	(218)	59%	(355)	603
Boomers: Age 54-72	1%	(5)	1%	(5)	33%	(228)	66%	(455)	694
PID: Dem (no lean)	3%	(23)	4%	(26)	39%	(284)	54%	(386)	719
PID: Ind (no lean)	3%	(17)	3%	(17)	37%	(207)	57%	(322)	563
PID: Rep (no lean)	3%	(27)	4%	(38)	33%	(301)	60%	(553)	919
PID/Gender: Dem Men	5%	(16)	5%	(16)	44%	(134)	45%	(136)	303
PID/Gender: Dem Women	2%	(7)	2%	(10)	36%	(149)	60%	(250)	416
PID/Gender: Ind Men	4%	(12)	2%	(6)	38%	(113)	56%	(165)	296
PID/Gender: Ind Women	2%	(5)	4%	(11)	35%	(94)	59%	(158)	266
PID/Gender: Rep Men	3%	(16)	3%	(16)	34%	(157)	59%	(274)	463
PID/Gender: Rep Women	3%	(12)	5%	(22)	32%	(144)	61%	(278)	456
Ideo: Liberal (1-3)	4%	(28)	5%	(38)	35%	(247)	56%	(397)	710
Ideo: Moderate (4)	3%	(13)	2%	(10)	39%	(175)	56%	(250)	448
Ideo: Conservative (5-7)	3%	(20)	3%	(19)	34%	(246)	61%	(440)	726
Educ: College	3%	(51)	4%	(55)	35%	(534)	58%	(873)	1513
Educ: Bachelors degree	1%	(7)	4%	(20)	37%	(166)	57%	(252)	444
Educ: Post-grad	4%	(10)	3%	(6)	38%	(92)	56%	(136)	244

Continued on next page

Table HR3_4: Which option best describes your familiarity with each of the following movie theater subscription services?
Cinemark Movie Club

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(67)	4%	(81)	36%	(792)	57%	(1261)	2201
Income: Under 50k	4%	(50)	4%	(51)	36%	(439)	56%	(677)	1217
Income: 50k-100k	1%	(8)	4%	(24)	36%	(249)	60%	(418)	699
Income: 100k+	3%	(9)	2%	(6)	36%	(104)	58%	(166)	285
Ethnicity: White	3%	(46)	3%	(46)	34%	(593)	60%	(1037)	1723
Ethnicity: Hispanic	6%	(20)	11%	(37)	34%	(119)	50%	(173)	350
Ethnicity: Afr. Am.	5%	(13)	7%	(20)	42%	(114)	46%	(127)	274
Ethnicity: Other	4%	(8)	7%	(15)	41%	(84)	47%	(97)	204
Relig: Protestant	1%	(5)	1%	(4)	34%	(154)	64%	(290)	453
Relig: Roman Catholic	3%	(11)	3%	(11)	37%	(147)	58%	(231)	400
Relig: Something Else	2%	(5)	4%	(10)	40%	(93)	54%	(126)	233
Relig: Jewish	10%	(6)	1%	(0)	38%	(21)	51%	(29)	56
Relig: Evangelical	2%	(14)	5%	(30)	39%	(228)	53%	(310)	582
Relig: Non-Evang. Catholics	2%	(9)	1%	(3)	35%	(197)	63%	(358)	567
Relig: All Christian	2%	(23)	3%	(33)	37%	(425)	58%	(668)	1149
Relig: All Non-Christian	2%	(5)	4%	(10)	40%	(93)	54%	(126)	233
Community: Urban	4%	(25)	5%	(31)	40%	(230)	50%	(290)	577
Community: Suburban	3%	(27)	2%	(21)	40%	(398)	56%	(558)	1004
Community: Rural	2%	(14)	5%	(29)	26%	(164)	66%	(412)	620
Employ: Private Sector	3%	(18)	4%	(28)	36%	(241)	57%	(388)	674
Employ: Government	7%	(10)	4%	(6)	37%	(56)	53%	(79)	151
Employ: Self-Employed	4%	(9)	9%	(20)	35%	(73)	52%	(110)	211
Employ: Homemaker	4%	(7)	2%	(4)	31%	(57)	63%	(115)	183
Employ: Student	5%	(5)	8%	(9)	39%	(42)	48%	(53)	109
Employ: Retired	1%	(3)	1%	(5)	35%	(156)	63%	(281)	445
Employ: Unemployed	4%	(7)	3%	(6)	37%	(73)	57%	(112)	198
Employ: Other	4%	(8)	2%	(4)	41%	(94)	54%	(123)	229
Military HH: Yes	2%	(8)	3%	(10)	34%	(118)	61%	(208)	343
Military HH: No	3%	(59)	4%	(72)	36%	(674)	57%	(1053)	1858

Continued on next page

Table HR3_4: Which option best describes your familiarity with each of the following movie theater subscription services?
Cinemark Movie Club

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(67)	4%	(81)	36%	(792)	57%	(1261)	2201
RD/WT: Right Direction	4%	(32)	4%	(32)	34%	(307)	58%	(520)	891
RD/WT: Wrong Track	3%	(35)	4%	(50)	37%	(485)	57%	(741)	1310
Trump Job Approve	4%	(37)	2%	(22)	35%	(331)	59%	(569)	960
Trump Job Disapprove	2%	(26)	4%	(43)	37%	(412)	56%	(621)	1102
Trump Job Strongly Approve	3%	(16)	2%	(9)	34%	(171)	61%	(312)	507
Trump Job Somewhat Approve	5%	(21)	3%	(13)	36%	(161)	57%	(258)	452
Trump Job Somewhat Disapprove	2%	(6)	5%	(14)	40%	(117)	53%	(156)	293
Trump Job Strongly Disapprove	2%	(20)	4%	(29)	36%	(295)	58%	(465)	808
#1 Issue: Economy	4%	(25)	4%	(23)	35%	(223)	58%	(371)	641
#1 Issue: Security	4%	(12)	1%	(4)	35%	(108)	59%	(181)	305
#1 Issue: Health Care	2%	(10)	4%	(19)	36%	(154)	57%	(243)	426
#1 Issue: Medicare / Social Security	1%	(3)	1%	(4)	39%	(118)	59%	(180)	305
#1 Issue: Women's Issues	2%	(4)	10%	(16)	34%	(51)	54%	(82)	152
#1 Issue: Education	4%	(7)	4%	(7)	44%	(67)	47%	(70)	150
#1 Issue: Energy	3%	(3)	7%	(7)	42%	(41)	49%	(48)	99
#1 Issue: Other	3%	(4)	2%	(2)	24%	(29)	71%	(86)	122
2016 Vote: Hillary Clinton	3%	(21)	4%	(27)	38%	(255)	54%	(363)	666
2016 Vote: Donald Trump	2%	(13)	2%	(16)	34%	(244)	62%	(449)	721
2016 Vote: Someone else	4%	(8)	3%	(6)	41%	(88)	53%	(115)	217
2016 Vote: Didn't Vote	4%	(26)	5%	(32)	34%	(205)	56%	(334)	597
Voted in 2014: Yes	3%	(36)	3%	(44)	36%	(489)	58%	(795)	1364
Voted in 2014: No	4%	(31)	5%	(38)	36%	(303)	56%	(466)	837
2012 Vote: Barack Obama	3%	(21)	3%	(27)	36%	(295)	58%	(476)	821
2012 Vote: Mitt Romney	3%	(16)	2%	(9)	34%	(175)	62%	(322)	521
2012 Vote: Other	1%	(1)	1%	(2)	38%	(41)	60%	(65)	108
2012 Vote: Didn't Vote	4%	(29)	6%	(43)	37%	(277)	53%	(393)	743

Continued on next page

Table HR3_4: Which option best describes your familiarity with each of the following movie theater subscription services?
Cinemark Movie Club

Demographic	I currently subscribe		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
Adults	3%	(67)	4%	(81)	36%	(792)	57%	(1261)	2201
4-Region: Northeast	1%	(6)	2%	(8)	29%	(113)	68%	(267)	394
4-Region: Midwest	2%	(11)	3%	(13)	36%	(164)	59%	(274)	462
4-Region: South	4%	(36)	4%	(30)	37%	(306)	55%	(453)	825
4-Region: West	3%	(14)	6%	(31)	40%	(209)	51%	(267)	520
Favorable of Trump	3%	(26)	2%	(22)	35%	(318)	60%	(551)	917
Unfavorable of Trump	3%	(31)	5%	(53)	37%	(417)	56%	(637)	1138
Very Favorable of Trump	3%	(15)	2%	(12)	35%	(195)	60%	(334)	557
Somewhat Favorable of Trump	3%	(11)	3%	(9)	34%	(122)	60%	(217)	360
Somewhat Unfavorable of Trump	7%	(16)	6%	(13)	31%	(73)	56%	(132)	234
Very Unfavorable of Trump	2%	(15)	4%	(40)	38%	(344)	56%	(505)	904
Frequent TV watchers	3%	(50)	4%	(62)	38%	(623)	55%	(906)	1642
Frequent Movie watchers	5%	(49)	5%	(49)	40%	(372)	50%	(462)	932
Frequent movie goers	19%	(22)	18%	(21)	35%	(41)	27%	(32)	115

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

Table HR4: As you may know, movie theater subscription services charge a flat monthly rate for a set quantity of tickets. In general, how likely are you to consider purchasing a movie theater subscription service?

Demographic	Absolutely certain		Very likely		About 50-50		Not very likely		Would not consider		Don't know / No opinion		Total N
Adults	2%	(31)	4%	(76)	23%	(452)	32%	(639)	29%	(578)	10%	(203)	1979
Gender: Male	2%	(20)	5%	(46)	24%	(230)	31%	(289)	28%	(261)	10%	(99)	945
Gender: Female	1%	(12)	3%	(30)	22%	(223)	34%	(350)	31%	(316)	10%	(105)	1035
Age: 18-29	4%	(14)	4%	(14)	30%	(116)	28%	(107)	22%	(86)	12%	(47)	384
Age: 30-44	3%	(12)	6%	(29)	26%	(123)	34%	(162)	20%	(95)	11%	(54)	475
Age: 45-54	—	(2)	3%	(14)	26%	(103)	33%	(131)	28%	(112)	10%	(40)	402
Age: 55-64	1%	(2)	4%	(11)	17%	(50)	32%	(96)	39%	(117)	8%	(24)	301
Age: 65+	—	(1)	2%	(9)	15%	(61)	34%	(142)	40%	(167)	9%	(38)	418
Generation Z: 18-21	5%	(7)	2%	(3)	30%	(41)	22%	(31)	26%	(36)	14%	(19)	137
Millennial: Age 22-37	3%	(15)	6%	(30)	29%	(152)	32%	(168)	18%	(97)	13%	(67)	528
Generation X: Age 38-53	1%	(6)	4%	(23)	25%	(140)	34%	(189)	27%	(151)	8%	(43)	552
Boomers: Age 54-72	—	(3)	2%	(14)	16%	(106)	34%	(221)	38%	(253)	9%	(62)	659
PID: Dem (no lean)	3%	(17)	3%	(22)	22%	(140)	32%	(204)	30%	(191)	9%	(58)	631
PID: Ind (no lean)	1%	(5)	4%	(20)	25%	(128)	34%	(177)	28%	(145)	9%	(45)	519
PID: Rep (no lean)	1%	(10)	4%	(35)	22%	(184)	31%	(258)	29%	(242)	12%	(100)	829
PID/Gender: Dem Men	4%	(11)	5%	(12)	24%	(60)	27%	(67)	29%	(74)	11%	(28)	253
PID/Gender: Dem Women	1%	(5)	3%	(10)	21%	(80)	36%	(137)	31%	(116)	8%	(30)	378
PID/Gender: Ind Men	1%	(2)	4%	(11)	27%	(72)	35%	(94)	25%	(68)	8%	(21)	269
PID/Gender: Ind Women	1%	(2)	3%	(8)	23%	(57)	33%	(83)	31%	(77)	9%	(23)	250
PID/Gender: Rep Men	1%	(6)	5%	(23)	23%	(98)	30%	(127)	28%	(119)	12%	(49)	422
PID/Gender: Rep Women	1%	(4)	3%	(12)	21%	(86)	32%	(131)	30%	(123)	13%	(51)	407
Ideo: Liberal (1-3)	3%	(16)	5%	(31)	24%	(148)	33%	(199)	28%	(173)	7%	(44)	612
Ideo: Moderate (4)	2%	(8)	5%	(19)	26%	(108)	32%	(132)	25%	(101)	10%	(40)	407
Ideo: Conservative (5-7)	1%	(4)	3%	(21)	21%	(142)	35%	(235)	32%	(212)	8%	(55)	669
Educ: College	2%	(23)	3%	(42)	23%	(309)	30%	(406)	30%	(411)	13%	(173)	1364
Educ: Bachelors degree	2%	(6)	7%	(26)	22%	(87)	40%	(156)	26%	(102)	4%	(17)	395
Educ: Post-grad	1%	(2)	4%	(8)	25%	(56)	35%	(77)	29%	(64)	6%	(13)	220

Continued on next page

Table HR4: As you may know, movie theater subscription services charge a flat monthly rate for a set quantity of tickets. In general, how likely are you to consider purchasing a movie theater subscription service?

Demographic	Absolutely certain		Very likely		About 50-50		Not very likely		Would not consider		Don't know / No opinion		Total N
Adults	2%	(31)	4%	(76)	23%	(452)	32%	(639)	29%	(578)	10%	(203)	1979
Income: Under 50k	2%	(20)	3%	(34)	23%	(253)	30%	(329)	29%	(311)	13%	(136)	1083
Income: 50k-100k	1%	(6)	5%	(30)	22%	(143)	33%	(211)	31%	(204)	8%	(53)	647
Income: 100k+	2%	(5)	5%	(12)	23%	(57)	40%	(99)	25%	(62)	6%	(14)	249
Ethnicity: White	1%	(16)	3%	(49)	22%	(352)	33%	(524)	30%	(474)	10%	(153)	1569
Ethnicity: Hispanic	1%	(4)	5%	(13)	32%	(91)	24%	(70)	28%	(78)	10%	(28)	284
Ethnicity: Afr. Am.	4%	(10)	6%	(13)	25%	(58)	29%	(67)	25%	(58)	12%	(28)	234
Ethnicity: Other	3%	(5)	8%	(14)	24%	(42)	27%	(48)	26%	(46)	13%	(22)	177
Relig: Protestant	1%	(2)	4%	(16)	15%	(64)	37%	(158)	36%	(152)	8%	(34)	427
Relig: Roman Catholic	1%	(5)	3%	(12)	25%	(89)	35%	(126)	29%	(104)	6%	(21)	358
Relig: Something Else	2%	(4)	3%	(7)	27%	(56)	38%	(79)	25%	(52)	6%	(14)	211
Relig: Evangelical	2%	(9)	5%	(28)	21%	(111)	32%	(168)	28%	(144)	12%	(62)	523
Relig: Non-Evang. Catholics	1%	(4)	3%	(17)	20%	(108)	37%	(196)	32%	(170)	6%	(31)	526
Relig: All Christian	1%	(14)	4%	(45)	21%	(219)	35%	(364)	30%	(314)	9%	(93)	1049
Relig: All Non-Christian	2%	(4)	3%	(7)	27%	(56)	38%	(79)	25%	(52)	6%	(14)	211
Community: Urban	3%	(13)	4%	(18)	23%	(114)	30%	(146)	29%	(144)	12%	(59)	494
Community: Suburban	1%	(10)	3%	(29)	26%	(241)	34%	(309)	28%	(254)	8%	(68)	910
Community: Rural	2%	(9)	5%	(30)	17%	(97)	32%	(184)	31%	(179)	13%	(76)	575
Employ: Private Sector	1%	(8)	6%	(37)	24%	(146)	34%	(206)	27%	(165)	6%	(39)	602
Employ: Government	3%	(4)	4%	(5)	27%	(35)	38%	(48)	23%	(30)	5%	(7)	129
Employ: Self-Employed	2%	(3)	7%	(13)	26%	(48)	32%	(58)	22%	(40)	11%	(19)	181
Employ: Homemaker	1%	(2)	2%	(3)	25%	(41)	27%	(45)	32%	(53)	14%	(23)	167
Employ: Student	10%	(8)	5%	(4)	29%	(25)	25%	(22)	25%	(21)	7%	(6)	87
Employ: Retired	—	(1)	1%	(4)	16%	(68)	34%	(146)	40%	(168)	9%	(39)	424
Employ: Unemployed	1%	(2)	4%	(7)	18%	(33)	24%	(44)	34%	(61)	19%	(34)	181
Employ: Other	1%	(2)	1%	(3)	27%	(56)	34%	(70)	19%	(40)	18%	(37)	209
Military HH: Yes	2%	(7)	5%	(15)	19%	(58)	33%	(103)	30%	(92)	11%	(34)	310
Military HH: No	1%	(25)	4%	(61)	24%	(394)	32%	(536)	29%	(485)	10%	(169)	1670
RD/WT: Right Direction	1%	(10)	5%	(39)	22%	(177)	32%	(259)	29%	(231)	11%	(87)	802
RD/WT: Wrong Track	2%	(21)	3%	(37)	23%	(276)	32%	(380)	29%	(347)	10%	(117)	1177

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Table HR4: As you may know, movie theater subscription services charge a flat monthly rate for a set quantity of tickets. In general, how likely are you to consider purchasing a movie theater subscription service?

Demographic	Absolutely certain		Very likely		About 50-50		Not very likely		Would not consider		Don't know / No opinion		Total N
Adults	2%	(31)	4%	(76)	23%	(452)	32%	(639)	29%	(578)	10%	(203)	1979
Trump Job Approve	1%	(11)	4%	(37)	23%	(198)	34%	(294)	29%	(256)	9%	(79)	875
Trump Job Disapprove	2%	(19)	3%	(32)	24%	(235)	33%	(329)	29%	(288)	8%	(81)	985
Trump Job Strongly Approve	1%	(5)	3%	(13)	19%	(90)	35%	(163)	32%	(147)	10%	(46)	464
Trump Job Somewhat Approve	2%	(6)	6%	(23)	26%	(108)	32%	(131)	27%	(109)	8%	(33)	410
Trump Job Somewhat Disapprove	1%	(1)	2%	(5)	29%	(76)	36%	(94)	25%	(65)	8%	(21)	263
Trump Job Strongly Disapprove	2%	(18)	4%	(27)	22%	(159)	33%	(235)	31%	(223)	8%	(60)	721
#1 Issue: Economy	1%	(6)	4%	(24)	24%	(140)	33%	(191)	29%	(170)	8%	(48)	578
#1 Issue: Security	1%	(4)	3%	(8)	24%	(66)	29%	(80)	35%	(95)	8%	(23)	277
#1 Issue: Health Care	3%	(10)	5%	(18)	24%	(93)	29%	(114)	28%	(108)	11%	(43)	386
#1 Issue: Medicare / Social Security	—	(0)	2%	(5)	11%	(31)	40%	(113)	35%	(101)	12%	(34)	283
#1 Issue: Women's Issues	3%	(3)	7%	(9)	25%	(32)	27%	(34)	23%	(29)	15%	(19)	126
#1 Issue: Education	1%	(1)	5%	(7)	35%	(46)	35%	(47)	19%	(25)	5%	(7)	133
#1 Issue: Energy	2%	(2)	2%	(2)	23%	(19)	34%	(28)	26%	(22)	12%	(10)	84
#1 Issue: Other	4%	(5)	3%	(3)	22%	(25)	28%	(32)	25%	(28)	17%	(19)	112
2016 Vote: Hillary Clinton	2%	(12)	5%	(32)	22%	(128)	33%	(194)	31%	(180)	7%	(40)	587
2016 Vote: Donald Trump	1%	(6)	4%	(27)	23%	(156)	33%	(217)	30%	(202)	9%	(58)	666
2016 Vote: Someone else	1%	(2)	5%	(9)	21%	(42)	33%	(65)	29%	(57)	11%	(22)	197
2016 Vote: Didn't Vote	2%	(11)	1%	(8)	24%	(126)	31%	(163)	26%	(138)	16%	(83)	529
Voted in 2014: Yes	1%	(18)	4%	(53)	23%	(283)	33%	(405)	31%	(380)	8%	(97)	1236
Voted in 2014: No	2%	(13)	3%	(23)	23%	(169)	31%	(234)	27%	(197)	14%	(106)	743
2012 Vote: Barack Obama	2%	(15)	4%	(32)	22%	(163)	33%	(247)	31%	(227)	8%	(60)	744
2012 Vote: Mitt Romney	—	(2)	4%	(18)	19%	(92)	33%	(157)	36%	(170)	7%	(34)	472
2012 Vote: Other	—	(0)	4%	(4)	21%	(21)	36%	(36)	24%	(25)	16%	(16)	102
2012 Vote: Didn't Vote	2%	(14)	4%	(23)	27%	(175)	29%	(192)	24%	(155)	14%	(93)	652
4-Region: Northeast	1%	(5)	3%	(12)	28%	(100)	29%	(106)	28%	(100)	11%	(39)	361
4-Region: Midwest	—	(2)	3%	(12)	21%	(89)	33%	(138)	30%	(128)	12%	(51)	420
4-Region: South	1%	(10)	5%	(37)	22%	(160)	33%	(241)	30%	(220)	10%	(72)	741
4-Region: West	3%	(14)	3%	(15)	23%	(103)	34%	(154)	28%	(130)	9%	(41)	458
Favorable of Trump	1%	(9)	4%	(36)	23%	(195)	34%	(282)	29%	(246)	8%	(71)	839
Unfavorable of Trump	2%	(18)	4%	(38)	24%	(239)	33%	(335)	30%	(307)	7%	(76)	1014

Continued on next page

Table HR4: As you may know, movie theater subscription services charge a flat monthly rate for a set quantity of tickets. In general, how likely are you to consider purchasing a movie theater subscription service?

Demographic	Absolutely certain		Very likely		About 50-50		Not very likely		Would not consider		Don't know / No opinion		Total N
Adults	2%	(31)	4%	(76)	23%	(452)	32%	(639)	29%	(578)	10%	(203)	1979
Very Favorable of Trump	1%	(5)	3%	(16)	21%	(104)	32%	(163)	32%	(162)	11%	(55)	506
Somewhat Favorable of Trump	1%	(4)	6%	(20)	27%	(91)	36%	(119)	25%	(84)	5%	(16)	333
Somewhat Unfavorable of Trump	2%	(4)	4%	(9)	24%	(50)	35%	(72)	26%	(54)	9%	(19)	208
Very Unfavorable of Trump	2%	(14)	4%	(29)	24%	(190)	33%	(263)	31%	(253)	7%	(57)	806
Frequent TV watchers	2%	(26)	4%	(61)	25%	(362)	34%	(497)	27%	(406)	9%	(126)	1477
Frequent Movie watchers	2%	(14)	5%	(43)	31%	(246)	30%	(238)	22%	(177)	10%	(81)	800

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

Table HR5_1: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?*
Discounts on concessions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(1041)	28%	(620)	10%	(210)	6%	(143)	9%	(188)	2201
Gender: Male	43%	(460)	29%	(309)	11%	(115)	8%	(85)	9%	(94)	1062
Gender: Female	51%	(581)	27%	(311)	8%	(95)	5%	(58)	8%	(94)	1139
Age: 18-29	56%	(269)	23%	(109)	10%	(46)	6%	(30)	5%	(25)	479
Age: 30-44	50%	(265)	27%	(145)	11%	(61)	5%	(24)	7%	(39)	534
Age: 45-54	50%	(217)	30%	(129)	7%	(30)	4%	(19)	9%	(39)	434
Age: 55-64	41%	(131)	32%	(103)	8%	(25)	7%	(21)	12%	(38)	318
Age: 65+	36%	(159)	31%	(134)	11%	(48)	11%	(48)	11%	(47)	436
Generation Z: 18-21	52%	(94)	26%	(47)	11%	(20)	8%	(14)	4%	(6)	181
Millennial: Age 22-37	53%	(329)	24%	(149)	11%	(65)	5%	(31)	7%	(43)	617
Generation X: Age 38-53	51%	(306)	29%	(175)	8%	(47)	4%	(27)	8%	(47)	603
Boomers: Age 54-72	40%	(278)	33%	(228)	9%	(63)	8%	(55)	10%	(69)	694
PID: Dem (no lean)	47%	(338)	29%	(210)	10%	(74)	7%	(50)	6%	(46)	719
PID: Ind (no lean)	43%	(242)	32%	(182)	10%	(55)	7%	(38)	8%	(47)	563
PID: Rep (no lean)	50%	(461)	25%	(228)	9%	(81)	6%	(55)	10%	(94)	919
PID/Gender: Dem Men	44%	(133)	28%	(85)	12%	(35)	9%	(28)	7%	(21)	303
PID/Gender: Dem Women	49%	(205)	30%	(125)	9%	(39)	5%	(22)	6%	(25)	416
PID/Gender: Ind Men	38%	(113)	34%	(102)	10%	(31)	9%	(27)	8%	(23)	296
PID/Gender: Ind Women	48%	(128)	30%	(80)	9%	(24)	4%	(11)	9%	(24)	266
PID/Gender: Rep Men	46%	(213)	26%	(122)	11%	(49)	6%	(29)	11%	(49)	463
PID/Gender: Rep Women	54%	(248)	23%	(106)	7%	(32)	6%	(25)	10%	(45)	456
Ideo: Liberal (1-3)	47%	(334)	29%	(204)	12%	(83)	7%	(48)	6%	(41)	710
Ideo: Moderate (4)	50%	(225)	27%	(122)	9%	(39)	6%	(27)	8%	(36)	448
Ideo: Conservative (5-7)	44%	(317)	31%	(224)	11%	(77)	7%	(54)	7%	(54)	726
Educ: College	50%	(757)	27%	(406)	7%	(101)	7%	(102)	10%	(147)	1513
Educ: Bachelors degree	45%	(201)	28%	(122)	16%	(73)	5%	(24)	5%	(24)	444
Educ: Post-grad	34%	(83)	38%	(92)	15%	(36)	7%	(17)	7%	(16)	244

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Table HR5_1: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?*
Discounts on concessions

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	47% (1041)	28% (620)	10% (210)	6% (143)	9% (188)	2201
Income: Under 50k	48% (587)	27% (332)	7% (91)	6% (79)	10% (127)	1217
Income: 50k-100k	46% (322)	29% (201)	12% (83)	7% (48)	7% (46)	699
Income: 100k+	46% (132)	30% (87)	13% (36)	6% (16)	5% (15)	285
Ethnicity: White	45% (777)	30% (522)	10% (168)	6% (111)	8% (145)	1723
Ethnicity: Hispanic	58% (201)	24% (84)	8% (29)	4% (14)	6% (21)	350
Ethnicity: Afr. Am.	55% (150)	21% (58)	7% (19)	9% (26)	8% (21)	274
Ethnicity: Other	55% (113)	20% (40)	12% (24)	3% (6)	10% (21)	204
Relig: Protestant	43% (196)	29% (131)	11% (51)	6% (28)	10% (48)	453
Relig: Roman Catholic	47% (190)	32% (127)	7% (30)	6% (25)	7% (29)	400
Relig: Something Else	51% (119)	24% (57)	11% (26)	3% (8)	10% (23)	233
Relig: Jewish	26% (15)	30% (17)	23% (13)	15% (8)	6% (4)	56
Relig: Evangelical	52% (304)	26% (151)	7% (39)	6% (34)	9% (54)	582
Relig: Non-Evang. Catholics	43% (242)	32% (181)	10% (56)	7% (39)	8% (48)	567
Relig: All Christian	48% (546)	29% (332)	8% (95)	6% (73)	9% (102)	1149
Relig: All Non-Christian	51% (119)	24% (57)	11% (26)	3% (8)	10% (23)	233
Community: Urban	52% (301)	26% (149)	8% (47)	7% (38)	7% (42)	577
Community: Suburban	46% (460)	29% (290)	11% (112)	7% (66)	8% (76)	1004
Community: Rural	45% (280)	29% (181)	8% (51)	6% (39)	11% (69)	620
Employ: Private Sector	47% (320)	29% (196)	11% (73)	5% (36)	7% (50)	674
Employ: Government	46% (69)	34% (51)	6% (10)	7% (11)	6% (10)	151
Employ: Self-Employed	43% (91)	34% (73)	15% (32)	4% (8)	4% (8)	211
Employ: Homemaker	60% (109)	21% (38)	6% (11)	4% (8)	10% (18)	183
Employ: Student	61% (67)	25% (28)	5% (6)	6% (7)	2% (2)	109
Employ: Retired	37% (165)	32% (143)	10% (44)	9% (38)	12% (56)	445
Employ: Unemployed	46% (91)	23% (46)	8% (17)	10% (20)	12% (25)	198
Employ: Other	56% (128)	21% (47)	8% (19)	6% (15)	9% (20)	229
Military HH: Yes	47% (162)	24% (81)	9% (30)	9% (29)	12% (41)	343
Military HH: No	47% (879)	29% (539)	10% (180)	6% (113)	8% (147)	1858
RD/WT: Right Direction	45% (401)	29% (256)	9% (84)	7% (58)	10% (92)	891
RD/WT: Wrong Track	49% (639)	28% (364)	10% (127)	6% (85)	7% (96)	1310

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**Table HR5_1: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Discounts on concessions**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	47% (1041)	28% (620)	10% (210)	6% (143)	9% (188)	2201
Trump Job Approve	46% (439)	30% (285)	9% (90)	7% (66)	8% (80)	960
Trump Job Disapprove	48% (532)	28% (307)	10% (115)	6% (71)	7% (77)	1102
Trump Job Strongly Approve	48% (246)	26% (131)	9% (45)	6% (31)	11% (54)	507
Trump Job Somewhat Approve	43% (193)	34% (155)	10% (44)	8% (34)	6% (26)	452
Trump Job Somewhat Disapprove	50% (147)	31% (90)	12% (34)	4% (11)	4% (11)	293
Trump Job Strongly Disapprove	48% (385)	27% (217)	10% (81)	7% (60)	8% (66)	808
#1 Issue: Economy	55% (351)	24% (152)	10% (61)	6% (36)	6% (41)	641
#1 Issue: Security	43% (132)	30% (92)	6% (19)	11% (33)	10% (30)	305
#1 Issue: Health Care	43% (181)	34% (146)	9% (40)	5% (21)	9% (38)	426
#1 Issue: Medicare / Social Security	38% (115)	31% (94)	9% (28)	8% (26)	14% (42)	305
#1 Issue: Women's Issues	49% (75)	27% (42)	13% (19)	5% (7)	6% (9)	152
#1 Issue: Education	51% (77)	27% (40)	13% (19)	4% (6)	5% (8)	150
#1 Issue: Energy	48% (48)	36% (36)	3% (3)	7% (7)	5% (5)	99
#1 Issue: Other	51% (62)	16% (19)	17% (21)	6% (7)	11% (13)	122
2016 Vote: Hillary Clinton	46% (304)	28% (189)	11% (76)	7% (45)	8% (52)	666
2016 Vote: Donald Trump	46% (335)	29% (208)	10% (74)	6% (45)	8% (58)	721
2016 Vote: Someone else	42% (92)	34% (74)	9% (20)	5% (12)	9% (19)	217
2016 Vote: Didnt Vote	52% (310)	25% (148)	7% (41)	7% (40)	10% (58)	597
Voted in 2014: Yes	46% (623)	30% (408)	10% (132)	7% (91)	8% (110)	1364
Voted in 2014: No	50% (417)	25% (212)	9% (78)	6% (51)	9% (78)	837
2012 Vote: Barack Obama	48% (393)	27% (223)	10% (84)	6% (50)	9% (72)	821
2012 Vote: Mitt Romney	42% (221)	32% (165)	9% (49)	8% (41)	9% (45)	521
2012 Vote: Other	47% (51)	23% (25)	13% (14)	7% (8)	9% (10)	108
2012 Vote: Didn't Vote	50% (375)	27% (203)	8% (61)	6% (44)	8% (61)	743
4-Region: Northeast	44% (172)	30% (117)	10% (41)	8% (30)	9% (34)	394
4-Region: Midwest	46% (214)	30% (140)	10% (46)	6% (28)	7% (34)	462
4-Region: South	48% (398)	28% (231)	8% (64)	7% (59)	9% (73)	825
4-Region: West	49% (256)	25% (132)	11% (59)	5% (27)	9% (46)	520
Favorable of Trump	48% (437)	29% (263)	10% (88)	6% (53)	8% (76)	917
Unfavorable of Trump	48% (541)	29% (332)	11% (120)	7% (78)	6% (67)	1138

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Table HR5_1: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?*
Discounts on concessions

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	47%	(1041)	28%	(620)	10%	(210)	6%	(143)	9%	(188)	2201
Very Favorable of Trump	51%	(281)	24%	(135)	9%	(51)	6%	(33)	10%	(57)	557
Somewhat Favorable of Trump	43%	(156)	36%	(128)	10%	(38)	6%	(21)	5%	(18)	360
Somewhat Unfavorable of Trump	45%	(105)	33%	(76)	14%	(32)	6%	(14)	3%	(8)	234
Very Unfavorable of Trump	48%	(436)	28%	(256)	10%	(88)	7%	(65)	7%	(59)	904
Frequent TV watchers	51%	(834)	27%	(448)	9%	(152)	6%	(95)	7%	(113)	1642
Frequent Movie watchers	55%	(517)	26%	(238)	9%	(81)	5%	(42)	6%	(54)	932
Frequent movie goers	50%	(57)	30%	(34)	12%	(14)	3%	(3)	6%	(7)	115

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

Table HR5_2: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to reserve tickets in advance*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	46%	(1021)	27%	(591)	11%	(238)	8%	(182)	8%	(169)	2201
Gender: Male	46%	(484)	26%	(275)	11%	(118)	9%	(97)	8%	(87)	1062
Gender: Female	47%	(537)	28%	(316)	10%	(119)	7%	(85)	7%	(81)	1139
Age: 18-29	57%	(274)	20%	(96)	11%	(52)	6%	(31)	5%	(26)	479
Age: 30-44	48%	(259)	28%	(150)	10%	(55)	6%	(32)	7%	(38)	534
Age: 45-54	42%	(183)	29%	(125)	15%	(65)	6%	(28)	8%	(33)	434
Age: 55-64	42%	(132)	30%	(96)	10%	(33)	8%	(25)	10%	(31)	318
Age: 65+	40%	(173)	28%	(123)	8%	(33)	15%	(66)	9%	(41)	436
Generation Z: 18-21	59%	(106)	15%	(26)	13%	(24)	9%	(16)	4%	(8)	181
Millennial: Age 22-37	52%	(318)	26%	(159)	11%	(67)	5%	(30)	7%	(42)	617
Generation X: Age 38-53	46%	(275)	29%	(175)	12%	(71)	7%	(41)	7%	(41)	603
Boomers: Age 54-72	41%	(285)	29%	(201)	10%	(72)	11%	(73)	9%	(63)	694
PID: Dem (no lean)	47%	(337)	29%	(208)	10%	(73)	8%	(54)	6%	(46)	719
PID: Ind (no lean)	43%	(244)	29%	(165)	11%	(62)	9%	(49)	8%	(43)	563
PID: Rep (no lean)	48%	(440)	24%	(219)	11%	(103)	9%	(79)	9%	(80)	919
PID/Gender: Dem Men	44%	(132)	29%	(87)	11%	(33)	9%	(27)	8%	(23)	303
PID/Gender: Dem Women	49%	(205)	29%	(121)	10%	(40)	7%	(28)	6%	(23)	416
PID/Gender: Ind Men	44%	(131)	28%	(84)	11%	(33)	7%	(21)	9%	(28)	296
PID/Gender: Ind Women	43%	(114)	30%	(81)	11%	(29)	11%	(28)	6%	(15)	266
PID/Gender: Rep Men	48%	(221)	22%	(103)	11%	(53)	11%	(50)	8%	(36)	463
PID/Gender: Rep Women	48%	(218)	25%	(115)	11%	(50)	6%	(29)	10%	(44)	456
Ideo: Liberal (1-3)	48%	(339)	27%	(190)	14%	(98)	7%	(52)	4%	(30)	710
Ideo: Moderate (4)	48%	(214)	29%	(129)	10%	(44)	7%	(30)	7%	(31)	448
Ideo: Conservative (5-7)	43%	(309)	30%	(218)	10%	(69)	10%	(76)	7%	(54)	726
Educ: College	46%	(689)	25%	(384)	11%	(170)	9%	(137)	9%	(133)	1513
Educ: Bachelors degree	48%	(212)	30%	(134)	11%	(47)	6%	(28)	5%	(22)	444
Educ: Post-grad	49%	(120)	30%	(73)	9%	(21)	7%	(17)	6%	(13)	244

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Table HR5_2: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?*
Ability to reserve tickets in advance

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	46%	(1021)	27%	(591)	11%	(238)	8%	(182)	8%	(169)	2201
Income: Under 50k	45%	(552)	25%	(298)	12%	(140)	9%	(115)	9%	(111)	1217
Income: 50k-100k	46%	(323)	31%	(214)	10%	(68)	7%	(50)	6%	(44)	699
Income: 100k+	51%	(146)	28%	(79)	10%	(29)	6%	(16)	5%	(14)	285
Ethnicity: White	45%	(768)	29%	(493)	11%	(198)	8%	(135)	7%	(128)	1723
Ethnicity: Hispanic	54%	(188)	18%	(64)	13%	(45)	10%	(36)	5%	(16)	350
Ethnicity: Afr. Am.	51%	(140)	23%	(64)	6%	(17)	12%	(33)	8%	(21)	274
Ethnicity: Other	55%	(113)	17%	(34)	11%	(23)	7%	(14)	10%	(20)	204
Relig: Protestant	43%	(196)	26%	(119)	11%	(50)	11%	(50)	8%	(37)	453
Relig: Roman Catholic	46%	(184)	31%	(123)	8%	(33)	8%	(32)	7%	(28)	400
Relig: Something Else	48%	(113)	26%	(60)	10%	(24)	8%	(18)	8%	(18)	233
Relig: Jewish	44%	(24)	23%	(13)	15%	(9)	12%	(7)	6%	(4)	56
Relig: Evangelical	50%	(291)	23%	(133)	9%	(50)	10%	(59)	8%	(49)	582
Relig: Non-Evang. Catholics	43%	(246)	31%	(173)	10%	(58)	8%	(47)	7%	(42)	567
Relig: All Christian	47%	(537)	27%	(306)	9%	(108)	9%	(106)	8%	(92)	1149
Relig: All Non-Christian	48%	(113)	26%	(60)	10%	(24)	8%	(18)	8%	(18)	233
Community: Urban	50%	(289)	24%	(137)	11%	(64)	9%	(53)	6%	(33)	577
Community: Suburban	46%	(466)	28%	(283)	11%	(111)	8%	(79)	6%	(65)	1004
Community: Rural	43%	(265)	28%	(171)	10%	(62)	8%	(50)	11%	(71)	620
Employ: Private Sector	50%	(337)	26%	(177)	10%	(70)	7%	(46)	7%	(44)	674
Employ: Government	45%	(68)	34%	(52)	8%	(12)	6%	(9)	7%	(11)	151
Employ: Self-Employed	41%	(87)	37%	(77)	12%	(25)	6%	(12)	5%	(11)	211
Employ: Homemaker	45%	(83)	24%	(44)	13%	(23)	7%	(14)	11%	(19)	183
Employ: Student	61%	(67)	18%	(19)	11%	(12)	9%	(10)	1%	(1)	109
Employ: Retired	38%	(168)	30%	(133)	8%	(36)	13%	(59)	11%	(48)	445
Employ: Unemployed	53%	(104)	19%	(37)	11%	(21)	9%	(18)	9%	(18)	198
Employ: Other	47%	(108)	23%	(53)	16%	(37)	6%	(14)	7%	(17)	229
Military HH: Yes	50%	(171)	27%	(92)	6%	(19)	7%	(25)	11%	(36)	343
Military HH: No	46%	(850)	27%	(499)	12%	(218)	8%	(157)	7%	(133)	1858
RD/WT: Right Direction	44%	(395)	27%	(238)	10%	(91)	9%	(81)	10%	(85)	891
RD/WT: Wrong Track	48%	(626)	27%	(353)	11%	(147)	8%	(101)	6%	(84)	1310

Continued on next page

Table HR5_2: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to reserve tickets in advance

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	46% (1021)	27% (591)	11% (238)	8% (182)	8% (169)	2201
Trump Job Approve	45% (427)	28% (270)	11% (102)	9% (86)	8% (76)	960
Trump Job Disapprove	49% (537)	27% (299)	11% (120)	7% (79)	6% (66)	1102
Trump Job Strongly Approve	46% (233)	25% (129)	11% (55)	8% (40)	10% (51)	507
Trump Job Somewhat Approve	43% (194)	31% (141)	10% (47)	10% (46)	6% (25)	452
Trump Job Somewhat Disapprove	44% (129)	32% (93)	14% (40)	7% (20)	4% (12)	293
Trump Job Strongly Disapprove	50% (408)	26% (206)	10% (80)	7% (60)	7% (55)	808
#1 Issue: Economy	50% (318)	29% (188)	9% (56)	6% (40)	6% (39)	641
#1 Issue: Security	44% (134)	25% (77)	13% (38)	10% (31)	8% (25)	305
#1 Issue: Health Care	44% (187)	31% (132)	11% (47)	6% (25)	8% (35)	426
#1 Issue: Medicare / Social Security	40% (121)	25% (75)	11% (33)	13% (41)	12% (36)	305
#1 Issue: Women's Issues	49% (74)	26% (40)	9% (14)	12% (18)	4% (7)	152
#1 Issue: Education	56% (84)	21% (31)	10% (16)	7% (11)	6% (9)	150
#1 Issue: Energy	42% (42)	28% (27)	18% (18)	7% (7)	5% (5)	99
#1 Issue: Other	51% (61)	17% (21)	13% (16)	8% (10)	11% (14)	122
2016 Vote: Hillary Clinton	46% (308)	29% (194)	11% (70)	8% (51)	6% (43)	666
2016 Vote: Donald Trump	45% (322)	30% (213)	9% (67)	8% (60)	8% (58)	721
2016 Vote: Someone else	44% (95)	30% (64)	12% (26)	6% (14)	8% (18)	217
2016 Vote: Didnt Vote	50% (296)	20% (120)	12% (74)	10% (58)	8% (50)	597
Voted in 2014: Yes	45% (619)	29% (396)	10% (143)	8% (104)	7% (102)	1364
Voted in 2014: No	48% (402)	23% (196)	11% (95)	9% (78)	8% (67)	837
2012 Vote: Barack Obama	46% (378)	30% (250)	9% (72)	8% (62)	7% (58)	821
2012 Vote: Mitt Romney	42% (217)	28% (146)	12% (61)	10% (51)	9% (46)	521
2012 Vote: Other	49% (53)	26% (28)	11% (12)	3% (3)	11% (12)	108
2012 Vote: Didn't Vote	50% (370)	22% (163)	12% (91)	9% (66)	7% (52)	743
4-Region: Northeast	47% (186)	30% (118)	10% (39)	5% (20)	8% (30)	394
4-Region: Midwest	47% (217)	28% (128)	9% (43)	8% (39)	8% (36)	462
4-Region: South	45% (373)	26% (217)	11% (92)	9% (71)	9% (71)	825
4-Region: West	47% (246)	25% (128)	12% (62)	10% (52)	6% (32)	520
Favorable of Trump	45% (414)	28% (260)	11% (103)	8% (72)	7% (67)	917
Unfavorable of Trump	49% (556)	27% (305)	11% (123)	8% (95)	5% (59)	1138

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Table HR5_2: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Ability to reserve tickets in advance*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	46%	(1021)	27%	(591)	11%	(238)	8%	(182)	8%	(169)	2201
Very Favorable of Trump	46%	(257)	26%	(142)	11%	(64)	7%	(40)	10%	(53)	557
Somewhat Favorable of Trump	44%	(157)	33%	(118)	11%	(39)	9%	(32)	4%	(14)	360
Somewhat Unfavorable of Trump	43%	(100)	31%	(73)	16%	(37)	6%	(15)	4%	(8)	234
Very Unfavorable of Trump	50%	(456)	26%	(232)	9%	(85)	9%	(80)	6%	(51)	904
Frequent TV watchers	49%	(801)	26%	(433)	11%	(187)	7%	(120)	6%	(101)	1642
Frequent Movie watchers	52%	(488)	23%	(215)	13%	(119)	7%	(66)	5%	(44)	932
Frequent movie goers	51%	(59)	23%	(26)	14%	(16)	6%	(7)	7%	(8)	115

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

Table HR5_3: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Number of movies included per month*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	54% (1183)	25% (561)	6% (125)	6% (137)	9% (194)	2201
Gender: Male	52% (557)	25% (264)	7% (71)	7% (74)	9% (96)	1062
Gender: Female	55% (626)	26% (298)	5% (54)	6% (63)	9% (99)	1139
Age: 18-29	58% (278)	20% (98)	9% (41)	7% (34)	6% (28)	479
Age: 30-44	57% (304)	24% (130)	5% (27)	5% (27)	8% (45)	534
Age: 45-54	58% (251)	25% (109)	4% (18)	5% (21)	8% (35)	434
Age: 55-64	51% (162)	28% (88)	4% (14)	6% (18)	11% (35)	318
Age: 65+	43% (188)	31% (136)	6% (25)	8% (37)	12% (51)	436
Generation Z: 18-21	55% (100)	23% (42)	9% (16)	7% (13)	5% (10)	181
Millennial: Age 22-37	59% (366)	21% (131)	7% (40)	6% (36)	7% (43)	617
Generation X: Age 38-53	57% (342)	26% (159)	4% (25)	5% (29)	8% (48)	603
Boomers: Age 54-72	50% (347)	29% (202)	5% (33)	6% (42)	10% (70)	694
PID: Dem (no lean)	56% (406)	25% (177)	4% (32)	7% (52)	7% (52)	719
PID: Ind (no lean)	54% (303)	25% (140)	7% (41)	4% (25)	10% (54)	563
PID: Rep (no lean)	52% (475)	27% (245)	6% (52)	7% (60)	10% (88)	919
PID/Gender: Dem Men	54% (162)	23% (69)	7% (22)	8% (25)	8% (24)	303
PID/Gender: Dem Women	59% (244)	26% (107)	2% (9)	7% (27)	7% (29)	416
PID/Gender: Ind Men	55% (164)	23% (69)	6% (16)	6% (18)	10% (29)	296
PID/Gender: Ind Women	52% (139)	27% (71)	9% (25)	3% (7)	9% (25)	266
PID/Gender: Rep Men	50% (231)	27% (125)	7% (32)	7% (32)	9% (43)	463
PID/Gender: Rep Women	53% (244)	26% (120)	4% (20)	6% (28)	10% (45)	456
Ideo: Liberal (1-3)	58% (408)	24% (174)	6% (45)	6% (43)	6% (40)	710
Ideo: Moderate (4)	55% (247)	27% (120)	6% (27)	5% (23)	7% (32)	448
Ideo: Conservative (5-7)	50% (360)	30% (216)	6% (43)	5% (39)	9% (67)	726
Educ: College	53% (798)	23% (355)	6% (95)	8% (118)	10% (147)	1513
Educ: Bachelors degree	57% (252)	31% (139)	3% (15)	2% (10)	6% (28)	444
Educ: Post-grad	55% (134)	27% (67)	6% (15)	4% (9)	8% (20)	244

Continued on next page

Table HR5_3: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Number of movies included per month*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	54% (1183)	25% (561)	6% (125)	6% (137)	9% (194)	2201
Income: Under 50k	52% (630)	24% (289)	6% (78)	8% (95)	10% (124)	1217
Income: 50k-100k	55% (385)	29% (200)	4% (30)	5% (34)	7% (51)	699
Income: 100k+	59% (169)	26% (73)	6% (17)	3% (8)	7% (19)	285
Ethnicity: White	53% (914)	27% (472)	5% (93)	5% (94)	9% (150)	1723
Ethnicity: Hispanic	58% (202)	20% (70)	7% (24)	9% (32)	6% (22)	350
Ethnicity: Afr. Am.	55% (150)	19% (52)	7% (19)	10% (28)	9% (25)	274
Ethnicity: Other	58% (119)	19% (38)	6% (13)	7% (14)	10% (20)	204
Relig: Protestant	51% (229)	27% (124)	6% (26)	6% (25)	11% (49)	453
Relig: Roman Catholic	53% (211)	27% (106)	5% (21)	8% (31)	8% (31)	400
Relig: Something Else	57% (132)	21% (49)	7% (17)	6% (15)	8% (20)	233
Relig: Jewish	50% (28)	33% (18)	2% (1)	6% (4)	8% (5)	56
Relig: Evangelical	51% (297)	27% (157)	6% (32)	7% (39)	10% (56)	582
Relig: Non-Evang. Catholics	53% (302)	27% (152)	5% (26)	6% (34)	9% (53)	567
Relig: All Christian	52% (599)	27% (309)	5% (58)	6% (74)	10% (109)	1149
Relig: All Non-Christian	57% (132)	21% (49)	7% (17)	6% (15)	8% (20)	233
Community: Urban	54% (314)	24% (141)	6% (37)	8% (44)	7% (42)	577
Community: Suburban	54% (547)	28% (286)	4% (44)	5% (52)	8% (75)	1004
Community: Rural	52% (323)	22% (135)	7% (45)	7% (41)	12% (77)	620
Employ: Private Sector	59% (395)	23% (158)	5% (35)	4% (30)	8% (55)	674
Employ: Government	48% (72)	33% (50)	5% (8)	7% (10)	7% (10)	151
Employ: Self-Employed	54% (114)	30% (63)	5% (12)	6% (14)	4% (9)	211
Employ: Homemaker	58% (107)	23% (42)	1% (2)	7% (13)	10% (19)	183
Employ: Student	55% (60)	29% (32)	12% (13)	4% (4)	1% (1)	109
Employ: Retired	44% (197)	30% (134)	5% (23)	7% (29)	14% (62)	445
Employ: Unemployed	54% (107)	15% (30)	10% (20)	10% (20)	11% (22)	198
Employ: Other	58% (132)	23% (52)	5% (12)	8% (18)	7% (16)	229
Military HH: Yes	48% (166)	29% (100)	6% (19)	5% (17)	12% (41)	343
Military HH: No	55% (1017)	25% (461)	6% (106)	6% (120)	8% (154)	1858
RD/WT: Right Direction	50% (445)	27% (241)	6% (53)	6% (57)	11% (95)	891
RD/WT: Wrong Track	56% (739)	24% (321)	5% (72)	6% (80)	8% (99)	1310

Continued on next page

Table HR5_3: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Number of movies included per month

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	54% (1183)	25% (561)	6% (125)	6% (137)	9% (194)	2201
Trump Job Approve	50% (477)	29% (277)	7% (63)	6% (58)	9% (85)	960
Trump Job Disapprove	58% (639)	24% (263)	5% (50)	6% (68)	7% (81)	1102
Trump Job Strongly Approve	51% (258)	27% (139)	5% (28)	5% (25)	11% (57)	507
Trump Job Somewhat Approve	48% (219)	30% (138)	8% (36)	7% (33)	6% (27)	452
Trump Job Somewhat Disapprove	59% (172)	26% (75)	5% (16)	5% (16)	5% (15)	293
Trump Job Strongly Disapprove	58% (467)	23% (188)	4% (34)	7% (53)	8% (66)	808
#1 Issue: Economy	61% (391)	22% (143)	5% (33)	5% (31)	7% (42)	641
#1 Issue: Security	53% (162)	26% (81)	3% (10)	8% (25)	9% (28)	305
#1 Issue: Health Care	51% (218)	28% (120)	6% (24)	5% (20)	10% (43)	426
#1 Issue: Medicare / Social Security	42% (127)	30% (91)	3% (11)	10% (31)	15% (45)	305
#1 Issue: Women's Issues	57% (87)	21% (33)	9% (13)	7% (11)	5% (8)	152
#1 Issue: Education	52% (78)	29% (43)	7% (10)	8% (11)	5% (7)	150
#1 Issue: Energy	59% (59)	23% (23)	9% (9)	3% (2)	6% (6)	99
#1 Issue: Other	50% (61)	22% (27)	12% (14)	4% (5)	12% (14)	122
2016 Vote: Hillary Clinton	55% (368)	26% (174)	5% (35)	6% (39)	8% (51)	666
2016 Vote: Donald Trump	51% (365)	30% (214)	7% (47)	5% (35)	8% (60)	721
2016 Vote: Someone else	54% (117)	28% (62)	4% (8)	2% (5)	12% (26)	217
2016 Vote: Didnt Vote	56% (334)	19% (112)	6% (34)	10% (58)	10% (58)	597
Voted in 2014: Yes	53% (716)	29% (390)	5% (69)	5% (73)	9% (116)	1364
Voted in 2014: No	56% (467)	20% (171)	7% (56)	8% (64)	9% (78)	837
2012 Vote: Barack Obama	55% (454)	26% (214)	5% (43)	5% (41)	8% (69)	821
2012 Vote: Mitt Romney	48% (249)	32% (164)	6% (30)	5% (28)	10% (50)	521
2012 Vote: Other	47% (51)	34% (37)	2% (2)	3% (3)	13% (14)	108
2012 Vote: Didn't Vote	57% (423)	19% (144)	7% (50)	9% (64)	8% (61)	743
4-Region: Northeast	55% (217)	26% (104)	3% (13)	6% (23)	9% (37)	394
4-Region: Midwest	55% (254)	26% (121)	5% (22)	5% (23)	9% (42)	462
4-Region: South	53% (437)	25% (208)	5% (45)	7% (60)	9% (75)	825
4-Region: West	53% (276)	25% (128)	9% (44)	6% (31)	8% (41)	520
Favorable of Trump	52% (476)	28% (261)	6% (55)	5% (45)	9% (80)	917
Unfavorable of Trump	57% (654)	25% (280)	6% (64)	6% (69)	6% (71)	1138

Continued on next page

Table HR5_3: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Number of movies included per month*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	54%	(1183)	25%	(561)	6%	(125)	6%	(137)	9%	(194)	2201
Very Favorable of Trump	53%	(295)	26%	(142)	5%	(30)	5%	(27)	11%	(62)	557
Somewhat Favorable of Trump	50%	(181)	33%	(118)	7%	(25)	5%	(18)	5%	(18)	360
Somewhat Unfavorable of Trump	57%	(133)	28%	(65)	7%	(17)	4%	(10)	4%	(10)	234
Very Unfavorable of Trump	58%	(521)	24%	(216)	5%	(47)	6%	(59)	7%	(61)	904
Frequent TV watchers	57%	(933)	25%	(418)	5%	(90)	5%	(86)	7%	(115)	1642
Frequent Movie watchers	59%	(549)	24%	(221)	7%	(67)	5%	(44)	6%	(52)	932
Frequent movie goers	50%	(57)	31%	(35)	12%	(13)	2%	(3)	6%	(7)	115

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

Table HR5_4: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?*
Ability to choose from a variety of plans/pricing options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	52%	(1151)	28%	(615)	6%	(131)	5%	(119)	8%	(186)	2201
Gender: Male	49%	(520)	28%	(295)	8%	(81)	6%	(69)	9%	(97)	1062
Gender: Female	55%	(631)	28%	(320)	4%	(49)	4%	(50)	8%	(88)	1139
Age: 18-29	57%	(274)	22%	(104)	9%	(45)	6%	(28)	6%	(28)	479
Age: 30-44	53%	(283)	29%	(157)	7%	(38)	3%	(14)	8%	(42)	534
Age: 45-54	56%	(242)	28%	(122)	3%	(14)	5%	(21)	8%	(35)	434
Age: 55-64	49%	(155)	30%	(94)	5%	(15)	6%	(19)	11%	(34)	318
Age: 65+	45%	(196)	32%	(139)	4%	(19)	8%	(36)	11%	(46)	436
Generation Z: 18-21	54%	(97)	21%	(37)	13%	(24)	6%	(11)	6%	(12)	181
Millennial: Age 22-37	57%	(351)	25%	(154)	7%	(43)	4%	(26)	7%	(43)	617
Generation X: Age 38-53	54%	(325)	30%	(180)	5%	(29)	4%	(24)	7%	(44)	603
Boomers: Age 54-72	49%	(343)	30%	(212)	5%	(33)	6%	(40)	10%	(67)	694
PID: Dem (no lean)	52%	(372)	30%	(212)	6%	(42)	7%	(47)	6%	(45)	719
PID: Ind (no lean)	54%	(305)	26%	(144)	8%	(43)	4%	(22)	9%	(49)	563
PID: Rep (no lean)	52%	(474)	28%	(259)	5%	(46)	5%	(50)	10%	(91)	919
PID/Gender: Dem Men	51%	(153)	27%	(81)	8%	(23)	8%	(24)	7%	(21)	303
PID/Gender: Dem Women	53%	(219)	32%	(131)	4%	(19)	5%	(23)	6%	(24)	416
PID/Gender: Ind Men	50%	(149)	27%	(80)	8%	(25)	5%	(15)	10%	(28)	296
PID/Gender: Ind Women	59%	(156)	24%	(65)	7%	(18)	3%	(7)	8%	(21)	266
PID/Gender: Rep Men	47%	(218)	29%	(135)	7%	(33)	6%	(29)	10%	(48)	463
PID/Gender: Rep Women	56%	(256)	27%	(124)	3%	(12)	5%	(21)	10%	(44)	456
Ideo: Liberal (1-3)	54%	(383)	29%	(208)	7%	(48)	5%	(33)	5%	(38)	710
Ideo: Moderate (4)	52%	(234)	31%	(139)	5%	(22)	5%	(24)	7%	(30)	448
Ideo: Conservative (5-7)	51%	(373)	29%	(210)	5%	(35)	6%	(45)	9%	(63)	726
Educ: College	52%	(793)	25%	(373)	7%	(104)	6%	(98)	10%	(146)	1513
Educ: Bachelors degree	54%	(241)	34%	(152)	2%	(10)	4%	(17)	5%	(23)	444
Educ: Post-grad	48%	(117)	37%	(90)	7%	(16)	2%	(4)	7%	(17)	244

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Table HR5_4: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Ability to choose from a variety of plans/pricing options*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	52% (1151)	28% (615)	6% (131)	5% (119)	8% (186)	2201
Income: Under 50k	54% (652)	23% (284)	7% (89)	6% (69)	10% (124)	1217
Income: 50k-100k	50% (352)	33% (229)	4% (29)	6% (44)	7% (46)	699
Income: 100k+	52% (148)	36% (102)	5% (13)	2% (6)	5% (15)	285
Ethnicity: White	51% (876)	30% (513)	6% (111)	5% (84)	8% (138)	1723
Ethnicity: Hispanic	60% (209)	23% (80)	7% (25)	4% (14)	6% (21)	350
Ethnicity: Afr. Am.	57% (156)	19% (52)	5% (15)	10% (27)	9% (25)	274
Ethnicity: Other	58% (119)	24% (50)	2% (5)	4% (8)	11% (22)	204
Relig: Protestant	50% (226)	27% (124)	6% (28)	6% (28)	10% (47)	453
Relig: Roman Catholic	51% (204)	32% (128)	4% (18)	5% (21)	7% (29)	400
Relig: Something Else	54% (126)	27% (63)	6% (14)	5% (12)	8% (19)	233
Relig: Jewish	38% (21)	47% (26)	6% (3)	2% (1)	6% (4)	56
Relig: Evangelical	57% (333)	24% (139)	4% (26)	6% (34)	9% (50)	582
Relig: Non-Evang. Catholics	48% (273)	32% (179)	6% (33)	6% (32)	9% (50)	567
Relig: All Christian	53% (606)	28% (318)	5% (59)	6% (66)	9% (100)	1149
Relig: All Non-Christian	54% (126)	27% (63)	6% (14)	5% (12)	8% (19)	233
Community: Urban	55% (317)	26% (148)	7% (39)	5% (30)	7% (43)	577
Community: Suburban	52% (526)	30% (300)	6% (56)	5% (51)	7% (72)	1004
Community: Rural	50% (308)	27% (168)	6% (35)	6% (38)	11% (71)	620
Employ: Private Sector	53% (357)	30% (202)	5% (33)	5% (31)	8% (51)	674
Employ: Government	52% (78)	31% (47)	6% (10)	4% (6)	7% (11)	151
Employ: Self-Employed	53% (112)	34% (71)	5% (10)	3% (7)	5% (11)	211
Employ: Homemaker	59% (108)	24% (43)	5% (9)	2% (4)	10% (19)	183
Employ: Student	61% (66)	19% (21)	14% (15)	3% (4)	3% (3)	109
Employ: Retired	48% (212)	29% (130)	4% (16)	7% (32)	12% (55)	445
Employ: Unemployed	55% (109)	18% (36)	7% (14)	10% (19)	10% (21)	198
Employ: Other	47% (108)	28% (65)	11% (25)	7% (16)	7% (15)	229
Military HH: Yes	48% (165)	28% (98)	4% (15)	7% (24)	12% (41)	343
Military HH: No	53% (986)	28% (517)	6% (115)	5% (95)	8% (144)	1858
RD/WT: Right Direction	50% (447)	28% (251)	5% (47)	6% (54)	10% (92)	891
RD/WT: Wrong Track	54% (704)	28% (364)	6% (84)	5% (65)	7% (94)	1310

Continued on next page

Table HR5_4: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to choose from a variety of plans/pricing options*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	52% (1151)	28% (615)	6% (131)	5% (119)	8% (186)	2201
Trump Job Approve	51% (494)	29% (280)	6% (54)	6% (53)	8% (78)	960
Trump Job Disapprove	54% (593)	28% (309)	5% (59)	6% (65)	7% (75)	1102
Trump Job Strongly Approve	51% (260)	27% (139)	4% (22)	6% (33)	11% (54)	507
Trump Job Somewhat Approve	52% (233)	31% (142)	7% (32)	5% (21)	5% (24)	452
Trump Job Somewhat Disapprove	58% (170)	28% (81)	5% (13)	6% (19)	3% (10)	293
Trump Job Strongly Disapprove	52% (423)	28% (228)	6% (46)	6% (46)	8% (66)	808
#1 Issue: Economy	58% (372)	27% (172)	5% (29)	4% (28)	6% (40)	641
#1 Issue: Security	50% (152)	28% (87)	4% (14)	8% (24)	9% (29)	305
#1 Issue: Health Care	52% (221)	28% (121)	8% (32)	3% (13)	9% (39)	426
#1 Issue: Medicare / Social Security	47% (144)	25% (78)	6% (19)	8% (26)	13% (39)	305
#1 Issue: Women's Issues	47% (72)	31% (47)	10% (15)	4% (7)	7% (11)	152
#1 Issue: Education	47% (71)	36% (54)	4% (6)	9% (13)	5% (7)	150
#1 Issue: Energy	61% (61)	24% (24)	8% (8)	1% (1)	6% (6)	99
#1 Issue: Other	49% (59)	27% (33)	6% (8)	6% (7)	12% (15)	122
2016 Vote: Hillary Clinton	51% (342)	31% (207)	5% (37)	5% (34)	7% (47)	666
2016 Vote: Donald Trump	52% (375)	29% (210)	5% (38)	5% (38)	8% (60)	721
2016 Vote: Someone else	52% (113)	30% (65)	4% (9)	5% (11)	9% (20)	217
2016 Vote: Didnt Vote	54% (321)	22% (133)	8% (47)	6% (37)	10% (59)	597
Voted in 2014: Yes	52% (713)	30% (403)	5% (67)	5% (70)	8% (111)	1364
Voted in 2014: No	52% (438)	25% (212)	8% (64)	6% (49)	9% (75)	837
2012 Vote: Barack Obama	52% (426)	30% (246)	5% (40)	5% (45)	8% (65)	821
2012 Vote: Mitt Romney	52% (270)	29% (149)	5% (24)	6% (30)	9% (49)	521
2012 Vote: Other	48% (51)	33% (36)	5% (5)	4% (5)	10% (11)	108
2012 Vote: Didn't Vote	54% (401)	24% (179)	8% (62)	5% (39)	8% (61)	743
4-Region: Northeast	53% (209)	28% (110)	6% (22)	3% (13)	10% (39)	394
4-Region: Midwest	50% (230)	31% (143)	7% (31)	4% (21)	8% (37)	462
4-Region: South	53% (434)	28% (230)	5% (44)	6% (49)	8% (68)	825
4-Region: West	53% (277)	25% (132)	6% (33)	7% (36)	8% (42)	520
Favorable of Trump	53% (485)	29% (261)	6% (52)	5% (47)	8% (72)	917
Unfavorable of Trump	53% (606)	30% (336)	6% (67)	6% (65)	6% (63)	1138

Continued on next page

Table HR5_4: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?*
Ability to choose from a variety of plans/pricing options

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	52%	(1151)	28%	(615)	6%	(131)	5%	(119)	8%	(186)	2201
Very Favorable of Trump	52%	(291)	27%	(152)	4%	(23)	5%	(30)	11%	(60)	557
Somewhat Favorable of Trump	54%	(193)	30%	(109)	8%	(28)	5%	(17)	3%	(13)	360
Somewhat Unfavorable of Trump	55%	(130)	33%	(76)	4%	(10)	4%	(10)	3%	(8)	234
Very Unfavorable of Trump	53%	(476)	29%	(260)	6%	(57)	6%	(55)	6%	(55)	904
Frequent TV watchers	55%	(905)	28%	(455)	6%	(91)	5%	(79)	7%	(112)	1642
Frequent Movie watchers	58%	(543)	25%	(232)	8%	(73)	4%	(41)	5%	(43)	932
Frequent movie goers	46%	(53)	35%	(41)	7%	(8)	5%	(6)	6%	(7)	115

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

Table HR5_5: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to see movies at multiple theater chains*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	43% (953)	30% (666)	11% (232)	7% (162)	9% (188)	2201
Gender: Male	41% (438)	31% (325)	11% (120)	8% (90)	9% (91)	1062
Gender: Female	45% (516)	30% (342)	10% (112)	6% (72)	9% (97)	1139
Age: 18-29	50% (238)	25% (122)	12% (55)	7% (34)	6% (30)	479
Age: 30-44	44% (236)	32% (173)	10% (53)	6% (30)	8% (41)	534
Age: 45-54	42% (181)	32% (140)	10% (44)	7% (30)	9% (38)	434
Age: 55-64	42% (134)	33% (105)	7% (21)	8% (25)	10% (33)	318
Age: 65+	38% (164)	29% (127)	13% (58)	10% (42)	10% (45)	436
Generation Z: 18-21	45% (82)	35% (64)	6% (10)	9% (16)	5% (9)	181
Millennial: Age 22-37	48% (294)	27% (167)	13% (78)	5% (31)	8% (48)	617
Generation X: Age 38-53	43% (256)	33% (197)	10% (59)	7% (45)	8% (46)	603
Boomers: Age 54-72	42% (289)	31% (213)	11% (76)	8% (53)	9% (63)	694
PID: Dem (no lean)	45% (323)	29% (206)	11% (76)	9% (66)	7% (48)	719
PID: Ind (no lean)	43% (241)	33% (183)	10% (55)	6% (34)	9% (50)	563
PID: Rep (no lean)	42% (389)	30% (277)	11% (101)	7% (62)	10% (90)	919
PID/Gender: Dem Men	45% (136)	26% (77)	11% (32)	12% (36)	7% (21)	303
PID/Gender: Dem Women	45% (187)	31% (129)	11% (44)	7% (30)	6% (27)	416
PID/Gender: Ind Men	39% (117)	35% (102)	11% (31)	6% (19)	9% (27)	296
PID/Gender: Ind Women	47% (124)	30% (81)	9% (23)	6% (15)	8% (23)	266
PID/Gender: Rep Men	40% (185)	31% (145)	12% (56)	8% (35)	9% (42)	463
PID/Gender: Rep Women	45% (205)	29% (132)	10% (45)	6% (27)	10% (48)	456
Ideo: Liberal (1-3)	44% (310)	31% (219)	12% (87)	7% (47)	7% (46)	710
Ideo: Moderate (4)	41% (185)	38% (170)	8% (38)	6% (26)	6% (29)	448
Ideo: Conservative (5-7)	44% (319)	29% (210)	11% (80)	8% (61)	8% (56)	726
Educ: College	44% (661)	28% (422)	10% (155)	8% (123)	10% (153)	1513
Educ: Bachelors degree	43% (190)	36% (158)	11% (50)	6% (25)	5% (22)	444
Educ: Post-grad	42% (103)	35% (86)	11% (28)	6% (14)	5% (13)	244

Continued on next page

Table HR5_5: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?*
Ability to see movies at multiple theater chains

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	43% (953)	30% (666)	11% (232)	7% (162)	9% (188)	2201
Income: Under 50k	43% (526)	28% (345)	11% (128)	8% (96)	10% (122)	1217
Income: 50k-100k	43% (302)	32% (224)	10% (72)	7% (51)	7% (50)	699
Income: 100k+	44% (126)	34% (97)	11% (32)	5% (15)	5% (15)	285
Ethnicity: White	42% (717)	32% (550)	11% (187)	7% (123)	8% (146)	1723
Ethnicity: Hispanic	46% (161)	27% (95)	9% (33)	10% (34)	7% (25)	350
Ethnicity: Afr. Am.	51% (140)	22% (59)	9% (24)	12% (33)	7% (18)	274
Ethnicity: Other	47% (96)	28% (57)	10% (20)	3% (6)	12% (24)	204
Relig: Protestant	43% (194)	30% (136)	10% (46)	8% (37)	9% (39)	453
Relig: Roman Catholic	42% (167)	33% (132)	11% (46)	7% (29)	7% (26)	400
Relig: Something Else	44% (103)	31% (73)	8% (19)	8% (19)	9% (20)	233
Relig: Jewish	37% (20)	46% (26)	5% (3)	2% (1)	11% (6)	56
Relig: Evangelical	47% (271)	26% (154)	11% (61)	9% (50)	8% (45)	582
Relig: Non-Evang. Catholics	40% (229)	34% (191)	11% (64)	7% (39)	8% (44)	567
Relig: All Christian	44% (500)	30% (345)	11% (125)	8% (89)	8% (90)	1149
Relig: All Non-Christian	44% (103)	31% (73)	8% (19)	8% (19)	9% (20)	233
Community: Urban	48% (279)	26% (151)	11% (65)	7% (39)	7% (43)	577
Community: Suburban	43% (430)	33% (328)	10% (99)	8% (77)	7% (72)	1004
Community: Rural	40% (245)	30% (187)	11% (68)	7% (46)	12% (73)	620
Employ: Private Sector	47% (316)	29% (196)	10% (70)	7% (44)	7% (48)	674
Employ: Government	40% (60)	33% (50)	11% (17)	7% (11)	9% (13)	151
Employ: Self-Employed	46% (96)	31% (66)	13% (26)	5% (10)	6% (13)	211
Employ: Homemaker	43% (78)	29% (52)	8% (15)	9% (17)	11% (21)	183
Employ: Student	52% (57)	33% (36)	6% (6)	7% (8)	1% (1)	109
Employ: Retired	37% (163)	31% (140)	12% (55)	8% (38)	11% (49)	445
Employ: Unemployed	45% (88)	26% (51)	9% (17)	8% (15)	13% (26)	198
Employ: Other	42% (95)	32% (74)	11% (24)	8% (19)	7% (16)	229
Military HH: Yes	41% (141)	35% (119)	6% (21)	7% (26)	11% (37)	343
Military HH: No	44% (813)	29% (547)	11% (210)	7% (136)	8% (151)	1858
RD/WT: Right Direction	42% (376)	30% (269)	11% (96)	7% (64)	10% (85)	891
RD/WT: Wrong Track	44% (578)	30% (397)	10% (135)	7% (98)	8% (103)	1310

Continued on next page

**Table HR5_5: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to see movies at multiple theater chains**

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	43% (953)	30% (666)	11% (232)	7% (162)	9% (188)	2201
Trump Job Approve	43% (411)	30% (293)	11% (104)	8% (76)	8% (76)	960
Trump Job Disapprove	44% (482)	32% (354)	10% (112)	7% (74)	7% (80)	1102
Trump Job Strongly Approve	43% (219)	29% (146)	10% (53)	8% (40)	10% (50)	507
Trump Job Somewhat Approve	43% (193)	32% (147)	11% (51)	8% (36)	6% (26)	452
Trump Job Somewhat Disapprove	40% (117)	39% (114)	13% (37)	4% (12)	4% (13)	293
Trump Job Strongly Disapprove	45% (365)	30% (239)	9% (75)	8% (62)	8% (67)	808
#1 Issue: Economy	45% (291)	32% (203)	10% (62)	7% (44)	6% (40)	641
#1 Issue: Security	43% (132)	29% (89)	7% (21)	11% (33)	10% (30)	305
#1 Issue: Health Care	44% (186)	31% (134)	11% (47)	4% (18)	9% (40)	426
#1 Issue: Medicare / Social Security	35% (108)	33% (101)	11% (34)	8% (24)	12% (38)	305
#1 Issue: Women's Issues	47% (71)	26% (39)	10% (15)	9% (13)	9% (13)	152
#1 Issue: Education	47% (71)	27% (40)	11% (17)	10% (15)	5% (7)	150
#1 Issue: Energy	43% (42)	23% (23)	24% (24)	5% (5)	5% (5)	99
#1 Issue: Other	42% (51)	30% (37)	9% (11)	7% (8)	12% (14)	122
2016 Vote: Hillary Clinton	46% (309)	29% (196)	9% (59)	8% (53)	7% (48)	666
2016 Vote: Donald Trump	43% (309)	29% (212)	13% (93)	7% (52)	8% (55)	721
2016 Vote: Someone else	39% (85)	35% (76)	11% (24)	4% (9)	11% (23)	217
2016 Vote: Didnt Vote	42% (250)	31% (182)	9% (56)	8% (47)	10% (62)	597
Voted in 2014: Yes	44% (595)	30% (415)	11% (145)	7% (98)	8% (110)	1364
Voted in 2014: No	43% (358)	30% (251)	10% (86)	8% (64)	9% (77)	837
2012 Vote: Barack Obama	44% (361)	31% (255)	10% (84)	7% (57)	8% (64)	821
2012 Vote: Mitt Romney	41% (216)	30% (155)	12% (62)	7% (39)	9% (49)	521
2012 Vote: Other	44% (48)	33% (35)	9% (9)	2% (2)	12% (13)	108
2012 Vote: Didn't Vote	43% (323)	29% (218)	10% (76)	9% (64)	8% (62)	743
4-Region: Northeast	41% (163)	34% (134)	11% (45)	5% (21)	8% (31)	394
4-Region: Midwest	45% (208)	30% (136)	11% (51)	6% (26)	9% (41)	462
4-Region: South	43% (358)	29% (243)	10% (83)	9% (71)	9% (70)	825
4-Region: West	43% (225)	29% (153)	10% (53)	8% (43)	9% (46)	520
Favorable of Trump	43% (398)	32% (292)	10% (95)	7% (60)	8% (72)	917
Unfavorable of Trump	45% (510)	30% (347)	11% (126)	8% (86)	6% (69)	1138

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Table HR5_5: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to see movies at multiple theater chains

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	43% (953)	30% (666)	11% (232)	7% (162)	9% (188)	2201
Very Favorable of Trump	43% (242)	30% (167)	10% (55)	7% (40)	10% (53)	557
Somewhat Favorable of Trump	43% (155)	35% (125)	11% (40)	6% (20)	5% (19)	360
Somewhat Unfavorable of Trump	44% (103)	34% (79)	13% (32)	6% (13)	3% (7)	234
Very Unfavorable of Trump	45% (407)	30% (267)	10% (95)	8% (73)	7% (62)	904
Frequent TV watchers	47% (764)	29% (478)	11% (187)	6% (100)	7% (113)	1642
Frequent Movie watchers	49% (459)	29% (268)	11% (103)	6% (58)	5% (45)	932
Frequent movie goers	50% (58)	22% (25)	12% (14)	9% (10)	7% (8)	115

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

Table HR5_6: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Unused movie tickets rolling over to the next month*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	61%	(1335)	20%	(432)	5%	(116)	6%	(121)	9%	(196)	2201
Gender: Male	55%	(579)	23%	(240)	7%	(70)	7%	(74)	9%	(99)	1062
Gender: Female	66%	(756)	17%	(192)	4%	(46)	4%	(47)	9%	(97)	1139
Age: 18-29	61%	(291)	19%	(89)	8%	(40)	6%	(28)	7%	(32)	479
Age: 30-44	59%	(316)	22%	(117)	7%	(35)	4%	(22)	8%	(44)	534
Age: 45-54	65%	(283)	18%	(80)	3%	(12)	4%	(18)	10%	(41)	434
Age: 55-64	60%	(191)	19%	(62)	4%	(14)	5%	(15)	11%	(36)	318
Age: 65+	58%	(254)	19%	(85)	4%	(16)	9%	(39)	10%	(43)	436
Generation Z: 18-21	56%	(102)	19%	(34)	9%	(16)	7%	(12)	9%	(17)	181
Millennial: Age 22-37	60%	(372)	20%	(126)	7%	(46)	5%	(30)	7%	(43)	617
Generation X: Age 38-53	64%	(387)	21%	(124)	3%	(21)	3%	(21)	8%	(50)	603
Boomers: Age 54-72	61%	(426)	19%	(131)	4%	(27)	6%	(40)	10%	(71)	694
PID: Dem (no lean)	62%	(446)	19%	(137)	5%	(38)	6%	(46)	7%	(52)	719
PID: Ind (no lean)	61%	(341)	21%	(118)	5%	(29)	5%	(28)	8%	(47)	563
PID: Rep (no lean)	60%	(549)	19%	(178)	5%	(49)	5%	(47)	11%	(97)	919
PID/Gender: Dem Men	53%	(159)	23%	(70)	7%	(20)	9%	(27)	9%	(27)	303
PID/Gender: Dem Women	69%	(286)	16%	(67)	4%	(18)	5%	(19)	6%	(26)	416
PID/Gender: Ind Men	57%	(169)	24%	(70)	5%	(16)	6%	(18)	8%	(24)	296
PID/Gender: Ind Women	65%	(172)	18%	(48)	5%	(13)	4%	(10)	8%	(22)	266
PID/Gender: Rep Men	54%	(251)	22%	(100)	7%	(34)	7%	(30)	10%	(48)	463
PID/Gender: Rep Women	65%	(298)	17%	(78)	3%	(15)	4%	(17)	11%	(49)	456
Ideo: Liberal (1-3)	65%	(460)	19%	(136)	5%	(38)	4%	(28)	7%	(48)	710
Ideo: Moderate (4)	60%	(267)	22%	(98)	5%	(23)	6%	(25)	8%	(35)	448
Ideo: Conservative (5-7)	59%	(425)	21%	(152)	5%	(40)	7%	(48)	8%	(61)	726
Educ: College	59%	(897)	18%	(279)	6%	(89)	6%	(98)	10%	(150)	1513
Educ: Bachelors degree	65%	(289)	21%	(92)	4%	(18)	3%	(12)	7%	(33)	444
Educ: Post-grad	61%	(149)	25%	(61)	4%	(9)	5%	(12)	6%	(14)	244

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Table HR5_6: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Unused movie tickets rolling over to the next month*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	61%	(1335)	20%	(432)	5%	(116)	6%	(121)	9%	(196)	2201
Income: Under 50k	59%	(718)	19%	(230)	6%	(70)	6%	(71)	11%	(129)	1217
Income: 50k-100k	62%	(433)	21%	(144)	4%	(31)	6%	(39)	7%	(52)	699
Income: 100k+	65%	(185)	20%	(58)	5%	(15)	4%	(12)	5%	(15)	285
Ethnicity: White	61%	(1052)	20%	(350)	5%	(89)	5%	(88)	8%	(143)	1723
Ethnicity: Hispanic	63%	(221)	19%	(66)	6%	(21)	5%	(16)	8%	(26)	350
Ethnicity: Afr. Am.	58%	(160)	15%	(41)	6%	(16)	9%	(25)	12%	(32)	274
Ethnicity: Other	60%	(123)	20%	(41)	5%	(10)	4%	(8)	10%	(21)	204
Relig: Protestant	59%	(269)	20%	(91)	5%	(23)	6%	(28)	9%	(41)	453
Relig: Roman Catholic	65%	(260)	18%	(74)	3%	(12)	5%	(20)	9%	(34)	400
Relig: Something Else	60%	(141)	19%	(45)	6%	(14)	7%	(16)	8%	(18)	233
Relig: Jewish	51%	(29)	24%	(13)	6%	(4)	8%	(5)	10%	(5)	56
Relig: Evangelical	62%	(362)	18%	(104)	6%	(33)	6%	(33)	9%	(50)	582
Relig: Non-Evang. Catholics	62%	(352)	19%	(110)	4%	(21)	5%	(30)	9%	(54)	567
Relig: All Christian	62%	(714)	19%	(214)	5%	(55)	6%	(63)	9%	(103)	1149
Relig: All Non-Christian	60%	(141)	19%	(45)	6%	(14)	7%	(16)	8%	(18)	233
Community: Urban	63%	(366)	17%	(99)	5%	(29)	7%	(39)	8%	(43)	577
Community: Suburban	61%	(608)	21%	(209)	5%	(52)	5%	(50)	8%	(85)	1004
Community: Rural	58%	(361)	20%	(124)	6%	(35)	5%	(32)	11%	(68)	620
Employ: Private Sector	64%	(429)	18%	(122)	6%	(38)	5%	(32)	8%	(54)	674
Employ: Government	57%	(86)	28%	(43)	2%	(3)	7%	(10)	6%	(9)	151
Employ: Self-Employed	55%	(116)	27%	(56)	7%	(14)	5%	(10)	7%	(14)	211
Employ: Homemaker	68%	(124)	16%	(29)	3%	(6)	3%	(5)	10%	(18)	183
Employ: Student	63%	(68)	23%	(25)	7%	(7)	4%	(4)	4%	(4)	109
Employ: Retired	58%	(258)	19%	(87)	3%	(15)	7%	(31)	12%	(54)	445
Employ: Unemployed	55%	(109)	15%	(30)	11%	(21)	9%	(18)	10%	(20)	198
Employ: Other	63%	(144)	17%	(39)	5%	(12)	5%	(11)	10%	(23)	229
Military HH: Yes	61%	(211)	20%	(70)	3%	(10)	6%	(20)	10%	(33)	343
Military HH: No	61%	(1124)	20%	(362)	6%	(106)	5%	(102)	9%	(163)	1858
RD/WT: Right Direction	58%	(514)	21%	(185)	5%	(41)	7%	(62)	10%	(90)	891
RD/WT: Wrong Track	63%	(821)	19%	(247)	6%	(75)	5%	(60)	8%	(106)	1310

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Table HR5_6: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Unused movie tickets rolling over to the next month

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	61% (1335)	20% (432)	5% (116)	6% (121)	9% (196)	2201
Trump Job Approve	58% (556)	21% (205)	6% (58)	7% (65)	8% (76)	960
Trump Job Disapprove	64% (704)	19% (208)	4% (45)	5% (54)	8% (89)	1102
Trump Job Strongly Approve	60% (304)	19% (95)	6% (28)	6% (31)	10% (49)	507
Trump Job Somewhat Approve	56% (252)	24% (110)	7% (30)	7% (33)	6% (27)	452
Trump Job Somewhat Disapprove	64% (186)	22% (65)	3% (8)	5% (16)	6% (18)	293
Trump Job Strongly Disapprove	64% (518)	18% (143)	5% (37)	5% (39)	9% (71)	808
#1 Issue: Economy	63% (401)	22% (140)	5% (30)	4% (25)	7% (45)	641
#1 Issue: Security	62% (190)	19% (57)	3% (9)	8% (24)	8% (26)	305
#1 Issue: Health Care	62% (264)	18% (76)	6% (27)	4% (16)	10% (44)	426
#1 Issue: Medicare / Social Security	55% (169)	19% (57)	4% (12)	9% (28)	13% (39)	305
#1 Issue: Women's Issues	57% (87)	20% (30)	10% (15)	4% (7)	8% (13)	152
#1 Issue: Education	63% (95)	19% (29)	6% (9)	7% (10)	5% (8)	150
#1 Issue: Energy	65% (64)	20% (20)	7% (7)	3% (3)	5% (5)	99
#1 Issue: Other	53% (64)	20% (24)	6% (7)	8% (10)	13% (16)	122
2016 Vote: Hillary Clinton	63% (417)	19% (129)	5% (32)	5% (32)	8% (56)	666
2016 Vote: Donald Trump	61% (437)	21% (150)	5% (37)	6% (41)	8% (55)	721
2016 Vote: Someone else	64% (138)	17% (37)	3% (6)	5% (11)	12% (25)	217
2016 Vote: Didnt Vote	57% (343)	19% (116)	7% (42)	6% (37)	10% (60)	597
Voted in 2014: Yes	61% (837)	20% (279)	4% (61)	5% (70)	9% (117)	1364
Voted in 2014: No	59% (498)	18% (154)	7% (55)	6% (52)	9% (79)	837
2012 Vote: Barack Obama	63% (515)	20% (160)	4% (32)	5% (42)	9% (71)	821
2012 Vote: Mitt Romney	57% (297)	22% (116)	5% (25)	6% (33)	10% (50)	521
2012 Vote: Other	58% (62)	26% (28)	6% (6)	3% (3)	7% (8)	108
2012 Vote: Didn't Vote	61% (454)	17% (127)	7% (52)	6% (43)	9% (67)	743
4-Region: Northeast	59% (234)	22% (85)	5% (18)	5% (18)	10% (38)	394
4-Region: Midwest	61% (281)	21% (95)	6% (30)	5% (21)	8% (35)	462
4-Region: South	59% (485)	21% (173)	4% (35)	7% (55)	9% (77)	825
4-Region: West	64% (335)	15% (79)	6% (34)	5% (27)	9% (45)	520
Favorable of Trump	61% (555)	21% (193)	5% (44)	6% (51)	8% (73)	917
Unfavorable of Trump	63% (717)	19% (217)	6% (64)	6% (64)	7% (77)	1138

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Table HR5_6: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Unused movie tickets rolling over to the next month*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	61%	(1335)	20%	(432)	5%	(116)	6%	(121)	9%	(196)	2201
Very Favorable of Trump	61%	(340)	18%	(102)	6%	(31)	5%	(31)	10%	(54)	557
Somewhat Favorable of Trump	60%	(215)	25%	(92)	4%	(13)	6%	(21)	5%	(19)	360
Somewhat Unfavorable of Trump	64%	(150)	22%	(51)	2%	(5)	7%	(16)	5%	(12)	234
Very Unfavorable of Trump	63%	(567)	18%	(166)	6%	(59)	5%	(48)	7%	(64)	904
Frequent TV watchers	64%	(1054)	19%	(308)	5%	(86)	5%	(74)	7%	(120)	1642
Frequent Movie watchers	66%	(612)	17%	(161)	8%	(70)	4%	(37)	6%	(52)	932
Frequent movie goers	58%	(67)	19%	(22)	13%	(15)	3%	(3)	7%	(8)	115

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

Table HR5_7: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Inclusion of premium movie tickets (IMAX, 3D)

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	34% (745)	28% (622)	17% (366)	12% (256)	10% (213)	2201
Gender: Male	37% (390)	28% (295)	15% (157)	11% (114)	10% (107)	1062
Gender: Female	31% (355)	29% (327)	18% (208)	13% (143)	9% (106)	1139
Age: 18-29	42% (202)	23% (108)	15% (72)	13% (65)	7% (32)	479
Age: 30-44	38% (201)	27% (146)	18% (94)	8% (43)	9% (49)	534
Age: 45-54	36% (156)	28% (121)	18% (78)	10% (42)	8% (37)	434
Age: 55-64	28% (89)	33% (105)	14% (46)	14% (44)	11% (34)	318
Age: 65+	22% (97)	32% (141)	17% (75)	14% (62)	14% (61)	436
Generation Z: 18-21	44% (79)	19% (34)	15% (27)	17% (31)	6% (10)	181
Millennial: Age 22-37	40% (245)	26% (163)	16% (99)	9% (56)	9% (54)	617
Generation X: Age 38-53	37% (222)	27% (166)	19% (113)	9% (55)	8% (48)	603
Boomers: Age 54-72	26% (179)	32% (222)	17% (117)	13% (92)	12% (83)	694
PID: Dem (no lean)	35% (249)	27% (197)	16% (118)	13% (96)	8% (59)	719
PID: Ind (no lean)	34% (189)	29% (161)	16% (92)	11% (65)	10% (56)	563
PID: Rep (no lean)	33% (307)	29% (264)	17% (156)	10% (95)	11% (98)	919
PID/Gender: Dem Men	39% (117)	28% (84)	13% (39)	14% (41)	7% (22)	303
PID/Gender: Dem Women	32% (133)	27% (113)	19% (79)	13% (55)	9% (37)	416
PID/Gender: Ind Men	38% (111)	28% (82)	16% (47)	9% (25)	10% (31)	296
PID/Gender: Ind Women	29% (78)	30% (79)	17% (45)	15% (39)	9% (25)	266
PID/Gender: Rep Men	35% (162)	28% (129)	15% (71)	10% (47)	12% (54)	463
PID/Gender: Rep Women	32% (145)	30% (135)	18% (84)	11% (48)	10% (44)	456
Ideo: Liberal (1-3)	37% (260)	28% (197)	19% (135)	11% (76)	6% (41)	710
Ideo: Moderate (4)	32% (144)	32% (144)	16% (71)	11% (49)	9% (41)	448
Ideo: Conservative (5-7)	31% (228)	27% (200)	17% (127)	13% (95)	11% (76)	726
Educ: College	35% (535)	26% (400)	15% (226)	13% (191)	11% (160)	1513
Educ: Bachelors degree	30% (133)	32% (141)	21% (93)	9% (40)	8% (37)	444
Educ: Post-grad	31% (76)	33% (80)	19% (47)	10% (25)	6% (15)	244

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Table HR5_7: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Inclusion of premium movie tickets (IMAX, 3D)*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	34% (745)	28% (622)	17% (366)	12% (256)	10% (213)	2201
Income: Under 50k	36% (438)	26% (315)	13% (164)	13% (152)	12% (148)	1217
Income: 50k-100k	29% (202)	33% (229)	20% (140)	12% (81)	7% (47)	699
Income: 100k+	37% (104)	27% (78)	22% (61)	8% (23)	6% (17)	285
Ethnicity: White	32% (559)	29% (500)	18% (309)	12% (200)	9% (154)	1723
Ethnicity: Hispanic	45% (158)	19% (67)	15% (51)	13% (47)	8% (26)	350
Ethnicity: Afr. Am.	40% (109)	28% (76)	7% (18)	14% (38)	12% (33)	274
Ethnicity: Other	38% (77)	22% (45)	19% (39)	9% (18)	12% (25)	204
Relig: Protestant	27% (122)	33% (151)	13% (61)	15% (69)	11% (49)	453
Relig: Roman Catholic	34% (137)	29% (115)	17% (68)	12% (47)	8% (32)	400
Relig: Something Else	31% (71)	30% (71)	15% (35)	13% (31)	11% (26)	233
Relig: Jewish	30% (16)	29% (16)	24% (13)	5% (3)	12% (7)	56
Relig: Evangelical	35% (206)	28% (164)	13% (78)	12% (70)	11% (63)	582
Relig: Non-Evang. Catholics	30% (169)	31% (177)	17% (96)	12% (71)	10% (55)	567
Relig: All Christian	33% (375)	30% (341)	15% (174)	12% (141)	10% (118)	1149
Relig: All Non-Christian	31% (71)	30% (71)	15% (35)	13% (31)	11% (26)	233
Community: Urban	39% (228)	27% (155)	15% (85)	11% (62)	8% (47)	577
Community: Suburban	33% (335)	28% (278)	18% (185)	12% (117)	9% (89)	1004
Community: Rural	29% (182)	30% (188)	16% (96)	12% (77)	12% (77)	620
Employ: Private Sector	36% (243)	27% (183)	18% (120)	12% (78)	7% (50)	674
Employ: Government	35% (53)	32% (48)	15% (22)	12% (18)	7% (11)	151
Employ: Self-Employed	32% (68)	38% (80)	14% (29)	9% (19)	7% (16)	211
Employ: Homemaker	36% (66)	27% (49)	17% (30)	9% (16)	12% (22)	183
Employ: Student	45% (49)	25% (27)	15% (17)	12% (14)	3% (3)	109
Employ: Retired	24% (105)	32% (142)	17% (75)	13% (59)	15% (65)	445
Employ: Unemployed	39% (77)	20% (40)	15% (29)	13% (26)	13% (26)	198
Employ: Other	37% (85)	23% (53)	19% (43)	12% (27)	9% (21)	229
Military HH: Yes	39% (133)	26% (89)	12% (43)	11% (39)	12% (40)	343
Military HH: No	33% (612)	29% (533)	17% (323)	12% (218)	9% (172)	1858
RD/WT: Right Direction	33% (290)	28% (252)	17% (148)	11% (97)	12% (105)	891
RD/WT: Wrong Track	35% (455)	28% (370)	17% (218)	12% (159)	8% (108)	1310

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Table HR5_7: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Inclusion of premium movie tickets (IMAX, 3D)

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	34% (745)	28% (622)	17% (366)	12% (256)	10% (213)	2201
Trump Job Approve	34% (327)	28% (268)	18% (174)	11% (109)	9% (82)	960
Trump Job Disapprove	33% (368)	30% (329)	16% (180)	12% (131)	9% (94)	1102
Trump Job Strongly Approve	33% (169)	26% (131)	17% (87)	13% (67)	11% (54)	507
Trump Job Somewhat Approve	35% (158)	30% (137)	19% (88)	9% (42)	6% (28)	452
Trump Job Somewhat Disapprove	32% (93)	34% (100)	16% (46)	10% (31)	8% (24)	293
Trump Job Strongly Disapprove	34% (275)	28% (228)	17% (134)	12% (101)	9% (71)	808
#1 Issue: Economy	37% (238)	30% (190)	16% (105)	10% (64)	7% (44)	641
#1 Issue: Security	35% (107)	24% (73)	19% (57)	12% (38)	10% (30)	305
#1 Issue: Health Care	34% (145)	29% (125)	17% (74)	9% (38)	10% (44)	426
#1 Issue: Medicare / Social Security	23% (69)	31% (95)	14% (42)	16% (49)	17% (51)	305
#1 Issue: Women's Issues	32% (49)	33% (50)	16% (25)	11% (17)	8% (11)	152
#1 Issue: Education	35% (52)	23% (34)	17% (26)	19% (29)	6% (9)	150
#1 Issue: Energy	46% (46)	24% (24)	14% (14)	7% (7)	9% (9)	99
#1 Issue: Other	32% (39)	25% (30)	19% (23)	12% (15)	12% (15)	122
2016 Vote: Hillary Clinton	33% (218)	31% (210)	16% (110)	11% (74)	8% (55)	666
2016 Vote: Donald Trump	33% (235)	29% (209)	17% (126)	12% (85)	9% (66)	721
2016 Vote: Someone else	33% (72)	29% (62)	16% (36)	10% (22)	12% (25)	217
2016 Vote: Didnt Vote	37% (221)	24% (141)	16% (95)	13% (75)	11% (66)	597
Voted in 2014: Yes	33% (445)	30% (413)	17% (230)	11% (147)	9% (129)	1364
Voted in 2014: No	36% (300)	25% (208)	16% (136)	13% (109)	10% (84)	837
2012 Vote: Barack Obama	32% (260)	32% (259)	17% (137)	11% (88)	9% (76)	821
2012 Vote: Mitt Romney	30% (158)	29% (152)	17% (89)	13% (67)	11% (55)	521
2012 Vote: Other	35% (38)	26% (28)	17% (18)	11% (12)	11% (12)	108
2012 Vote: Didn't Vote	39% (286)	24% (178)	16% (120)	12% (88)	9% (70)	743
4-Region: Northeast	30% (116)	32% (125)	18% (72)	10% (39)	11% (41)	394
4-Region: Midwest	33% (150)	30% (140)	18% (83)	11% (49)	9% (40)	462
4-Region: South	35% (287)	28% (229)	14% (114)	13% (109)	10% (85)	825
4-Region: West	37% (191)	25% (128)	19% (97)	11% (59)	9% (45)	520
Favorable of Trump	35% (319)	28% (253)	18% (168)	11% (104)	8% (73)	917
Unfavorable of Trump	34% (382)	31% (350)	16% (188)	12% (131)	8% (87)	1138

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Table HR5_7: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Inclusion of premium movie tickets (IMAX, 3D)

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	34%	(745)	28%	(622)	17%	(366)	12%	(256)	10%	(213)	2201
Very Favorable of Trump	37%	(207)	24%	(132)	17%	(92)	12%	(66)	11%	(60)	557
Somewhat Favorable of Trump	31%	(112)	34%	(121)	21%	(76)	11%	(38)	4%	(13)	360
Somewhat Unfavorable of Trump	32%	(75)	34%	(81)	19%	(45)	9%	(21)	6%	(13)	234
Very Unfavorable of Trump	34%	(308)	30%	(269)	16%	(143)	12%	(110)	8%	(74)	904
Frequent TV watchers	35%	(570)	29%	(473)	18%	(295)	11%	(181)	7%	(122)	1642
Frequent Movie watchers	42%	(389)	29%	(270)	14%	(128)	10%	(94)	6%	(52)	932
Frequent movie goers	51%	(58)	32%	(37)	9%	(10)	3%	(3)	6%	(7)	115

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

Table HR5_8: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to see the same movie more than once*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	21%	(454)	23%	(513)	28%	(611)	19%	(418)	9%	(205)	2201
Gender: Male	22%	(238)	24%	(256)	25%	(265)	18%	(192)	10%	(111)	1062
Gender: Female	19%	(216)	23%	(257)	30%	(346)	20%	(226)	8%	(94)	1139
Age: 18-29	29%	(137)	24%	(117)	26%	(124)	14%	(67)	7%	(34)	479
Age: 30-44	21%	(114)	25%	(132)	27%	(146)	19%	(99)	8%	(43)	534
Age: 45-54	22%	(97)	22%	(94)	29%	(125)	17%	(75)	10%	(42)	434
Age: 55-64	18%	(58)	23%	(75)	28%	(88)	19%	(61)	12%	(37)	318
Age: 65+	11%	(48)	22%	(95)	29%	(128)	27%	(116)	11%	(49)	436
Generation Z: 18-21	30%	(55)	29%	(53)	19%	(34)	13%	(24)	8%	(15)	181
Millennial: Age 22-37	25%	(153)	23%	(143)	29%	(179)	16%	(96)	8%	(47)	617
Generation X: Age 38-53	22%	(131)	23%	(138)	28%	(170)	19%	(114)	8%	(51)	603
Boomers: Age 54-72	15%	(107)	23%	(159)	29%	(201)	22%	(152)	11%	(75)	694
PID: Dem (no lean)	22%	(158)	23%	(163)	27%	(196)	22%	(157)	6%	(45)	719
PID: Ind (no lean)	20%	(113)	23%	(129)	29%	(161)	19%	(107)	9%	(53)	563
PID: Rep (no lean)	20%	(184)	24%	(220)	28%	(255)	17%	(154)	12%	(107)	919
PID/Gender: Dem Men	26%	(78)	24%	(73)	24%	(72)	18%	(56)	8%	(23)	303
PID/Gender: Dem Women	19%	(80)	22%	(90)	30%	(123)	24%	(101)	5%	(22)	416
PID/Gender: Ind Men	18%	(54)	24%	(71)	27%	(80)	21%	(63)	9%	(28)	296
PID/Gender: Ind Women	22%	(59)	22%	(58)	30%	(81)	17%	(44)	9%	(25)	266
PID/Gender: Rep Men	23%	(106)	24%	(111)	24%	(113)	16%	(74)	13%	(60)	463
PID/Gender: Rep Women	17%	(78)	24%	(109)	31%	(141)	18%	(81)	10%	(47)	456
Ideo: Liberal (1-3)	24%	(170)	22%	(154)	28%	(199)	21%	(146)	6%	(41)	710
Ideo: Moderate (4)	20%	(88)	24%	(109)	30%	(134)	18%	(79)	9%	(39)	448
Ideo: Conservative (5-7)	18%	(129)	25%	(180)	29%	(207)	20%	(145)	9%	(65)	726
Educ: College	22%	(326)	23%	(354)	27%	(404)	18%	(268)	11%	(161)	1513
Educ: Bachelors degree	20%	(90)	24%	(106)	28%	(125)	21%	(95)	6%	(28)	444
Educ: Post-grad	16%	(38)	22%	(53)	33%	(82)	23%	(55)	7%	(16)	244

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Table HR5_8: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Ability to see the same movie more than once*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	21% (454)	23% (513)	28% (611)	19% (418)	9% (205)	2201
Income: Under 50k	22% (270)	24% (292)	25% (307)	17% (211)	11% (136)	1217
Income: 50k-100k	17% (121)	22% (153)	32% (225)	21% (149)	7% (51)	699
Income: 100k+	22% (63)	24% (67)	28% (79)	20% (58)	6% (18)	285
Ethnicity: White	18% (318)	23% (399)	29% (501)	20% (343)	9% (160)	1723
Ethnicity: Hispanic	30% (103)	23% (81)	23% (81)	16% (55)	8% (29)	350
Ethnicity: Afr. Am.	27% (75)	23% (62)	21% (59)	21% (57)	8% (22)	274
Ethnicity: Other	30% (61)	25% (51)	25% (51)	9% (18)	11% (23)	204
Relig: Protestant	18% (82)	20% (91)	30% (134)	23% (102)	10% (43)	453
Relig: Roman Catholic	19% (76)	22% (87)	30% (120)	21% (85)	8% (32)	400
Relig: Something Else	20% (46)	30% (69)	27% (63)	14% (32)	10% (23)	233
Relig: Jewish	11% (6)	21% (12)	27% (15)	34% (19)	7% (4)	56
Relig: Evangelical	23% (137)	24% (141)	26% (149)	18% (104)	9% (52)	582
Relig: Non-Evang. Catholics	17% (97)	21% (120)	30% (173)	22% (125)	9% (52)	567
Relig: All Christian	20% (234)	23% (261)	28% (322)	20% (229)	9% (104)	1149
Relig: All Non-Christian	20% (46)	30% (69)	27% (63)	14% (32)	10% (23)	233
Community: Urban	26% (149)	21% (123)	26% (152)	18% (105)	8% (48)	577
Community: Suburban	18% (185)	24% (237)	29% (286)	21% (214)	8% (82)	1004
Community: Rural	19% (120)	25% (153)	28% (173)	16% (99)	12% (75)	620
Employ: Private Sector	20% (136)	23% (153)	32% (213)	18% (119)	8% (55)	674
Employ: Government	18% (28)	30% (45)	27% (41)	16% (24)	9% (13)	151
Employ: Self-Employed	18% (38)	26% (56)	31% (66)	19% (40)	6% (12)	211
Employ: Homemaker	20% (36)	22% (41)	27% (49)	21% (38)	11% (20)	183
Employ: Student	34% (37)	32% (35)	20% (22)	11% (12)	3% (3)	109
Employ: Retired	14% (62)	22% (97)	27% (121)	24% (107)	13% (58)	445
Employ: Unemployed	29% (58)	20% (40)	18% (36)	20% (39)	13% (26)	198
Employ: Other	26% (60)	20% (47)	28% (64)	17% (40)	8% (18)	229
Military HH: Yes	22% (74)	25% (87)	24% (82)	18% (61)	11% (39)	343
Military HH: No	20% (380)	23% (426)	28% (529)	19% (357)	9% (166)	1858
RD/WT: Right Direction	20% (175)	24% (217)	28% (246)	17% (150)	12% (103)	891
RD/WT: Wrong Track	21% (280)	23% (295)	28% (365)	20% (268)	8% (102)	1310

Continued on next page

Table HR5_8: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to see the same movie more than once*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	21% (454)	23% (513)	28% (611)	19% (418)	9% (205)	2201
Trump Job Approve	18% (168)	26% (246)	29% (280)	19% (179)	9% (86)	960
Trump Job Disapprove	23% (248)	22% (246)	27% (295)	20% (226)	8% (87)	1102
Trump Job Strongly Approve	19% (96)	25% (127)	26% (133)	20% (100)	10% (52)	507
Trump Job Somewhat Approve	16% (72)	26% (119)	33% (148)	18% (79)	7% (34)	452
Trump Job Somewhat Disapprove	23% (66)	27% (78)	27% (79)	18% (54)	6% (17)	293
Trump Job Strongly Disapprove	23% (182)	21% (168)	27% (216)	21% (172)	9% (70)	808
#1 Issue: Economy	21% (134)	23% (150)	30% (193)	19% (122)	7% (42)	641
#1 Issue: Security	19% (58)	24% (72)	27% (84)	21% (63)	10% (29)	305
#1 Issue: Health Care	19% (81)	26% (111)	28% (119)	16% (70)	11% (45)	426
#1 Issue: Medicare / Social Security	15% (47)	22% (68)	26% (80)	21% (64)	15% (47)	305
#1 Issue: Women's Issues	28% (42)	25% (37)	25% (38)	15% (22)	8% (13)	152
#1 Issue: Education	25% (38)	23% (35)	26% (39)	21% (32)	4% (7)	150
#1 Issue: Energy	36% (36)	16% (16)	18% (18)	24% (23)	6% (6)	99
#1 Issue: Other	15% (18)	20% (25)	33% (40)	18% (22)	14% (17)	122
2016 Vote: Hillary Clinton	22% (148)	21% (137)	30% (197)	20% (133)	8% (51)	666
2016 Vote: Donald Trump	18% (128)	23% (169)	30% (217)	20% (146)	8% (61)	721
2016 Vote: Someone else	20% (43)	17% (38)	29% (62)	19% (42)	14% (31)	217
2016 Vote: Didnt Vote	23% (135)	28% (169)	23% (134)	16% (97)	10% (62)	597
Voted in 2014: Yes	19% (265)	22% (301)	30% (405)	20% (272)	9% (121)	1364
Voted in 2014: No	23% (189)	25% (211)	25% (206)	17% (146)	10% (84)	837
2012 Vote: Barack Obama	21% (170)	23% (187)	29% (235)	20% (160)	8% (69)	821
2012 Vote: Mitt Romney	18% (93)	21% (107)	31% (162)	20% (103)	11% (58)	521
2012 Vote: Other	13% (14)	25% (27)	31% (33)	20% (21)	12% (13)	108
2012 Vote: Didn't Vote	24% (176)	26% (190)	24% (181)	18% (130)	9% (66)	743
4-Region: Northeast	16% (64)	25% (99)	28% (111)	22% (85)	9% (35)	394
4-Region: Midwest	18% (85)	23% (105)	32% (148)	17% (77)	10% (46)	462
4-Region: South	21% (177)	23% (187)	27% (220)	20% (167)	9% (74)	825
4-Region: West	25% (128)	23% (121)	25% (132)	17% (89)	10% (50)	520
Favorable of Trump	19% (179)	25% (231)	28% (260)	19% (170)	8% (78)	917
Unfavorable of Trump	21% (242)	24% (268)	29% (329)	20% (224)	7% (76)	1138

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Table HR5_8: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Ability to see the same movie more than once*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	21%	(454)	23%	(513)	28%	(611)	19%	(418)	9%	(205)	2201
Very Favorable of Trump	21%	(118)	24%	(132)	26%	(145)	19%	(104)	11%	(59)	557
Somewhat Favorable of Trump	17%	(61)	28%	(99)	32%	(114)	18%	(66)	5%	(19)	360
Somewhat Unfavorable of Trump	22%	(51)	24%	(56)	34%	(79)	17%	(40)	3%	(8)	234
Very Unfavorable of Trump	21%	(191)	23%	(212)	28%	(250)	20%	(183)	7%	(68)	904
Frequent TV watchers	21%	(349)	22%	(368)	29%	(471)	20%	(328)	8%	(125)	1642
Frequent Movie watchers	28%	(258)	23%	(216)	29%	(269)	15%	(140)	5%	(50)	932
Frequent movie goers	36%	(41)	15%	(18)	32%	(37)	9%	(10)	8%	(9)	115

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

Table HR5_9: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to use included tickets to bring friends*

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(984)	31%	(682)	9%	(192)	7%	(157)	8%	(186)	2201
Gender: Male	41%	(440)	30%	(324)	10%	(103)	9%	(101)	9%	(95)	1062
Gender: Female	48%	(545)	32%	(359)	8%	(89)	5%	(56)	8%	(90)	1139
Age: 18-29	57%	(271)	25%	(118)	6%	(27)	7%	(35)	6%	(27)	479
Age: 30-44	49%	(260)	28%	(148)	10%	(53)	5%	(29)	8%	(45)	534
Age: 45-54	42%	(184)	35%	(154)	9%	(37)	5%	(24)	8%	(35)	434
Age: 55-64	39%	(123)	35%	(113)	8%	(26)	8%	(25)	10%	(31)	318
Age: 65+	33%	(146)	34%	(150)	11%	(49)	10%	(44)	11%	(48)	436
Generation Z: 18-21	57%	(102)	23%	(41)	8%	(15)	7%	(13)	6%	(11)	181
Millennial: Age 22-37	53%	(324)	27%	(166)	7%	(43)	7%	(42)	7%	(42)	617
Generation X: Age 38-53	44%	(267)	33%	(201)	9%	(57)	5%	(30)	8%	(48)	603
Boomers: Age 54-72	38%	(263)	35%	(245)	10%	(67)	7%	(51)	10%	(68)	694
PID: Dem (no lean)	44%	(316)	31%	(222)	9%	(67)	9%	(63)	7%	(51)	719
PID: Ind (no lean)	47%	(265)	31%	(173)	9%	(49)	5%	(31)	8%	(45)	563
PID: Rep (no lean)	44%	(403)	31%	(288)	8%	(76)	7%	(63)	10%	(90)	919
PID/Gender: Dem Men	38%	(116)	30%	(92)	11%	(34)	12%	(37)	8%	(24)	303
PID/Gender: Dem Women	48%	(201)	31%	(129)	8%	(33)	6%	(26)	6%	(27)	416
PID/Gender: Ind Men	45%	(135)	32%	(94)	8%	(25)	6%	(17)	9%	(26)	296
PID/Gender: Ind Women	49%	(131)	30%	(79)	9%	(24)	5%	(14)	7%	(18)	266
PID/Gender: Rep Men	41%	(189)	30%	(137)	10%	(44)	10%	(47)	10%	(45)	463
PID/Gender: Rep Women	47%	(213)	33%	(150)	7%	(32)	3%	(16)	10%	(45)	456
Ideo: Liberal (1-3)	48%	(338)	30%	(215)	10%	(72)	7%	(49)	5%	(36)	710
Ideo: Moderate (4)	46%	(207)	31%	(141)	7%	(32)	7%	(33)	8%	(35)	448
Ideo: Conservative (5-7)	40%	(291)	34%	(245)	9%	(63)	8%	(61)	9%	(65)	726
Educ: College	46%	(696)	28%	(431)	8%	(124)	8%	(120)	9%	(142)	1513
Educ: Bachelors degree	41%	(184)	38%	(169)	9%	(40)	6%	(25)	6%	(27)	444
Educ: Post-grad	43%	(104)	34%	(83)	11%	(28)	5%	(12)	7%	(16)	244

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Table HR5_9: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Ability to use included tickets to bring friends*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	45% (984)	31% (682)	9% (192)	7% (157)	8% (186)	2201
Income: Under 50k	46% (565)	28% (341)	7% (88)	8% (103)	10% (119)	1217
Income: 50k-100k	42% (294)	35% (246)	10% (70)	6% (40)	7% (49)	699
Income: 100k+	44% (126)	33% (95)	12% (33)	5% (13)	6% (18)	285
Ethnicity: White	43% (746)	33% (570)	9% (158)	6% (107)	8% (142)	1723
Ethnicity: Hispanic	56% (194)	22% (76)	8% (26)	9% (31)	6% (22)	350
Ethnicity: Afr. Am.	49% (134)	21% (58)	8% (23)	14% (37)	8% (22)	274
Ethnicity: Other	51% (104)	27% (54)	6% (11)	6% (13)	10% (21)	204
Relig: Protestant	42% (192)	33% (149)	8% (38)	8% (34)	9% (39)	453
Relig: Roman Catholic	44% (175)	33% (134)	9% (37)	5% (21)	8% (34)	400
Relig: Something Else	48% (112)	28% (65)	10% (24)	5% (11)	9% (21)	233
Relig: Jewish	26% (15)	51% (28)	5% (3)	10% (6)	8% (4)	56
Relig: Evangelical	50% (288)	27% (155)	8% (47)	7% (42)	8% (48)	582
Relig: Non-Evang. Catholics	40% (227)	36% (206)	8% (47)	6% (35)	9% (52)	567
Relig: All Christian	45% (515)	31% (362)	8% (94)	7% (78)	9% (100)	1149
Relig: All Non-Christian	48% (112)	28% (65)	10% (24)	5% (11)	9% (21)	233
Community: Urban	50% (287)	28% (159)	7% (41)	8% (49)	7% (41)	577
Community: Suburban	43% (434)	33% (336)	9% (95)	6% (64)	8% (76)	1004
Community: Rural	43% (264)	30% (187)	9% (56)	7% (44)	11% (69)	620
Employ: Private Sector	47% (314)	31% (211)	9% (60)	6% (39)	7% (50)	674
Employ: Government	41% (62)	34% (51)	10% (16)	8% (12)	6% (10)	151
Employ: Self-Employed	31% (65)	46% (96)	12% (24)	6% (13)	6% (13)	211
Employ: Homemaker	51% (93)	27% (50)	7% (13)	3% (5)	12% (22)	183
Employ: Student	64% (69)	24% (26)	6% (7)	5% (6)	1% (1)	109
Employ: Retired	37% (166)	32% (141)	10% (44)	10% (43)	11% (51)	445
Employ: Unemployed	49% (97)	26% (52)	5% (9)	10% (21)	10% (20)	198
Employ: Other	52% (118)	24% (55)	8% (19)	8% (18)	8% (19)	229
Military HH: Yes	45% (153)	27% (94)	9% (30)	7% (24)	12% (43)	343
Military HH: No	45% (831)	32% (589)	9% (162)	7% (133)	8% (143)	1858
RD/WT: Right Direction	41% (369)	31% (276)	9% (81)	8% (73)	10% (91)	891
RD/WT: Wrong Track	47% (616)	31% (406)	8% (110)	6% (84)	7% (94)	1310

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Table HR5_9: *Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision? Ability to use included tickets to bring friends*

Demographic	Very important	Somewhat important	Not too important	Not important at all	Don't know / No opinion	Total N
Adults	45% (984)	31% (682)	9% (192)	7% (157)	8% (186)	2201
Trump Job Approve	43% (412)	32% (309)	9% (90)	8% (74)	8% (76)	960
Trump Job Disapprove	47% (518)	31% (341)	8% (93)	6% (68)	7% (81)	1102
Trump Job Strongly Approve	44% (222)	29% (148)	9% (48)	8% (40)	10% (49)	507
Trump Job Somewhat Approve	42% (190)	35% (160)	9% (42)	7% (34)	6% (26)	452
Trump Job Somewhat Disapprove	45% (133)	36% (105)	8% (24)	6% (17)	5% (14)	293
Trump Job Strongly Disapprove	48% (385)	29% (236)	9% (69)	6% (51)	8% (67)	808
#1 Issue: Economy	50% (319)	31% (196)	7% (47)	5% (33)	7% (45)	641
#1 Issue: Security	45% (137)	29% (87)	10% (29)	8% (24)	9% (27)	305
#1 Issue: Health Care	44% (187)	31% (130)	10% (42)	7% (29)	9% (38)	426
#1 Issue: Medicare / Social Security	31% (93)	32% (99)	13% (41)	11% (34)	12% (37)	305
#1 Issue: Women's Issues	46% (70)	37% (56)	4% (6)	7% (10)	7% (10)	152
#1 Issue: Education	49% (74)	34% (51)	7% (11)	5% (8)	4% (6)	150
#1 Issue: Energy	50% (49)	29% (29)	6% (6)	8% (8)	7% (7)	99
#1 Issue: Other	46% (56)	27% (33)	7% (9)	8% (10)	12% (14)	122
2016 Vote: Hillary Clinton	43% (286)	33% (219)	10% (67)	7% (44)	7% (50)	666
2016 Vote: Donald Trump	41% (296)	34% (248)	10% (70)	7% (49)	8% (58)	721
2016 Vote: Someone else	42% (91)	31% (68)	8% (18)	6% (12)	13% (28)	217
2016 Vote: Didnt Vote	52% (312)	25% (148)	6% (35)	9% (52)	8% (49)	597
Voted in 2014: Yes	42% (569)	34% (457)	10% (131)	7% (96)	8% (110)	1364
Voted in 2014: No	50% (416)	27% (225)	7% (61)	7% (61)	9% (76)	837
2012 Vote: Barack Obama	44% (362)	32% (263)	9% (77)	7% (57)	8% (63)	821
2012 Vote: Mitt Romney	41% (212)	33% (170)	9% (48)	7% (38)	10% (53)	521
2012 Vote: Other	39% (43)	36% (39)	9% (10)	3% (3)	12% (13)	108
2012 Vote: Didn't Vote	49% (364)	28% (208)	8% (56)	8% (58)	8% (57)	743
4-Region: Northeast	46% (183)	30% (117)	7% (28)	8% (33)	8% (33)	394
4-Region: Midwest	41% (191)	35% (164)	9% (44)	6% (27)	8% (37)	462
4-Region: South	44% (365)	31% (256)	8% (66)	7% (59)	10% (79)	825
4-Region: West	47% (245)	28% (146)	10% (54)	7% (38)	7% (37)	520
Favorable of Trump	44% (406)	31% (288)	10% (89)	7% (64)	8% (71)	917
Unfavorable of Trump	46% (522)	33% (374)	8% (93)	7% (80)	6% (70)	1138

Continued on next page

Table HR5_9: Imagine you were considering purchasing a movie theater subscription service. How important would the following be in your decision?
Ability to use included tickets to bring friends

Demographic	Very important		Somewhat important		Not too important		Not important at all		Don't know / No opinion		Total N
Adults	45%	(984)	31%	(682)	9%	(192)	7%	(157)	8%	(186)	2201
Very Favorable of Trump	46%	(255)	28%	(154)	10%	(53)	7%	(42)	9%	(53)	557
Somewhat Favorable of Trump	42%	(151)	37%	(134)	10%	(35)	6%	(22)	5%	(18)	360
Somewhat Unfavorable of Trump	45%	(105)	37%	(88)	6%	(15)	7%	(16)	5%	(11)	234
Very Unfavorable of Trump	46%	(417)	32%	(286)	9%	(78)	7%	(64)	7%	(59)	904
Frequent TV watchers	48%	(785)	32%	(529)	8%	(130)	6%	(94)	6%	(104)	1642
Frequent Movie watchers	50%	(464)	32%	(299)	8%	(77)	5%	(49)	5%	(44)	932
Frequent movie goers	37%	(43)	38%	(44)	10%	(12)	8%	(9)	7%	(8)	115

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

Table HR6: And, which of the following would be most important in your decision?

Demographic	Discounts on concessions	Ability to reserve tickets in advance	Number of movies included per month	Ability to choose from a variety of plans/pricing options	Ability to see movies at multiple theater chains	Unused movie tickets rolling over to the next month	Inclusion of premium movie tickets (IMAX, 3D)	Ability to see the same movie more than once	Ability to use included tickets to bring friends	None of the above	Total N
Adults	10% (213)	4% (96)	15% (328)	19% (425)	6% (121)	22% (489)	3% (77)	1% (26)	9% (196)	10% (229)	2201
Gender: Male	9% (93)	5% (55)	16% (175)	15% (154)	6% (65)	20% (211)	5% (52)	2% (18)	11% (116)	12% (123)	1062
Gender: Female	11% (120)	4% (41)	13% (153)	24% (271)	5% (56)	24% (278)	2% (25)	1% (9)	7% (80)	9% (106)	1139
Age: 18-29	14% (67)	4% (19)	15% (72)	15% (70)	6% (31)	15% (74)	6% (28)	2% (11)	16% (77)	6% (29)	479
Age: 30-44	12% (65)	6% (34)	16% (84)	19% (99)	4% (24)	22% (116)	3% (15)	1% (4)	9% (47)	9% (48)	534
Age: 45-54	8% (35)	3% (14)	14% (63)	23% (101)	5% (21)	24% (104)	3% (15)	1% (3)	9% (37)	10% (42)	434
Age: 55-64	7% (22)	3% (10)	16% (51)	25% (78)	6% (18)	22% (69)	2% (8)	1% (4)	4% (12)	14% (45)	318
Age: 65+	6% (25)	4% (19)	13% (58)	18% (77)	6% (28)	29% (126)	2% (11)	1% (4)	5% (23)	15% (65)	436
Generation Z: 18-21	15% (28)	2% (3)	11% (20)	15% (27)	6% (10)	10% (19)	9% (16)	4% (7)	25% (45)	4% (7)	181
Millennial: Age 22-37	13% (82)	6% (39)	17% (106)	17% (106)	5% (32)	19% (116)	3% (21)	1% (6)	9% (56)	9% (53)	617
Generation X: Age 38-53	8% (51)	4% (24)	15% (91)	23% (136)	4% (25)	24% (145)	3% (21)	1% (6)	9% (54)	8% (50)	603
Boomers: Age 54-72	7% (50)	4% (26)	14% (97)	20% (141)	6% (44)	27% (187)	2% (15)	1% (9)	5% (36)	13% (90)	694
PID: Dem (no lean)	10% (72)	6% (41)	17% (120)	17% (125)	6% (40)	22% (162)	4% (30)	1% (10)	8% (55)	9% (65)	719
PID: Ind (no lean)	10% (57)	3% (16)	16% (88)	22% (124)	4% (24)	23% (130)	4% (23)	1% (5)	8% (45)	9% (51)	563
PID: Rep (no lean)	9% (84)	4% (39)	13% (120)	19% (176)	6% (58)	21% (198)	3% (24)	1% (11)	10% (96)	12% (114)	919
PID/Gender: Dem Men	9% (26)	8% (24)	18% (55)	14% (43)	5% (15)	19% (58)	5% (15)	2% (6)	10% (30)	11% (33)	303
PID/Gender: Dem Women	11% (47)	4% (17)	16% (66)	20% (82)	6% (25)	25% (104)	4% (15)	1% (4)	6% (25)	8% (32)	416
PID/Gender: Ind Men	11% (32)	4% (11)	19% (57)	15% (43)	5% (14)	21% (61)	7% (21)	1% (4)	9% (27)	9% (26)	296
PID/Gender: Ind Women	9% (25)	2% (6)	12% (31)	30% (81)	4% (9)	26% (69)	1% (3)	— (1)	7% (18)	9% (25)	266
PID/Gender: Rep Men	8% (36)	4% (20)	14% (63)	15% (68)	8% (36)	20% (92)	4% (17)	2% (8)	13% (59)	14% (64)	463
PID/Gender: Rep Women	11% (49)	4% (19)	12% (56)	24% (108)	5% (22)	23% (106)	2% (7)	1% (4)	8% (37)	11% (49)	456
Ideo: Liberal (1-3)	8% (55)	5% (35)	16% (117)	18% (129)	7% (47)	23% (163)	4% (29)	2% (13)	10% (68)	8% (54)	710
Ideo: Moderate (4)	9% (40)	4% (17)	13% (59)	24% (108)	4% (19)	22% (100)	5% (20)	1% (6)	9% (42)	8% (36)	448
Ideo: Conservative (5-7)	9% (64)	5% (33)	15% (110)	20% (145)	5% (39)	23% (166)	2% (18)	1% (4)	9% (67)	11% (79)	726
Educ: College	11% (172)	4% (54)	15% (223)	18% (267)	5% (80)	21% (316)	3% (53)	1% (22)	10% (144)	12% (184)	1513
Educ: Bachelors degree	7% (31)	5% (23)	15% (65)	25% (110)	6% (25)	25% (110)	3% (13)	— (2)	8% (36)	7% (29)	444
Educ: Post-grad	5% (11)	8% (19)	17% (41)	20% (48)	7% (16)	26% (63)	5% (11)	1% (3)	7% (16)	7% (16)	244
Income: Under 50k	13% (154)	3% (36)	14% (174)	18% (213)	5% (62)	21% (254)	4% (44)	2% (21)	9% (111)	12% (148)	1217
Income: 50k-100k	6% (41)	5% (37)	14% (99)	23% (160)	7% (48)	24% (171)	3% (20)	1% (4)	8% (55)	9% (63)	699
Income: 100k+	7% (19)	8% (22)	19% (55)	18% (51)	4% (12)	23% (64)	4% (13)	— (1)	10% (30)	6% (18)	285
Ethnicity: White	9% (151)	4% (74)	16% (267)	20% (347)	5% (85)	24% (419)	3% (51)	1% (15)	8% (142)	10% (171)	1723
Ethnicity: Hispanic	11% (37)	2% (8)	13% (46)	18% (64)	7% (24)	23% (79)	5% (17)	1% (2)	12% (43)	8% (29)	350
Ethnicity: Afr. Am.	15% (41)	5% (14)	11% (29)	15% (41)	7% (20)	17% (47)	7% (18)	3% (8)	8% (23)	12% (32)	274
Ethnicity: Other	10% (21)	4% (8)	15% (32)	18% (36)	8% (16)	11% (23)	4% (7)	2% (3)	15% (31)	13% (26)	204
Relig: Protestant	6% (29)	4% (19)	15% (69)	22% (98)	4% (18)	23% (105)	3% (12)	1% (6)	9% (39)	13% (58)	453
Relig: Roman Catholic	6% (24)	6% (24)	16% (65)	19% (75)	7% (30)	24% (98)	4% (15)	— (1)	8% (31)	9% (38)	400
Relig: Something Else	14% (33)	5% (11)	11% (26)	20% (46)	6% (13)	22% (50)	2% (6)	— (0)	11% (26)	9% (22)	233
Relig: Jewish	5% (3)	8% (4)	18% (10)	19% (10)	17% (10)	19% (11)	4% (2)	— (0)	1% (1)	9% (5)	56

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Table HR6: And, which of the following would be most important in your decision?

Demographic	Discounts on concessions	Ability to reserve tickets in advance	Number of movies included per month	Ability to choose from a variety of plans/pricing options	Ability to see movies at multiple theater chains	Unused movie tickets rolling over to the next month	Inclusion of premium movie tickets (IMAX, 3D)	Ability to see the same movie more than once	Ability to use included tickets to bring friends	None of the above	Total N
Adults	10% (213)	4% (96)	15% (328)	19% (425)	6% (121)	22% (489)	3% (77)	1% (26)	9% (196)	10% (229)	2201
Relig: Evangelical	9% (53)	5% (30)	12% (71)	22% (128)	5% (31)	22% (130)	3% (19)	2% (11)	8% (45)	11% (65)	582
Relig: Non-Evang. Catholics	6% (34)	5% (26)	16% (93)	20% (112)	6% (37)	24% (136)	3% (18)	— (2)	8% (46)	11% (63)	567
Relig: All Christian	8% (86)	5% (56)	14% (164)	21% (241)	6% (68)	23% (266)	3% (37)	1% (12)	8% (91)	11% (128)	1149
Relig: All Non-Christian	14% (33)	5% (11)	11% (26)	20% (46)	6% (13)	22% (50)	2% (6)	— (0)	11% (26)	9% (22)	233
Community: Urban	12% (67)	3% (16)	16% (93)	16% (92)	6% (37)	22% (125)	5% (26)	1% (6)	9% (52)	11% (62)	577
Community: Suburban	9% (87)	5% (54)	14% (141)	21% (207)	6% (57)	23% (226)	4% (40)	1% (15)	9% (87)	9% (91)	1004
Community: Rural	10% (60)	4% (26)	15% (94)	20% (126)	4% (27)	22% (138)	2% (10)	1% (6)	9% (57)	12% (76)	620
Employ: Private Sector	10% (68)	6% (39)	19% (125)	19% (127)	4% (30)	21% (140)	3% (20)	1% (6)	8% (54)	10% (65)	674
Employ: Government	7% (10)	5% (7)	18% (27)	19% (28)	6% (9)	30% (45)	3% (4)	1% (1)	7% (10)	5% (8)	151
Employ: Self-Employed	10% (21)	3% (7)	11% (22)	22% (47)	10% (21)	21% (45)	5% (11)	2% (4)	9% (19)	7% (14)	211
Employ: Homemaker	11% (20)	5% (8)	15% (27)	18% (34)	6% (10)	30% (55)	3% (5)	— (0)	4% (8)	9% (16)	183
Employ: Student	14% (15)	5% (6)	11% (12)	16% (17)	8% (8)	12% (13)	6% (6)	2% (3)	22% (24)	4% (4)	109
Employ: Retired	6% (27)	3% (14)	14% (61)	21% (92)	5% (24)	25% (113)	3% (12)	1% (5)	6% (25)	17% (74)	445
Employ: Unemployed	7% (15)	2% (4)	12% (24)	20% (39)	3% (7)	19% (38)	4% (8)	3% (6)	16% (32)	13% (25)	198
Employ: Other	16% (38)	5% (11)	13% (29)	18% (42)	6% (13)	17% (39)	5% (11)	1% (2)	10% (23)	10% (22)	229
Military HH: Yes	11% (37)	6% (20)	12% (40)	20% (68)	4% (15)	23% (81)	4% (14)	1% (3)	7% (24)	12% (42)	343
Military HH: No	9% (176)	4% (76)	16% (288)	19% (357)	6% (106)	22% (408)	3% (63)	1% (23)	9% (172)	10% (187)	1858
RD/WT: Right Direction	9% (83)	3% (30)	15% (130)	19% (167)	6% (56)	23% (203)	4% (34)	1% (12)	9% (76)	11% (100)	891
RD/WT: Wrong Track	10% (130)	5% (66)	15% (198)	20% (258)	5% (66)	22% (286)	3% (43)	1% (15)	9% (120)	10% (129)	1310
Trump Job Approve	9% (90)	5% (44)	16% (154)	20% (188)	5% (48)	22% (208)	3% (32)	1% (11)	9% (86)	10% (98)	960
Trump Job Disapprove	9% (104)	4% (49)	14% (150)	19% (214)	6% (64)	24% (261)	4% (43)	1% (15)	9% (99)	9% (102)	1102
Trump Job Strongly Approve	10% (52)	4% (18)	14% (71)	19% (99)	6% (32)	22% (113)	3% (14)	1% (4)	8% (42)	12% (62)	507
Trump Job Somewhat Approve	8% (38)	6% (26)	18% (83)	20% (90)	4% (16)	21% (95)	4% (18)	2% (7)	10% (45)	8% (35)	452
Trump Job Somewhat Disapprove	13% (39)	2% (6)	13% (40)	19% (54)	8% (22)	25% (75)	2% (7)	2% (5)	10% (30)	5% (16)	293
Trump Job Strongly Disapprove	8% (65)	5% (42)	14% (111)	20% (160)	5% (42)	23% (186)	4% (36)	1% (11)	9% (69)	11% (86)	808
#1 Issue: Economy	9% (58)	4% (28)	16% (105)	22% (142)	6% (37)	20% (131)	4% (27)	1% (5)	10% (64)	7% (43)	641
#1 Issue: Security	8% (24)	6% (18)	16% (47)	17% (53)	6% (19)	26% (80)	1% (4)	1% (4)	5% (16)	13% (40)	305
#1 Issue: Health Care	12% (51)	4% (18)	19% (83)	19% (80)	6% (25)	20% (86)	4% (15)	1% (3)	6% (27)	9% (38)	426
#1 Issue: Medicare / Social Security	6% (19)	4% (12)	8% (24)	22% (66)	6% (18)	25% (75)	2% (8)	2% (5)	8% (23)	18% (56)	305
#1 Issue: Women's Issues	13% (20)	4% (5)	10% (16)	16% (24)	7% (11)	24% (37)	5% (7)	— (0)	10% (15)	10% (15)	152
#1 Issue: Education	15% (22)	5% (8)	15% (23)	21% (32)	2% (3)	16% (24)	2% (3)	4% (6)	15% (22)	5% (8)	150
#1 Issue: Energy	14% (14)	1% (1)	14% (14)	12% (12)	6% (6)	30% (30)	7% (7)	— (0)	11% (11)	5% (5)	99
#1 Issue: Other	4% (5)	5% (6)	13% (15)	14% (17)	3% (3)	22% (27)	5% (6)	2% (2)	14% (17)	19% (23)	122
2016 Vote: Hillary Clinton	8% (52)	6% (38)	15% (102)	16% (110)	7% (45)	24% (162)	4% (28)	2% (10)	8% (51)	10% (68)	666
2016 Vote: Donald Trump	8% (58)	4% (32)	16% (114)	21% (150)	5% (34)	24% (172)	3% (20)	1% (9)	7% (53)	11% (78)	721
2016 Vote: Someone else	12% (26)	6% (12)	9% (21)	21% (45)	5% (10)	25% (55)	4% (10)	— (1)	7% (16)	11% (23)	217
2016 Vote: Didnt Vote	13% (78)	2% (14)	15% (91)	20% (120)	5% (32)	17% (100)	3% (19)	1% (7)	13% (76)	10% (60)	597
Voted in 2014: Yes	8% (112)	5% (67)	16% (213)	20% (273)	6% (77)	24% (328)	3% (47)	1% (15)	7% (93)	10% (140)	1364
Voted in 2014: No	12% (102)	3% (29)	14% (115)	18% (152)	5% (45)	19% (161)	3% (29)	1% (12)	12% (103)	11% (89)	837

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Table HR6: And, which of the following would be most important in your decision?

Demographic	Discounts on concessions	Ability to reserve tickets in advance	Number of movies included per month	Ability to choose from a variety of plans/pricing options	Ability to see movies at multiple theater chains	Unused movie tickets rolling over to the next month	Inclusion of premium movie tickets (IMAX, 3D)	Ability to see the same movie more than once	Ability to use included tickets to bring friends	None of the above	Total N
Adults	10% (213)	4% (96)	15% (328)	19% (425)	6% (121)	22% (489)	3% (77)	1% (26)	9% (196)	10% (229)	2201
2012 Vote: Barack Obama	8% (65)	5% (42)	14% (118)	17% (143)	5% (43)	26% (213)	4% (32)	1% (7)	8% (68)	11% (89)	821
2012 Vote: Mitt Romney	6% (33)	5% (26)	16% (84)	24% (123)	5% (27)	22% (117)	2% (11)	1% (7)	6% (33)	12% (61)	521
2012 Vote: Other	13% (14)	4% (4)	11% (12)	24% (26)	4% (4)	25% (27)	4% (4)	2% (2)	5% (5)	8% (9)	108
2012 Vote: Didn't Vote	14% (101)	3% (24)	15% (111)	18% (131)	6% (48)	18% (130)	4% (29)	1% (10)	12% (90)	9% (70)	743
4-Region: Northeast	6% (24)	3% (12)	19% (73)	20% (79)	6% (23)	23% (91)	3% (12)	1% (2)	10% (39)	10% (39)	394
4-Region: Midwest	13% (62)	3% (15)	13% (60)	20% (94)	7% (31)	23% (107)	2% (12)	1% (7)	7% (31)	9% (43)	462
4-Region: South	11% (92)	4% (35)	15% (122)	18% (151)	4% (34)	21% (173)	5% (38)	1% (11)	9% (77)	11% (90)	825
4-Region: West	7% (35)	6% (33)	14% (73)	19% (101)	6% (33)	23% (117)	3% (15)	1% (6)	9% (49)	11% (57)	520
Favorable of Trump	10% (92)	4% (37)	16% (143)	21% (190)	5% (48)	22% (198)	3% (24)	1% (10)	9% (84)	10% (89)	917
Unfavorable of Trump	9% (101)	5% (53)	15% (168)	19% (221)	6% (67)	24% (270)	4% (48)	1% (15)	9% (105)	8% (91)	1138
Very Favorable of Trump	11% (60)	3% (18)	14% (76)	19% (105)	7% (39)	22% (121)	3% (16)	1% (8)	9% (49)	12% (64)	557
Somewhat Favorable of Trump	9% (32)	5% (18)	19% (67)	24% (85)	3% (10)	21% (77)	2% (8)	1% (3)	10% (35)	7% (25)	360
Somewhat Unfavorable of Trump	9% (21)	3% (7)	14% (32)	19% (45)	8% (19)	24% (56)	5% (12)	2% (6)	11% (27)	4% (10)	234
Very Unfavorable of Trump	9% (79)	5% (46)	15% (137)	20% (176)	5% (48)	24% (214)	4% (35)	1% (9)	9% (78)	9% (81)	904
Frequent TV watchers	10% (171)	5% (75)	15% (245)	19% (313)	6% (98)	24% (389)	4% (58)	1% (20)	8% (135)	8% (138)	1642
Frequent Movie watchers	12% (116)	4% (37)	17% (162)	19% (177)	5% (51)	20% (191)	5% (42)	2% (19)	9% (80)	6% (58)	932
Frequent movie goers	5% (6)	4% (5)	18% (21)	15% (17)	14% (17)	11% (13)	10% (12)	2% (3)	14% (16)	5% (6)	115

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

Table HR7oen: *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	Less than 5	5 - 10	10 - 15	15 - 25	More than 25	Total N
Adults	36% (755)	32% (664)	10% (220)	16% (328)	6% (136)	2103
Gender: Male	35% (354)	30% (298)	11% (112)	17% (168)	8% (78)	1012
Gender: Female	37% (401)	34% (366)	10% (107)	15% (159)	5% (58)	1091
Age: 18-29	41% (187)	29% (135)	8% (35)	16% (73)	7% (31)	461
Age: 30-44	32% (163)	35% (176)	10% (48)	15% (77)	8% (40)	503
Age: 45-54	35% (147)	30% (126)	12% (50)	17% (70)	6% (25)	418
Age: 55-64	42% (127)	28% (86)	10% (30)	15% (45)	6% (17)	306
Age: 65+	32% (132)	34% (141)	13% (55)	15% (63)	6% (23)	414
Generation Z: 18-21	46% (79)	18% (31)	9% (15)	21% (35)	6% (9)	170
Millennial: Age 22-37	34% (202)	35% (209)	8% (47)	14% (86)	8% (47)	590
Generation X: Age 38-53	35% (206)	32% (184)	11% (67)	15% (89)	6% (37)	584
Boomers: Age 54-72	36% (235)	32% (212)	11% (74)	15% (102)	6% (40)	662
PID: Dem (no lean)	34% (232)	30% (206)	12% (83)	17% (119)	6% (43)	683
PID: Ind (no lean)	35% (190)	33% (178)	9% (51)	16% (85)	7% (40)	544
PID: Rep (no lean)	38% (333)	32% (280)	10% (86)	14% (124)	6% (52)	875
PID/Gender: Dem Men	33% (95)	24% (68)	13% (37)	21% (61)	8% (24)	285
PID/Gender: Dem Women	34% (136)	35% (138)	12% (46)	15% (59)	5% (19)	398
PID/Gender: Ind Men	35% (102)	33% (97)	10% (28)	15% (45)	7% (21)	294
PID/Gender: Ind Women	35% (88)	33% (82)	9% (23)	16% (39)	7% (19)	250
PID/Gender: Rep Men	36% (157)	31% (134)	11% (48)	14% (62)	7% (32)	433
PID/Gender: Rep Women	40% (176)	33% (146)	9% (38)	14% (61)	5% (20)	442
Ideo: Liberal (1-3)	36% (244)	31% (204)	11% (74)	16% (107)	6% (40)	669
Ideo: Moderate (4)	31% (137)	32% (141)	10% (44)	18% (78)	8% (36)	437
Ideo: Conservative (5-7)	35% (246)	33% (235)	12% (82)	15% (102)	5% (36)	700
Educ: College	37% (532)	29% (416)	10% (142)	17% (241)	7% (101)	1432
Educ: Bachelors degree	33% (142)	37% (161)	10% (46)	14% (60)	6% (26)	436
Educ: Post-grad	35% (82)	37% (86)	14% (32)	11% (27)	4% (8)	235
Income: Under 50k	35% (404)	30% (344)	10% (121)	17% (191)	8% (90)	1150
Income: 50k-100k	35% (233)	35% (236)	10% (69)	15% (101)	5% (35)	676
Income: 100k+	43% (118)	30% (83)	11% (30)	13% (35)	4% (11)	277
Ethnicity: White	36% (594)	33% (544)	11% (179)	15% (242)	6% (92)	1650

Continued on next page

Table HR7oen: *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	36%	(755)	32%	(664)	10%	(220)	16%	(328)	6%	(136)	2103
Ethnicity: Hispanic	35%	(118)	29%	(96)	9%	(29)	19%	(62)	9%	(29)	335
Ethnicity: Afr. Am.	33%	(84)	30%	(76)	7%	(18)	19%	(49)	11%	(28)	255
Ethnicity: Other	39%	(78)	22%	(44)	12%	(23)	19%	(37)	8%	(16)	197
Relig: Protestant	36%	(154)	33%	(143)	13%	(55)	13%	(57)	4%	(16)	426
Relig: Roman Catholic	35%	(135)	32%	(125)	9%	(35)	16%	(63)	8%	(30)	389
Relig: Something Else	35%	(76)	34%	(73)	10%	(22)	19%	(41)	3%	(6)	217
Relig: Jewish	45%	(24)	25%	(13)	9%	(5)	18%	(10)	3%	(1)	53
Relig: Evangelical	33%	(179)	30%	(165)	13%	(70)	17%	(91)	8%	(42)	546
Relig: Non-Evang. Catholics	33%	(184)	33%	(185)	11%	(58)	17%	(92)	6%	(32)	551
Relig: All Christian	33%	(363)	32%	(349)	12%	(128)	17%	(183)	7%	(74)	1097
Relig: All Non-Christian	35%	(76)	34%	(73)	10%	(22)	19%	(41)	3%	(6)	217
Community: Urban	38%	(205)	27%	(145)	8%	(46)	17%	(93)	10%	(52)	541
Community: Suburban	35%	(342)	35%	(340)	10%	(95)	15%	(141)	5%	(51)	970
Community: Rural	35%	(208)	30%	(178)	13%	(79)	16%	(93)	5%	(32)	591
Employ: Private Sector	38%	(250)	29%	(192)	10%	(63)	18%	(116)	6%	(38)	659
Employ: Government	32%	(47)	38%	(55)	13%	(19)	12%	(18)	4%	(6)	144
Employ: Self-Employed	32%	(64)	33%	(67)	10%	(20)	17%	(35)	8%	(17)	203
Employ: Homemaker	44%	(77)	27%	(48)	8%	(14)	16%	(27)	5%	(9)	175
Employ: Student	43%	(44)	24%	(25)	13%	(14)	11%	(12)	9%	(9)	103
Employ: Retired	34%	(144)	34%	(142)	13%	(55)	14%	(57)	5%	(21)	419
Employ: Unemployed	36%	(66)	33%	(60)	8%	(15)	13%	(23)	10%	(18)	182
Employ: Other	29%	(63)	35%	(77)	9%	(19)	19%	(41)	8%	(18)	218
Military HH: Yes	35%	(118)	30%	(101)	13%	(44)	14%	(48)	7%	(23)	334
Military HH: No	36%	(637)	32%	(563)	10%	(175)	16%	(280)	6%	(113)	1769
RD/WT: Right Direction	34%	(284)	32%	(265)	10%	(86)	17%	(144)	7%	(59)	838
RD/WT: Wrong Track	37%	(471)	32%	(399)	11%	(134)	15%	(184)	6%	(77)	1265
Trump Job Approve	35%	(324)	32%	(294)	10%	(96)	16%	(148)	6%	(59)	920
Trump Job Disapprove	36%	(376)	32%	(336)	11%	(119)	15%	(163)	6%	(63)	1056
Trump Job Strongly Approve	36%	(175)	32%	(155)	10%	(49)	16%	(76)	7%	(32)	486
Trump Job Somewhat Approve	34%	(149)	32%	(139)	11%	(47)	17%	(72)	6%	(27)	434
Trump Job Somewhat Disapprove	30%	(87)	30%	(85)	17%	(47)	16%	(47)	7%	(20)	285
Trump Job Strongly Disapprove	37%	(289)	33%	(251)	9%	(72)	15%	(116)	6%	(44)	771

Continued on next page

Table HR7oen: At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	36%	(755)	32%	(664)	10%	(220)	16%	(328)	6%	(136)	2103
#1 Issue: Economy	39%	(239)	28%	(170)	10%	(64)	16%	(98)	7%	(44)	614
#1 Issue: Security	36%	(107)	33%	(97)	9%	(26)	14%	(42)	9%	(27)	299
#1 Issue: Health Care	35%	(142)	34%	(139)	11%	(45)	15%	(60)	5%	(21)	408
#1 Issue: Medicare / Social Security	31%	(86)	34%	(95)	11%	(30)	20%	(55)	5%	(13)	280
#1 Issue: Women's Issues	39%	(56)	31%	(45)	7%	(10)	16%	(23)	8%	(12)	145
#1 Issue: Education	30%	(44)	30%	(43)	15%	(22)	16%	(24)	9%	(13)	146
#1 Issue: Energy	32%	(30)	41%	(38)	11%	(10)	12%	(11)	5%	(4)	94
#1 Issue: Other	44%	(51)	31%	(36)	11%	(13)	12%	(14)	2%	(2)	116
2016 Vote: Hillary Clinton	35%	(223)	32%	(201)	12%	(77)	15%	(96)	6%	(35)	633
2016 Vote: Donald Trump	36%	(251)	34%	(240)	10%	(72)	14%	(95)	6%	(39)	696
2016 Vote: Someone else	30%	(63)	36%	(76)	11%	(23)	17%	(35)	6%	(12)	209
2016 Vote: Didnt Vote	39%	(219)	26%	(147)	8%	(47)	18%	(101)	9%	(49)	564
Voted in 2014: Yes	34%	(448)	33%	(432)	12%	(155)	15%	(198)	5%	(70)	1303
Voted in 2014: No	38%	(308)	29%	(232)	8%	(65)	16%	(130)	8%	(66)	800
2012 Vote: Barack Obama	35%	(273)	33%	(255)	12%	(91)	15%	(116)	5%	(38)	774
2012 Vote: Mitt Romney	35%	(180)	35%	(179)	11%	(54)	13%	(66)	6%	(30)	509
2012 Vote: Other	45%	(47)	30%	(31)	13%	(13)	10%	(10)	3%	(3)	105
2012 Vote: Didn't Vote	36%	(254)	28%	(197)	8%	(59)	19%	(132)	9%	(64)	707
4-Region: Northeast	36%	(138)	32%	(124)	9%	(35)	14%	(55)	8%	(30)	381
4-Region: Midwest	32%	(139)	33%	(144)	12%	(52)	17%	(73)	6%	(26)	434
4-Region: South	38%	(295)	30%	(236)	11%	(90)	15%	(121)	6%	(44)	787
4-Region: West	37%	(184)	32%	(160)	9%	(43)	16%	(79)	7%	(36)	500
Favorable of Trump	35%	(312)	32%	(284)	10%	(89)	16%	(137)	7%	(58)	880
Unfavorable of Trump	34%	(376)	32%	(354)	11%	(122)	16%	(176)	6%	(66)	1094
Very Favorable of Trump	38%	(200)	30%	(160)	10%	(53)	14%	(76)	7%	(39)	528
Somewhat Favorable of Trump	32%	(112)	35%	(124)	10%	(36)	17%	(61)	5%	(19)	351
Somewhat Unfavorable of Trump	28%	(63)	36%	(81)	15%	(33)	15%	(35)	6%	(14)	224
Very Unfavorable of Trump	36%	(313)	31%	(273)	10%	(90)	16%	(141)	6%	(52)	869
Frequent TV watchers	35%	(555)	32%	(506)	10%	(164)	16%	(250)	6%	(97)	1571
Frequent Movie watchers	33%	(288)	33%	(291)	10%	(86)	16%	(145)	8%	(69)	879
Frequent movie goers	35%	(37)	38%	(40)	4%	(5)	16%	(17)	7%	(7)	105

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

Table HR8oen: *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(320)	25%	(533)	20%	(429)	28%	(597)	12%	(253)	2133
Gender: Male	17%	(175)	25%	(253)	20%	(203)	25%	(260)	13%	(129)	1019
Gender: Female	13%	(145)	25%	(281)	20%	(226)	30%	(337)	11%	(124)	1113
Age: 18-29	15%	(70)	26%	(119)	17%	(77)	28%	(130)	14%	(65)	461
Age: 30-44	13%	(66)	26%	(132)	23%	(115)	28%	(143)	11%	(54)	510
Age: 45-54	12%	(49)	25%	(106)	19%	(80)	32%	(134)	12%	(52)	421
Age: 55-64	19%	(61)	26%	(80)	19%	(60)	26%	(83)	10%	(30)	314
Age: 65+	17%	(74)	23%	(97)	23%	(98)	25%	(107)	12%	(51)	427
Generation Z: 18-21	18%	(31)	31%	(53)	13%	(22)	22%	(38)	16%	(28)	173
Millennial: Age 22-37	13%	(78)	25%	(149)	19%	(114)	30%	(180)	12%	(72)	592
Generation X: Age 38-53	12%	(71)	25%	(148)	21%	(124)	30%	(176)	11%	(66)	585
Boomers: Age 54-72	16%	(112)	24%	(163)	22%	(148)	26%	(178)	12%	(79)	679
PID: Dem (no lean)	10%	(69)	28%	(195)	20%	(141)	29%	(201)	13%	(89)	696
PID: Ind (no lean)	17%	(92)	24%	(133)	21%	(117)	27%	(150)	11%	(58)	549
PID: Rep (no lean)	18%	(159)	23%	(205)	19%	(171)	28%	(247)	12%	(105)	887
PID/Gender: Dem Men	12%	(34)	25%	(73)	19%	(54)	29%	(85)	15%	(43)	289
PID/Gender: Dem Women	9%	(35)	30%	(123)	21%	(87)	29%	(116)	11%	(46)	407
PID/Gender: Ind Men	17%	(50)	27%	(77)	21%	(63)	26%	(76)	9%	(25)	292
PID/Gender: Ind Women	16%	(41)	22%	(56)	21%	(54)	29%	(74)	13%	(33)	258
PID/Gender: Rep Men	21%	(91)	23%	(103)	20%	(86)	23%	(99)	14%	(60)	439
PID/Gender: Rep Women	15%	(69)	23%	(103)	19%	(85)	33%	(147)	10%	(45)	448
Ideo: Liberal (1-3)	11%	(76)	28%	(192)	20%	(137)	29%	(201)	11%	(75)	681
Ideo: Moderate (4)	12%	(52)	24%	(104)	20%	(86)	31%	(133)	14%	(59)	434
Ideo: Conservative (5-7)	16%	(116)	26%	(183)	20%	(142)	29%	(205)	10%	(71)	715
Educ: College	17%	(253)	25%	(360)	18%	(258)	28%	(411)	12%	(181)	1464
Educ: Bachelors degree	9%	(40)	24%	(102)	24%	(105)	30%	(128)	13%	(58)	433
Educ: Post-grad	12%	(27)	30%	(71)	28%	(65)	25%	(58)	6%	(14)	236
Income: Under 50k	18%	(210)	23%	(270)	17%	(204)	28%	(332)	13%	(152)	1169
Income: 50k-100k	10%	(71)	27%	(182)	24%	(162)	28%	(193)	11%	(78)	687
Income: 100k+	14%	(39)	29%	(82)	22%	(62)	26%	(72)	8%	(23)	277
Ethnicity: White	15%	(244)	25%	(414)	21%	(357)	28%	(470)	11%	(192)	1678

Continued on next page

Table HR8oen: *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(320)	25%	(533)	20%	(429)	28%	(597)	12%	(253)	2133
Ethnicity: Hispanic	12%	(42)	27%	(90)	21%	(71)	26%	(86)	14%	(47)	336
Ethnicity: Afr. Am.	17%	(44)	24%	(62)	15%	(37)	29%	(73)	15%	(39)	256
Ethnicity: Other	16%	(32)	29%	(57)	17%	(34)	27%	(54)	11%	(21)	199
Relig: Protestant	14%	(61)	27%	(122)	19%	(84)	29%	(129)	11%	(50)	446
Relig: Roman Catholic	12%	(46)	25%	(99)	25%	(97)	27%	(106)	11%	(42)	390
Relig: Something Else	19%	(42)	21%	(47)	17%	(38)	34%	(77)	9%	(21)	225
Relig: Jewish	18%	(10)	29%	(16)	18%	(10)	19%	(10)	16%	(9)	54
Relig: Evangelical	14%	(78)	24%	(133)	19%	(105)	28%	(155)	15%	(85)	556
Relig: Non-Evang. Catholics	13%	(70)	26%	(147)	22%	(125)	29%	(160)	11%	(60)	561
Relig: All Christian	13%	(149)	25%	(279)	21%	(229)	28%	(315)	13%	(145)	1117
Relig: All Non-Christian	19%	(42)	21%	(47)	17%	(38)	34%	(77)	9%	(21)	225
Community: Urban	13%	(72)	26%	(141)	19%	(106)	27%	(149)	15%	(81)	548
Community: Suburban	13%	(127)	26%	(258)	22%	(221)	28%	(272)	11%	(105)	983
Community: Rural	20%	(121)	22%	(135)	17%	(102)	29%	(177)	11%	(66)	602
Employ: Private Sector	15%	(99)	23%	(153)	22%	(146)	29%	(188)	11%	(70)	655
Employ: Government	17%	(26)	23%	(34)	20%	(29)	24%	(36)	16%	(23)	148
Employ: Self-Employed	12%	(25)	27%	(54)	22%	(44)	32%	(64)	7%	(14)	200
Employ: Homemaker	9%	(15)	29%	(51)	23%	(40)	26%	(45)	14%	(24)	175
Employ: Student	20%	(22)	33%	(35)	13%	(13)	19%	(20)	15%	(16)	106
Employ: Retired	17%	(75)	26%	(114)	20%	(88)	25%	(109)	12%	(51)	437
Employ: Unemployed	13%	(24)	23%	(42)	16%	(30)	38%	(72)	10%	(19)	188
Employ: Other	16%	(35)	22%	(49)	18%	(40)	28%	(63)	16%	(36)	224
Military HH: Yes	19%	(65)	26%	(87)	16%	(53)	26%	(88)	13%	(42)	335
Military HH: No	14%	(255)	25%	(446)	21%	(376)	28%	(509)	12%	(211)	1798
RD/WT: Right Direction	18%	(154)	24%	(208)	18%	(159)	26%	(219)	14%	(119)	859
RD/WT: Wrong Track	13%	(166)	26%	(326)	21%	(270)	30%	(378)	10%	(134)	1274
Trump Job Approve	17%	(163)	24%	(229)	18%	(165)	28%	(266)	12%	(114)	937
Trump Job Disapprove	12%	(130)	25%	(264)	22%	(238)	28%	(296)	12%	(133)	1060
Trump Job Strongly Approve	20%	(99)	21%	(104)	20%	(98)	25%	(125)	14%	(72)	497
Trump Job Somewhat Approve	15%	(65)	28%	(125)	15%	(67)	32%	(142)	10%	(42)	440
Trump Job Somewhat Disapprove	10%	(28)	23%	(64)	22%	(62)	33%	(94)	13%	(37)	284
Trump Job Strongly Disapprove	13%	(102)	26%	(200)	23%	(176)	26%	(203)	12%	(96)	776

Continued on next page

Table HR8oen: At what monthly price would you consider the service to be a bargain – a great buy for the money?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(320)	25%	(533)	20%	(429)	28%	(597)	12%	(253)	2133
#1 Issue: Economy	13%	(83)	27%	(168)	18%	(111)	29%	(183)	12%	(78)	623
#1 Issue: Security	18%	(55)	24%	(70)	22%	(65)	22%	(65)	14%	(42)	297
#1 Issue: Health Care	15%	(62)	26%	(110)	19%	(78)	29%	(119)	11%	(48)	417
#1 Issue: Medicare / Social Security	16%	(46)	22%	(63)	17%	(51)	34%	(100)	11%	(31)	291
#1 Issue: Women's Issues	11%	(16)	29%	(43)	26%	(39)	24%	(35)	9%	(14)	146
#1 Issue: Education	13%	(19)	22%	(32)	24%	(35)	29%	(42)	13%	(18)	147
#1 Issue: Energy	8%	(7)	28%	(27)	30%	(28)	22%	(22)	12%	(12)	96
#1 Issue: Other	28%	(32)	17%	(20)	19%	(23)	27%	(31)	9%	(11)	116
2016 Vote: Hillary Clinton	12%	(78)	28%	(180)	23%	(147)	27%	(175)	10%	(65)	643
2016 Vote: Donald Trump	18%	(131)	24%	(173)	18%	(126)	29%	(203)	11%	(77)	710
2016 Vote: Someone else	10%	(20)	24%	(51)	27%	(57)	27%	(56)	12%	(25)	209
2016 Vote: Didn't Vote	16%	(91)	23%	(129)	17%	(99)	29%	(164)	15%	(87)	570
Voted in 2014: Yes	15%	(195)	25%	(336)	22%	(285)	28%	(367)	11%	(142)	1325
Voted in 2014: No	16%	(125)	24%	(198)	18%	(144)	29%	(230)	14%	(110)	808
2012 Vote: Barack Obama	12%	(98)	28%	(220)	20%	(159)	30%	(235)	10%	(83)	795
2012 Vote: Mitt Romney	17%	(88)	23%	(117)	23%	(115)	26%	(131)	12%	(60)	510
2012 Vote: Other	31%	(33)	28%	(30)	14%	(15)	20%	(21)	7%	(7)	106
2012 Vote: Didn't Vote	14%	(102)	23%	(166)	19%	(136)	29%	(208)	14%	(101)	713
4-Region: Northeast	15%	(57)	26%	(102)	17%	(67)	31%	(121)	10%	(39)	385
4-Region: Midwest	13%	(59)	24%	(108)	20%	(88)	30%	(135)	12%	(54)	443
4-Region: South	15%	(118)	26%	(208)	18%	(145)	27%	(218)	14%	(108)	796
4-Region: West	17%	(86)	23%	(116)	25%	(129)	24%	(124)	10%	(53)	508
Favorable of Trump	17%	(150)	25%	(224)	18%	(160)	28%	(250)	12%	(112)	895
Unfavorable of Trump	11%	(123)	25%	(278)	23%	(254)	29%	(316)	12%	(135)	1106
Very Favorable of Trump	19%	(104)	23%	(127)	17%	(92)	26%	(142)	14%	(77)	543
Somewhat Favorable of Trump	13%	(46)	27%	(97)	19%	(68)	31%	(108)	10%	(34)	352
Somewhat Unfavorable of Trump	9%	(21)	25%	(58)	20%	(45)	31%	(72)	15%	(34)	230
Very Unfavorable of Trump	12%	(103)	25%	(221)	24%	(208)	28%	(244)	12%	(102)	876
Frequent TV watchers	13%	(205)	24%	(390)	21%	(337)	29%	(470)	12%	(194)	1594
Frequent Movie watchers	13%	(113)	25%	(220)	19%	(168)	31%	(275)	13%	(118)	894
Frequent movie goers	16%	(17)	37%	(39)	20%	(21)	22%	(23)	6%	(6)	107

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

Table HR9oen: *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	9%	(180)	8%	(151)	13%	(251)	32%	(651)	38%	(772)	2006
Gender: Male	10%	(94)	9%	(84)	14%	(133)	31%	(295)	36%	(345)	950
Gender: Female	8%	(86)	6%	(67)	11%	(119)	34%	(357)	40%	(427)	1055
Age: 18-29	8%	(35)	8%	(35)	16%	(67)	29%	(125)	39%	(170)	432
Age: 30-44	7%	(34)	9%	(42)	12%	(59)	35%	(166)	37%	(173)	474
Age: 45-54	6%	(24)	7%	(28)	10%	(40)	33%	(131)	44%	(176)	399
Age: 55-64	10%	(30)	9%	(27)	14%	(41)	29%	(88)	38%	(115)	301
Age: 65+	14%	(56)	5%	(19)	11%	(44)	36%	(142)	35%	(138)	399
Generation Z: 18-21	8%	(13)	11%	(17)	17%	(27)	34%	(54)	31%	(50)	162
Millennial: Age 22-37	8%	(42)	8%	(46)	14%	(78)	29%	(161)	40%	(221)	547
Generation X: Age 38-53	6%	(35)	7%	(39)	10%	(57)	35%	(195)	42%	(231)	557
Boomers: Age 54-72	10%	(61)	7%	(46)	12%	(77)	33%	(214)	38%	(243)	641
PID: Dem (no lean)	7%	(43)	6%	(37)	13%	(83)	34%	(219)	41%	(265)	647
PID: Ind (no lean)	9%	(47)	8%	(42)	13%	(68)	34%	(177)	36%	(190)	524
PID: Rep (no lean)	11%	(90)	9%	(73)	12%	(100)	31%	(256)	38%	(316)	835
PID/Gender: Dem Men	9%	(23)	5%	(14)	14%	(38)	30%	(79)	41%	(109)	263
PID/Gender: Dem Women	5%	(20)	6%	(22)	12%	(45)	36%	(140)	41%	(156)	384
PID/Gender: Ind Men	8%	(22)	9%	(26)	15%	(40)	35%	(96)	34%	(93)	277
PID/Gender: Ind Women	10%	(25)	6%	(16)	11%	(28)	33%	(82)	39%	(97)	248
PID/Gender: Rep Men	12%	(49)	11%	(44)	13%	(55)	29%	(120)	35%	(142)	411
PID/Gender: Rep Women	10%	(41)	7%	(29)	11%	(45)	32%	(135)	41%	(174)	424
Ideo: Liberal (1-3)	6%	(40)	8%	(52)	12%	(77)	35%	(222)	39%	(246)	636
Ideo: Moderate (4)	6%	(26)	5%	(18)	12%	(47)	35%	(138)	43%	(172)	400
Ideo: Conservative (5-7)	10%	(71)	8%	(54)	14%	(93)	31%	(209)	37%	(254)	680
Educ: College	11%	(149)	8%	(108)	13%	(183)	29%	(395)	39%	(537)	1372
Educ: Bachelors degree	4%	(16)	7%	(28)	11%	(44)	37%	(149)	42%	(168)	405
Educ: Post-grad	7%	(15)	7%	(15)	11%	(24)	47%	(108)	29%	(66)	228

Continued on next page

Table HR9oen: *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	9%	(180)	8%	(151)	13%	(251)	32%	(651)	38%	(772)	2006
Income: Under 50k	10%	(112)	10%	(103)	12%	(135)	28%	(309)	39%	(424)	1083
Income: 50k-100k	7%	(49)	5%	(32)	13%	(83)	35%	(231)	40%	(261)	656
Income: 100k+	7%	(19)	6%	(16)	13%	(34)	42%	(112)	32%	(86)	267
Ethnicity: White	8%	(132)	7%	(112)	13%	(204)	33%	(528)	39%	(611)	1587
Ethnicity: Hispanic	9%	(28)	5%	(16)	14%	(42)	36%	(111)	36%	(110)	308
Ethnicity: Afr. Am.	11%	(25)	13%	(29)	8%	(17)	25%	(56)	44%	(99)	226
Ethnicity: Other	12%	(23)	6%	(11)	16%	(30)	35%	(67)	32%	(61)	192
Relig: Protestant	12%	(49)	6%	(24)	14%	(57)	31%	(130)	38%	(158)	418
Relig: Roman Catholic	8%	(29)	4%	(15)	12%	(45)	35%	(130)	40%	(147)	366
Relig: Something Else	12%	(25)	9%	(20)	9%	(20)	28%	(61)	43%	(94)	221
Relig: Jewish	12%	(6)	5%	(2)	15%	(8)	38%	(20)	30%	(16)	53
Relig: Evangelical	9%	(46)	8%	(44)	13%	(65)	28%	(144)	42%	(220)	519
Relig: Non-Evang. Catholics	10%	(52)	4%	(22)	11%	(61)	34%	(179)	41%	(216)	529
Relig: All Christian	9%	(99)	6%	(65)	12%	(126)	31%	(323)	42%	(435)	1048
Relig: All Non-Christian	12%	(25)	9%	(20)	9%	(20)	28%	(61)	43%	(94)	221
Community: Urban	7%	(36)	8%	(39)	14%	(70)	30%	(147)	41%	(204)	496
Community: Suburban	8%	(76)	7%	(64)	12%	(114)	37%	(350)	36%	(338)	942
Community: Rural	12%	(68)	8%	(48)	12%	(68)	27%	(154)	41%	(230)	568
Employ: Private Sector	6%	(40)	8%	(51)	12%	(78)	32%	(203)	41%	(255)	626
Employ: Government	10%	(14)	10%	(14)	11%	(15)	33%	(46)	36%	(50)	138
Employ: Self-Employed	9%	(18)	8%	(16)	13%	(25)	37%	(70)	32%	(60)	189
Employ: Homemaker	5%	(9)	5%	(8)	13%	(22)	35%	(59)	42%	(71)	169
Employ: Student	10%	(10)	7%	(7)	17%	(17)	37%	(36)	28%	(27)	97
Employ: Retired	13%	(55)	7%	(29)	13%	(54)	32%	(132)	34%	(141)	412
Employ: Unemployed	7%	(12)	9%	(15)	12%	(21)	32%	(54)	40%	(68)	170
Employ: Other	11%	(23)	6%	(13)	9%	(20)	25%	(51)	48%	(100)	206
Military HH: Yes	11%	(36)	8%	(26)	10%	(32)	31%	(101)	39%	(126)	320
Military HH: No	9%	(144)	7%	(125)	13%	(220)	33%	(551)	38%	(646)	1685
RD/WT: Right Direction	13%	(102)	9%	(68)	14%	(109)	27%	(218)	37%	(297)	794
RD/WT: Wrong Track	6%	(78)	7%	(83)	12%	(142)	36%	(433)	39%	(475)	1211

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Table HR9oen: At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	9%	(180)	8%	(151)	13%	(251)	32%	(651)	38%	(772)	2006
Trump Job Approve	11%	(97)	8%	(70)	14%	(125)	28%	(243)	39%	(343)	878
Trump Job Disapprove	6%	(61)	7%	(68)	11%	(109)	36%	(362)	40%	(400)	1000
Trump Job Strongly Approve	13%	(61)	8%	(38)	11%	(53)	27%	(127)	40%	(189)	469
Trump Job Somewhat Approve	9%	(35)	8%	(32)	18%	(72)	28%	(115)	38%	(154)	409
Trump Job Somewhat Disapprove	5%	(12)	5%	(14)	10%	(27)	33%	(85)	47%	(122)	261
Trump Job Strongly Disapprove	7%	(49)	7%	(54)	11%	(82)	37%	(277)	38%	(278)	740
#1 Issue: Economy	7%	(41)	6%	(36)	12%	(70)	36%	(209)	39%	(226)	582
#1 Issue: Security	10%	(29)	8%	(22)	13%	(36)	33%	(95)	36%	(104)	286
#1 Issue: Health Care	9%	(37)	8%	(31)	13%	(51)	29%	(115)	40%	(159)	392
#1 Issue: Medicare / Social Security	13%	(37)	6%	(17)	12%	(33)	23%	(62)	46%	(125)	275
#1 Issue: Women's Issues	6%	(7)	7%	(10)	13%	(17)	43%	(58)	32%	(43)	135
#1 Issue: Education	7%	(10)	10%	(13)	12%	(17)	35%	(48)	36%	(49)	137
#1 Issue: Energy	1%	(1)	13%	(11)	17%	(15)	39%	(34)	29%	(25)	86
#1 Issue: Other	16%	(19)	10%	(11)	11%	(13)	27%	(30)	36%	(41)	113
2016 Vote: Hillary Clinton	6%	(38)	7%	(44)	10%	(58)	39%	(234)	38%	(231)	605
2016 Vote: Donald Trump	11%	(74)	8%	(53)	15%	(97)	28%	(189)	38%	(254)	667
2016 Vote: Someone else	7%	(13)	8%	(15)	13%	(26)	38%	(74)	34%	(65)	194
2016 Vote: Didnt Vote	10%	(55)	7%	(39)	13%	(70)	29%	(154)	41%	(221)	538
Voted in 2014: Yes	8%	(99)	8%	(104)	12%	(145)	34%	(427)	38%	(469)	1245
Voted in 2014: No	11%	(81)	6%	(47)	14%	(106)	30%	(225)	40%	(302)	761
2012 Vote: Barack Obama	7%	(50)	7%	(52)	12%	(92)	35%	(260)	39%	(287)	742
2012 Vote: Mitt Romney	11%	(53)	8%	(40)	12%	(60)	32%	(155)	37%	(178)	485
2012 Vote: Other	16%	(16)	13%	(14)	20%	(20)	30%	(30)	22%	(22)	102
2012 Vote: Didn't Vote	9%	(61)	7%	(45)	12%	(80)	30%	(203)	42%	(282)	670
4-Region: Northeast	9%	(33)	6%	(22)	9%	(34)	37%	(135)	39%	(144)	368
4-Region: Midwest	8%	(32)	6%	(26)	12%	(49)	33%	(137)	42%	(176)	420
4-Region: South	10%	(71)	8%	(57)	13%	(97)	31%	(232)	38%	(283)	740
4-Region: West	9%	(44)	10%	(46)	15%	(72)	31%	(148)	35%	(168)	478
Favorable of Trump	10%	(86)	8%	(65)	14%	(122)	28%	(232)	40%	(336)	840
Unfavorable of Trump	6%	(61)	6%	(67)	11%	(109)	38%	(398)	39%	(402)	1038

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Table HR9oen: *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	9%	(180)	8%	(151)	13%	(251)	32%	(651)	38%	(772)	2006
Very Favorable of Trump	13%	(66)	9%	(43)	12%	(62)	25%	(128)	40%	(203)	502
Somewhat Favorable of Trump	6%	(20)	7%	(22)	18%	(59)	31%	(104)	39%	(133)	338
Somewhat Unfavorable of Trump	6%	(11)	7%	(14)	12%	(25)	36%	(74)	40%	(84)	208
Very Unfavorable of Trump	6%	(50)	6%	(53)	10%	(84)	39%	(324)	38%	(318)	830
Frequent TV watchers	7%	(112)	7%	(106)	12%	(175)	34%	(501)	40%	(601)	1494
Frequent Movie watchers	7%	(60)	8%	(66)	13%	(111)	29%	(243)	43%	(356)	835
Frequent movie goers	15%	(15)	10%	(10)	17%	(16)	31%	(30)	27%	(26)	97

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

Table HR10oen: *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	8%	(151)	5%	(90)	6%	(117)	28%	(511)	52%	(951)	1819
Gender: Male	10%	(85)	6%	(50)	7%	(62)	29%	(251)	48%	(406)	854
Gender: Female	7%	(66)	4%	(40)	6%	(55)	27%	(259)	56%	(545)	965
Age: 18-29	8%	(29)	4%	(16)	7%	(26)	29%	(110)	52%	(195)	375
Age: 30-44	7%	(30)	5%	(23)	6%	(28)	27%	(121)	54%	(240)	442
Age: 45-54	7%	(23)	6%	(20)	6%	(22)	27%	(96)	54%	(191)	352
Age: 55-64	10%	(28)	4%	(11)	8%	(23)	27%	(74)	51%	(143)	279
Age: 65+	11%	(41)	6%	(21)	5%	(18)	29%	(109)	49%	(182)	372
Generation Z: 18-21	10%	(14)	2%	(2)	10%	(14)	31%	(45)	48%	(67)	141
Millennial: Age 22-37	7%	(33)	6%	(28)	6%	(29)	26%	(129)	55%	(271)	491
Generation X: Age 38-53	6%	(31)	5%	(23)	6%	(31)	29%	(144)	54%	(272)	502
Boomers: Age 54-72	8%	(50)	5%	(31)	6%	(35)	29%	(171)	51%	(303)	590
PID: Dem (no lean)	5%	(31)	4%	(25)	6%	(34)	29%	(175)	55%	(330)	595
PID: Ind (no lean)	8%	(39)	4%	(21)	7%	(32)	30%	(142)	51%	(247)	481
PID: Rep (no lean)	11%	(81)	6%	(44)	7%	(51)	26%	(193)	50%	(374)	743
PID/Gender: Dem Men	8%	(18)	4%	(11)	6%	(15)	28%	(68)	54%	(134)	246
PID/Gender: Dem Women	4%	(12)	4%	(14)	5%	(19)	31%	(107)	56%	(196)	348
PID/Gender: Ind Men	8%	(20)	5%	(13)	7%	(19)	29%	(72)	51%	(130)	254
PID/Gender: Ind Women	8%	(19)	4%	(8)	6%	(13)	31%	(70)	52%	(118)	227
PID/Gender: Rep Men	13%	(46)	7%	(26)	8%	(28)	31%	(111)	40%	(143)	354
PID/Gender: Rep Women	9%	(35)	5%	(18)	6%	(23)	21%	(82)	59%	(231)	390
Ideo: Liberal (1-3)	5%	(31)	6%	(36)	6%	(34)	29%	(172)	54%	(320)	593
Ideo: Moderate (4)	5%	(17)	3%	(11)	5%	(20)	29%	(105)	57%	(207)	360
Ideo: Conservative (5-7)	10%	(64)	4%	(25)	7%	(44)	28%	(175)	50%	(310)	618
Educ: College	10%	(127)	6%	(69)	6%	(78)	27%	(335)	51%	(630)	1239
Educ: Bachelors degree	3%	(11)	5%	(18)	5%	(20)	30%	(110)	57%	(207)	365
Educ: Post-grad	6%	(13)	2%	(4)	9%	(19)	31%	(66)	53%	(114)	215
Income: Under 50k	10%	(93)	7%	(66)	7%	(71)	28%	(271)	49%	(474)	974
Income: 50k-100k	7%	(39)	3%	(20)	5%	(29)	27%	(161)	58%	(351)	600
Income: 100k+	7%	(18)	2%	(4)	7%	(17)	32%	(79)	52%	(127)	245
Ethnicity: White	8%	(110)	5%	(71)	6%	(90)	28%	(415)	53%	(772)	1459

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Table HR10oen: At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	8%	(151)	5%	(90)	6%	(117)	28%	(511)	52%	(951)	1819
Ethnicity: Hispanic	8%	(23)	5%	(15)	4%	(10)	33%	(91)	50%	(139)	278
Ethnicity: Afr. Am.	10%	(19)	8%	(15)	8%	(15)	19%	(37)	55%	(104)	190
Ethnicity: Other	12%	(21)	2%	(4)	7%	(11)	35%	(59)	44%	(75)	170
Relig: Protestant	11%	(43)	5%	(17)	7%	(28)	28%	(104)	49%	(181)	373
Relig: Roman Catholic	6%	(19)	4%	(13)	5%	(18)	29%	(97)	56%	(190)	337
Relig: Something Else	14%	(26)	8%	(15)	3%	(5)	25%	(48)	51%	(96)	189
Relig: Jewish	7%	(4)	8%	(4)	11%	(6)	28%	(15)	46%	(24)	51
Relig: Evangelical	8%	(38)	7%	(32)	6%	(27)	26%	(121)	53%	(249)	467
Relig: Non-Evang. Catholics	8%	(40)	4%	(19)	5%	(26)	28%	(134)	54%	(260)	478
Relig: All Christian	8%	(78)	5%	(51)	6%	(53)	27%	(255)	54%	(508)	945
Relig: All Non-Christian	14%	(26)	8%	(15)	3%	(5)	25%	(48)	51%	(96)	189
Community: Urban	6%	(28)	6%	(26)	8%	(34)	26%	(114)	54%	(237)	439
Community: Suburban	7%	(64)	5%	(40)	6%	(50)	30%	(260)	52%	(446)	861
Community: Rural	11%	(58)	5%	(24)	6%	(32)	26%	(136)	52%	(268)	520
Employ: Private Sector	6%	(32)	4%	(24)	7%	(37)	28%	(160)	55%	(313)	565
Employ: Government	12%	(14)	3%	(3)	9%	(11)	33%	(40)	43%	(51)	121
Employ: Self-Employed	7%	(13)	6%	(10)	8%	(14)	25%	(44)	54%	(96)	178
Employ: Homemaker	6%	(9)	1%	(2)	5%	(8)	26%	(41)	62%	(99)	158
Employ: Student	11%	(9)	3%	(2)	8%	(7)	32%	(28)	47%	(42)	88
Employ: Retired	11%	(43)	6%	(24)	7%	(25)	32%	(122)	44%	(169)	383
Employ: Unemployed	7%	(10)	7%	(10)	5%	(8)	28%	(41)	53%	(78)	147
Employ: Other	11%	(20)	8%	(15)	3%	(6)	19%	(34)	58%	(103)	178
Military HH: Yes	10%	(30)	7%	(20)	5%	(15)	26%	(73)	51%	(146)	285
Military HH: No	8%	(121)	5%	(70)	7%	(101)	29%	(438)	52%	(805)	1535
RD/WT: Right Direction	12%	(88)	6%	(44)	8%	(54)	28%	(198)	46%	(329)	712
RD/WT: Wrong Track	6%	(63)	4%	(47)	6%	(62)	28%	(313)	56%	(622)	1107
Trump Job Approve	10%	(81)	6%	(44)	8%	(60)	28%	(222)	49%	(388)	794
Trump Job Disapprove	5%	(48)	4%	(38)	6%	(50)	28%	(255)	57%	(514)	905
Trump Job Strongly Approve	13%	(54)	6%	(26)	6%	(27)	27%	(115)	47%	(201)	424
Trump Job Somewhat Approve	7%	(27)	5%	(19)	9%	(32)	29%	(106)	50%	(187)	371
Trump Job Somewhat Disapprove	4%	(9)	4%	(9)	3%	(6)	27%	(62)	62%	(141)	226
Trump Job Strongly Disapprove	6%	(39)	4%	(29)	7%	(44)	28%	(193)	55%	(373)	678

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Table HR10oen: At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	8%	(151)	5%	(90)	6%	(117)	28%	(511)	52%	(951)	1819
#1 Issue: Economy	5%	(29)	4%	(20)	6%	(31)	30%	(158)	54%	(281)	519
#1 Issue: Security	11%	(28)	4%	(11)	8%	(21)	30%	(78)	46%	(121)	260
#1 Issue: Health Care	10%	(35)	5%	(17)	7%	(26)	27%	(95)	51%	(180)	353
#1 Issue: Medicare / Social Security	11%	(29)	8%	(21)	6%	(15)	20%	(53)	55%	(141)	258
#1 Issue: Women's Issues	6%	(7)	2%	(2)	6%	(8)	30%	(39)	56%	(73)	129
#1 Issue: Education	6%	(7)	7%	(8)	3%	(4)	27%	(32)	57%	(68)	118
#1 Issue: Energy	1%	(1)	8%	(6)	8%	(6)	32%	(25)	52%	(40)	78
#1 Issue: Other	14%	(14)	5%	(5)	5%	(6)	30%	(32)	46%	(48)	105
2016 Vote: Hillary Clinton	4%	(24)	5%	(31)	6%	(34)	28%	(158)	57%	(322)	569
2016 Vote: Donald Trump	10%	(62)	6%	(36)	8%	(48)	28%	(168)	48%	(291)	605
2016 Vote: Someone else	6%	(11)	3%	(6)	7%	(12)	33%	(59)	50%	(88)	176
2016 Vote: Didnt Vote	11%	(53)	4%	(18)	5%	(23)	27%	(125)	53%	(250)	469
Voted in 2014: Yes	7%	(76)	6%	(66)	7%	(76)	29%	(329)	52%	(600)	1148
Voted in 2014: No	11%	(74)	4%	(24)	6%	(41)	27%	(181)	52%	(351)	671
2012 Vote: Barack Obama	6%	(39)	4%	(28)	7%	(46)	29%	(202)	54%	(375)	690
2012 Vote: Mitt Romney	10%	(44)	6%	(27)	6%	(27)	27%	(123)	50%	(226)	448
2012 Vote: Other	9%	(9)	14%	(14)	9%	(9)	35%	(34)	32%	(31)	97
2012 Vote: Didn't Vote	10%	(58)	4%	(21)	6%	(33)	26%	(149)	55%	(315)	577
4-Region: Northeast	7%	(24)	4%	(13)	7%	(23)	28%	(90)	54%	(177)	326
4-Region: Midwest	7%	(28)	5%	(18)	5%	(18)	24%	(93)	59%	(224)	381
4-Region: South	8%	(57)	6%	(41)	7%	(44)	28%	(186)	51%	(339)	667
4-Region: West	9%	(42)	4%	(19)	7%	(32)	32%	(141)	48%	(212)	446
Favorable of Trump	10%	(76)	5%	(41)	8%	(57)	27%	(204)	50%	(377)	755
Unfavorable of Trump	5%	(44)	5%	(44)	5%	(48)	29%	(273)	56%	(531)	941
Very Favorable of Trump	14%	(61)	6%	(28)	7%	(31)	26%	(118)	47%	(212)	450
Somewhat Favorable of Trump	5%	(15)	4%	(12)	9%	(26)	28%	(86)	54%	(165)	305
Somewhat Unfavorable of Trump	4%	(8)	5%	(8)	3%	(6)	30%	(55)	58%	(107)	184
Very Unfavorable of Trump	5%	(37)	5%	(35)	6%	(43)	29%	(218)	56%	(424)	757
Frequent TV watchers	7%	(92)	4%	(61)	6%	(77)	29%	(396)	54%	(740)	1366
Frequent Movie watchers	7%	(49)	4%	(32)	6%	(47)	27%	(204)	55%	(414)	746
Frequent movie goers	14%	(13)	5%	(5)	7%	(7)	27%	(25)	47%	(44)	93

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

Table HR11oen: *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	Less than 5	5 - 10	10 - 15	15 - 25	More than 25	Total N
Adults	35% (726)	28% (569)	11% (218)	16% (327)	11% (229)	2068
Gender: Male	37% (367)	26% (262)	10% (99)	15% (145)	12% (121)	994
Gender: Female	33% (358)	29% (307)	11% (119)	17% (182)	10% (108)	1074
Age: 18-29	39% (177)	24% (109)	10% (44)	15% (66)	12% (55)	451
Age: 30-44	32% (161)	30% (148)	11% (53)	17% (83)	11% (54)	499
Age: 45-54	31% (126)	24% (97)	13% (51)	19% (76)	13% (52)	403
Age: 55-64	42% (126)	25% (74)	8% (24)	14% (41)	11% (33)	298
Age: 65+	33% (136)	34% (141)	11% (45)	15% (61)	8% (34)	417
Generation Z: 18-21	45% (75)	16% (27)	11% (19)	13% (22)	15% (25)	167
Millennial: Age 22-37	33% (194)	30% (174)	10% (61)	16% (92)	11% (61)	583
Generation X: Age 38-53	33% (187)	25% (140)	11% (63)	18% (104)	12% (69)	563
Boomers: Age 54-72	34% (225)	31% (204)	9% (62)	15% (98)	10% (63)	652
PID: Dem (no lean)	35% (233)	27% (182)	12% (78)	17% (113)	10% (66)	673
PID: Ind (no lean)	32% (176)	28% (153)	9% (50)	17% (91)	13% (71)	541
PID: Rep (no lean)	37% (317)	27% (234)	10% (90)	14% (123)	11% (91)	855
PID/Gender: Dem Men	41% (115)	20% (57)	11% (31)	17% (48)	11% (30)	281
PID/Gender: Dem Women	30% (118)	32% (125)	12% (47)	16% (64)	9% (37)	391
PID/Gender: Ind Men	33% (96)	30% (86)	9% (26)	14% (39)	15% (43)	290
PID/Gender: Ind Women	32% (80)	27% (67)	9% (23)	21% (52)	11% (29)	251
PID/Gender: Rep Men	37% (157)	28% (119)	10% (41)	14% (58)	11% (48)	422
PID/Gender: Rep Women	37% (160)	27% (115)	11% (49)	15% (65)	10% (43)	432
Ideo: Liberal (1-3)	31% (208)	31% (203)	11% (71)	17% (110)	11% (72)	664
Ideo: Moderate (4)	31% (134)	26% (113)	12% (53)	17% (73)	13% (55)	428
Ideo: Conservative (5-7)	36% (244)	27% (186)	10% (65)	15% (103)	12% (79)	677
Educ: College	38% (545)	25% (355)	11% (150)	15% (219)	10% (147)	1418
Educ: Bachelors degree	29% (121)	32% (133)	10% (42)	17% (72)	12% (49)	418
Educ: Post-grad	26% (60)	34% (80)	11% (25)	15% (36)	14% (32)	233
Income: Under 50k	37% (421)	25% (284)	11% (120)	16% (183)	11% (128)	1136
Income: 50k-100k	33% (215)	31% (204)	11% (72)	15% (98)	11% (70)	660
Income: 100k+	33% (90)	29% (80)	9% (26)	17% (47)	11% (31)	273
Ethnicity: White	34% (558)	28% (446)	11% (175)	16% (261)	11% (178)	1618

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Table HR11oen: At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	35%	(726)	28%	(569)	11%	(218)	16%	(327)	11%	(229)	2068
Ethnicity: Hispanic	36%	(120)	28%	(92)	12%	(39)	14%	(48)	10%	(33)	331
Ethnicity: Afr. Am.	35%	(87)	28%	(69)	9%	(23)	15%	(39)	13%	(33)	250
Ethnicity: Other	41%	(81)	27%	(54)	10%	(20)	14%	(28)	9%	(18)	201
Relig: Protestant	36%	(155)	27%	(117)	10%	(41)	15%	(63)	12%	(52)	427
Relig: Roman Catholic	31%	(118)	30%	(115)	12%	(47)	16%	(63)	11%	(42)	384
Relig: Something Else	32%	(68)	27%	(58)	13%	(29)	18%	(39)	10%	(22)	216
Relig: Jewish	37%	(19)	30%	(15)	8%	(4)	18%	(9)	7%	(3)	52
Relig: Evangelical	34%	(187)	30%	(162)	10%	(55)	14%	(78)	12%	(64)	546
Relig: Non-Evang. Catholics	31%	(169)	28%	(153)	12%	(67)	17%	(91)	11%	(61)	542
Relig: All Christian	33%	(356)	29%	(315)	11%	(122)	16%	(169)	12%	(125)	1088
Relig: All Non-Christian	32%	(68)	27%	(58)	13%	(29)	18%	(39)	10%	(22)	216
Community: Urban	36%	(198)	25%	(137)	9%	(47)	17%	(91)	14%	(75)	549
Community: Suburban	34%	(322)	31%	(298)	9%	(88)	16%	(149)	10%	(94)	951
Community: Rural	36%	(206)	24%	(134)	14%	(82)	15%	(87)	10%	(59)	569
Employ: Private Sector	33%	(212)	28%	(180)	12%	(76)	17%	(109)	9%	(59)	637
Employ: Government	38%	(54)	28%	(40)	4%	(6)	18%	(25)	13%	(19)	145
Employ: Self-Employed	33%	(63)	25%	(49)	8%	(16)	16%	(32)	17%	(33)	193
Employ: Homemaker	38%	(68)	25%	(44)	11%	(20)	18%	(33)	7%	(13)	177
Employ: Student	46%	(46)	20%	(20)	16%	(16)	6%	(6)	12%	(12)	100
Employ: Retired	34%	(145)	31%	(129)	10%	(42)	16%	(66)	9%	(39)	422
Employ: Unemployed	39%	(73)	24%	(45)	9%	(17)	13%	(25)	15%	(28)	187
Employ: Other	31%	(64)	30%	(62)	12%	(24)	15%	(31)	12%	(25)	207
Military HH: Yes	33%	(110)	28%	(91)	11%	(35)	18%	(59)	10%	(33)	328
Military HH: No	35%	(616)	27%	(478)	10%	(182)	15%	(268)	11%	(196)	1741
RD/WT: Right Direction	36%	(295)	28%	(229)	10%	(83)	15%	(121)	12%	(100)	828
RD/WT: Wrong Track	35%	(431)	27%	(340)	11%	(135)	17%	(206)	10%	(129)	1241
Trump Job Approve	36%	(322)	26%	(236)	10%	(87)	15%	(134)	13%	(119)	898
Trump Job Disapprove	33%	(347)	28%	(299)	12%	(124)	17%	(178)	10%	(102)	1050
Trump Job Strongly Approve	36%	(169)	27%	(128)	10%	(45)	16%	(76)	11%	(54)	472
Trump Job Somewhat Approve	36%	(152)	25%	(108)	10%	(41)	14%	(58)	15%	(66)	425
Trump Job Somewhat Disapprove	26%	(73)	30%	(84)	14%	(39)	21%	(59)	9%	(25)	279
Trump Job Strongly Disapprove	36%	(274)	28%	(215)	11%	(85)	15%	(119)	10%	(78)	771

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Table HR11oen: At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	35%	(726)	28%	(569)	11%	(218)	16%	(327)	11%	(229)	2068
#1 Issue: Economy	33%	(202)	28%	(169)	10%	(59)	15%	(90)	14%	(85)	605
#1 Issue: Security	39%	(114)	27%	(79)	6%	(16)	16%	(46)	12%	(33)	289
#1 Issue: Health Care	33%	(131)	28%	(111)	12%	(50)	18%	(73)	9%	(36)	401
#1 Issue: Medicare / Social Security	38%	(108)	26%	(75)	12%	(35)	16%	(45)	8%	(23)	287
#1 Issue: Women's Issues	37%	(53)	33%	(48)	8%	(12)	13%	(19)	9%	(13)	144
#1 Issue: Education	32%	(45)	24%	(33)	14%	(19)	20%	(27)	11%	(16)	140
#1 Issue: Energy	31%	(27)	23%	(20)	10%	(9)	17%	(15)	18%	(15)	87
#1 Issue: Other	40%	(46)	30%	(34)	15%	(17)	10%	(11)	6%	(7)	115
2016 Vote: Hillary Clinton	34%	(218)	27%	(175)	11%	(70)	17%	(112)	10%	(66)	641
2016 Vote: Donald Trump	37%	(251)	27%	(183)	9%	(62)	16%	(105)	11%	(74)	676
2016 Vote: Someone else	30%	(62)	34%	(69)	9%	(19)	18%	(37)	10%	(20)	207
2016 Vote: Didn't Vote	36%	(194)	26%	(141)	12%	(67)	14%	(74)	13%	(69)	544
Voted in 2014: Yes	35%	(451)	28%	(359)	10%	(133)	17%	(215)	11%	(136)	1293
Voted in 2014: No	35%	(275)	27%	(210)	11%	(85)	15%	(112)	12%	(93)	775
2012 Vote: Barack Obama	35%	(274)	27%	(214)	11%	(88)	16%	(128)	10%	(80)	784
2012 Vote: Mitt Romney	35%	(170)	29%	(145)	9%	(42)	16%	(78)	11%	(56)	491
2012 Vote: Other	40%	(42)	31%	(33)	6%	(6)	11%	(11)	12%	(12)	104
2012 Vote: Didn't Vote	35%	(241)	26%	(177)	12%	(80)	16%	(107)	11%	(77)	682
4-Region: Northeast	35%	(131)	26%	(95)	11%	(41)	16%	(58)	12%	(46)	371
4-Region: Midwest	32%	(138)	24%	(103)	13%	(54)	18%	(76)	13%	(57)	426
4-Region: South	36%	(282)	29%	(227)	11%	(85)	14%	(111)	9%	(71)	775
4-Region: West	35%	(175)	29%	(145)	8%	(38)	17%	(83)	11%	(55)	496
Favorable of Trump	36%	(310)	26%	(223)	9%	(79)	16%	(133)	13%	(109)	854
Unfavorable of Trump	32%	(350)	29%	(314)	12%	(129)	17%	(183)	10%	(108)	1085
Very Favorable of Trump	37%	(194)	26%	(134)	9%	(49)	16%	(81)	12%	(61)	519
Somewhat Favorable of Trump	34%	(115)	27%	(90)	9%	(30)	16%	(52)	14%	(48)	336
Somewhat Unfavorable of Trump	25%	(56)	34%	(75)	12%	(28)	17%	(37)	12%	(26)	222
Very Unfavorable of Trump	34%	(294)	28%	(238)	12%	(102)	17%	(146)	9%	(82)	862
Frequent TV watchers	34%	(528)	28%	(435)	11%	(174)	15%	(237)	11%	(168)	1541
Frequent Movie watchers	32%	(274)	27%	(236)	13%	(110)	17%	(149)	11%	(96)	865
Frequent movie goers	40%	(45)	30%	(34)	7%	(7)	13%	(14)	10%	(11)	110

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

Table HR12oen: *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(303)	19%	(382)	18%	(364)	26%	(530)	22%	(438)	2018
Gender: Male	16%	(159)	19%	(185)	19%	(183)	25%	(241)	21%	(203)	971
Gender: Female	14%	(144)	19%	(197)	17%	(182)	28%	(290)	22%	(235)	1047
Age: 18-29	14%	(62)	21%	(94)	16%	(69)	24%	(105)	24%	(107)	437
Age: 30-44	12%	(59)	21%	(105)	17%	(86)	27%	(132)	23%	(111)	492
Age: 45-54	12%	(49)	18%	(69)	17%	(67)	27%	(105)	26%	(103)	393
Age: 55-64	20%	(57)	18%	(51)	15%	(42)	30%	(87)	18%	(53)	291
Age: 65+	19%	(76)	16%	(63)	25%	(101)	25%	(101)	16%	(64)	405
Generation Z: 18-21	15%	(24)	28%	(46)	12%	(20)	22%	(35)	23%	(37)	162
Millennial: Age 22-37	12%	(71)	20%	(114)	17%	(96)	27%	(156)	24%	(138)	574
Generation X: Age 38-53	12%	(68)	19%	(103)	18%	(101)	26%	(141)	25%	(136)	549
Boomers: Age 54-72	16%	(104)	17%	(108)	20%	(124)	29%	(182)	18%	(113)	632
PID: Dem (no lean)	11%	(71)	21%	(143)	19%	(124)	28%	(189)	21%	(144)	670
PID: Ind (no lean)	15%	(77)	17%	(88)	18%	(94)	27%	(143)	24%	(125)	527
PID: Rep (no lean)	19%	(155)	18%	(152)	18%	(146)	24%	(199)	21%	(169)	821
PID/Gender: Dem Men	13%	(38)	20%	(56)	17%	(48)	26%	(75)	24%	(68)	284
PID/Gender: Dem Women	8%	(33)	23%	(87)	20%	(76)	30%	(114)	20%	(76)	386
PID/Gender: Ind Men	14%	(38)	19%	(52)	20%	(56)	28%	(78)	19%	(53)	277
PID/Gender: Ind Women	16%	(39)	14%	(35)	15%	(38)	26%	(65)	29%	(72)	250
PID/Gender: Rep Men	20%	(83)	19%	(77)	19%	(79)	22%	(89)	20%	(81)	410
PID/Gender: Rep Women	18%	(72)	18%	(74)	16%	(67)	27%	(110)	21%	(87)	411
Ideo: Liberal (1-3)	10%	(67)	21%	(136)	20%	(130)	29%	(190)	21%	(135)	658
Ideo: Moderate (4)	11%	(44)	19%	(79)	15%	(63)	27%	(114)	28%	(119)	419
Ideo: Conservative (5-7)	18%	(118)	18%	(116)	19%	(123)	25%	(161)	21%	(134)	652
Educ: College	18%	(249)	20%	(273)	17%	(243)	24%	(335)	21%	(295)	1395
Educ: Bachelors degree	8%	(32)	17%	(69)	19%	(76)	32%	(128)	24%	(97)	402
Educ: Post-grad	10%	(23)	18%	(40)	21%	(46)	30%	(67)	20%	(45)	221
Income: Under 50k	18%	(202)	19%	(216)	17%	(190)	25%	(279)	21%	(242)	1129
Income: 50k-100k	12%	(75)	18%	(112)	19%	(121)	29%	(178)	22%	(139)	625
Income: 100k+	10%	(27)	20%	(54)	20%	(53)	28%	(73)	22%	(57)	264
Ethnicity: White	15%	(237)	18%	(283)	18%	(290)	27%	(418)	22%	(343)	1570

Continued on next page

Table HR12oen: *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(303)	19%	(382)	18%	(364)	26%	(530)	22%	(438)	2018
Ethnicity: Hispanic	11%	(37)	22%	(76)	20%	(67)	25%	(85)	22%	(74)	340
Ethnicity: Afr. Am.	13%	(33)	24%	(60)	14%	(35)	26%	(66)	23%	(58)	251
Ethnicity: Other	17%	(34)	20%	(40)	20%	(40)	24%	(47)	18%	(36)	197
Relig: Protestant	18%	(72)	20%	(83)	15%	(59)	26%	(105)	22%	(88)	407
Relig: Roman Catholic	12%	(46)	14%	(54)	25%	(95)	28%	(104)	20%	(74)	373
Relig: Something Else	18%	(38)	16%	(35)	12%	(26)	29%	(61)	25%	(53)	213
Relig: Jewish	17%	(9)	19%	(10)	25%	(13)	20%	(10)	19%	(9)	51
Relig: Evangelical	15%	(80)	21%	(111)	13%	(68)	30%	(160)	21%	(113)	532
Relig: Non-Evang. Catholics	14%	(71)	16%	(83)	23%	(121)	26%	(137)	21%	(107)	518
Relig: All Christian	14%	(151)	19%	(194)	18%	(189)	28%	(296)	21%	(219)	1050
Relig: All Non-Christian	18%	(38)	16%	(35)	12%	(26)	29%	(61)	25%	(53)	213
Community: Urban	14%	(77)	20%	(105)	17%	(89)	26%	(141)	23%	(123)	537
Community: Suburban	13%	(122)	21%	(189)	19%	(177)	26%	(243)	20%	(188)	919
Community: Rural	18%	(104)	16%	(88)	17%	(98)	26%	(146)	23%	(127)	562
Employ: Private Sector	12%	(77)	18%	(109)	20%	(128)	27%	(168)	23%	(141)	623
Employ: Government	16%	(22)	20%	(27)	17%	(23)	26%	(35)	21%	(29)	136
Employ: Self-Employed	12%	(22)	23%	(42)	17%	(30)	23%	(42)	26%	(49)	185
Employ: Homemaker	11%	(20)	21%	(37)	14%	(24)	33%	(57)	20%	(35)	173
Employ: Student	19%	(19)	23%	(23)	14%	(14)	24%	(24)	20%	(20)	100
Employ: Retired	21%	(85)	15%	(63)	22%	(89)	25%	(101)	17%	(68)	406
Employ: Unemployed	15%	(27)	17%	(32)	17%	(31)	32%	(58)	19%	(36)	184
Employ: Other	15%	(32)	23%	(49)	12%	(25)	21%	(45)	28%	(60)	211
Military HH: Yes	18%	(56)	19%	(59)	16%	(49)	25%	(78)	23%	(73)	315
Military HH: No	15%	(247)	19%	(323)	19%	(316)	27%	(453)	21%	(365)	1703
RD/WT: Right Direction	19%	(149)	19%	(150)	18%	(149)	24%	(193)	20%	(165)	806
RD/WT: Wrong Track	13%	(154)	19%	(232)	18%	(216)	28%	(338)	22%	(272)	1212
Trump Job Approve	18%	(154)	18%	(159)	18%	(155)	25%	(217)	21%	(180)	867
Trump Job Disapprove	12%	(118)	19%	(198)	18%	(185)	28%	(281)	23%	(236)	1018
Trump Job Strongly Approve	20%	(93)	16%	(72)	19%	(86)	24%	(107)	21%	(97)	455
Trump Job Somewhat Approve	15%	(61)	21%	(88)	17%	(69)	27%	(110)	20%	(84)	412
Trump Job Somewhat Disapprove	10%	(27)	16%	(44)	20%	(55)	28%	(76)	26%	(72)	273
Trump Job Strongly Disapprove	12%	(91)	21%	(154)	17%	(130)	28%	(205)	22%	(164)	745

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Table HR12oen: At what monthly price would you consider the service to be a bargain – a great buy for the money?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(303)	19%	(382)	18%	(364)	26%	(530)	22%	(438)	2018
#1 Issue: Economy	12%	(69)	19%	(111)	18%	(104)	27%	(156)	25%	(146)	587
#1 Issue: Security	20%	(56)	18%	(49)	24%	(66)	19%	(52)	20%	(56)	279
#1 Issue: Health Care	15%	(61)	20%	(77)	19%	(75)	24%	(94)	22%	(88)	395
#1 Issue: Medicare / Social Security	21%	(58)	15%	(42)	18%	(50)	32%	(89)	15%	(41)	281
#1 Issue: Women's Issues	12%	(18)	26%	(38)	13%	(19)	27%	(40)	21%	(31)	145
#1 Issue: Education	9%	(13)	21%	(28)	17%	(23)	29%	(39)	25%	(34)	136
#1 Issue: Energy	9%	(7)	24%	(20)	11%	(10)	34%	(29)	23%	(20)	86
#1 Issue: Other	20%	(22)	15%	(16)	16%	(18)	29%	(32)	20%	(22)	110
2016 Vote: Hillary Clinton	12%	(73)	21%	(129)	17%	(105)	30%	(189)	21%	(129)	625
2016 Vote: Donald Trump	18%	(118)	19%	(125)	19%	(122)	23%	(149)	21%	(140)	654
2016 Vote: Someone else	11%	(22)	19%	(38)	20%	(39)	26%	(52)	24%	(47)	198
2016 Vote: Didn't Vote	17%	(90)	17%	(91)	18%	(98)	26%	(141)	22%	(122)	540
Voted in 2014: Yes	14%	(175)	19%	(244)	20%	(249)	26%	(331)	20%	(253)	1252
Voted in 2014: No	17%	(128)	18%	(138)	15%	(115)	26%	(199)	24%	(185)	765
2012 Vote: Barack Obama	11%	(81)	21%	(156)	18%	(140)	30%	(228)	20%	(153)	758
2012 Vote: Mitt Romney	20%	(94)	16%	(77)	20%	(94)	23%	(108)	22%	(103)	475
2012 Vote: Other	21%	(21)	21%	(21)	24%	(25)	18%	(19)	16%	(16)	101
2012 Vote: Didn't Vote	16%	(108)	19%	(128)	15%	(105)	26%	(173)	24%	(163)	677
4-Region: Northeast	16%	(58)	18%	(66)	20%	(73)	23%	(83)	22%	(80)	360
4-Region: Midwest	14%	(57)	16%	(65)	17%	(72)	28%	(118)	25%	(106)	417
4-Region: South	15%	(114)	23%	(173)	16%	(122)	26%	(198)	20%	(151)	757
4-Region: West	15%	(75)	16%	(78)	20%	(98)	27%	(131)	21%	(101)	483
Favorable of Trump	18%	(147)	18%	(146)	18%	(149)	25%	(207)	21%	(176)	826
Unfavorable of Trump	11%	(117)	19%	(203)	19%	(200)	28%	(296)	23%	(244)	1061
Very Favorable of Trump	21%	(106)	16%	(79)	19%	(94)	24%	(121)	20%	(103)	503
Somewhat Favorable of Trump	13%	(41)	21%	(67)	17%	(56)	27%	(86)	23%	(74)	323
Somewhat Unfavorable of Trump	7%	(16)	18%	(40)	21%	(46)	30%	(64)	23%	(50)	216
Very Unfavorable of Trump	12%	(101)	19%	(163)	18%	(154)	27%	(232)	23%	(194)	845
Frequent TV watchers	14%	(204)	19%	(281)	19%	(283)	27%	(403)	22%	(330)	1501
Frequent Movie watchers	12%	(104)	19%	(163)	17%	(146)	29%	(248)	22%	(186)	847
Frequent movie goers	13%	(15)	34%	(37)	19%	(20)	20%	(22)	13%	(14)	108

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

Table HR13oen: *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	10%	(179)	8%	(141)	10%	(185)	28%	(489)	44%	(783)	1777
Gender: Male	12%	(102)	8%	(68)	11%	(99)	26%	(224)	43%	(368)	860
Gender: Female	8%	(77)	8%	(73)	9%	(86)	29%	(265)	45%	(416)	917
Age: 18-29	10%	(37)	11%	(43)	11%	(45)	24%	(94)	44%	(172)	391
Age: 30-44	9%	(37)	8%	(33)	10%	(45)	28%	(121)	46%	(199)	435
Age: 45-54	9%	(28)	6%	(20)	10%	(33)	24%	(77)	51%	(167)	325
Age: 55-64	11%	(28)	9%	(24)	11%	(28)	27%	(70)	42%	(108)	258
Age: 65+	13%	(48)	6%	(21)	9%	(34)	34%	(127)	37%	(137)	368
Generation Z: 18-21	9%	(14)	14%	(20)	16%	(24)	25%	(37)	36%	(53)	148
Millennial: Age 22-37	9%	(46)	9%	(45)	10%	(51)	24%	(122)	48%	(245)	509
Generation X: Age 38-53	8%	(39)	6%	(26)	10%	(49)	27%	(126)	49%	(227)	467
Boomers: Age 54-72	10%	(57)	7%	(38)	10%	(56)	31%	(176)	42%	(234)	561
PID: Dem (no lean)	6%	(35)	9%	(50)	10%	(57)	30%	(173)	46%	(271)	585
PID: Ind (no lean)	9%	(42)	7%	(35)	10%	(46)	26%	(122)	48%	(222)	467
PID: Rep (no lean)	14%	(102)	8%	(56)	11%	(83)	27%	(194)	40%	(291)	725
PID/Gender: Dem Men	8%	(21)	7%	(18)	11%	(27)	24%	(59)	49%	(122)	247
PID/Gender: Dem Women	4%	(14)	9%	(32)	9%	(30)	34%	(114)	44%	(148)	338
PID/Gender: Ind Men	9%	(23)	8%	(21)	11%	(27)	26%	(65)	46%	(113)	249
PID/Gender: Ind Women	9%	(20)	6%	(14)	9%	(19)	26%	(57)	50%	(108)	218
PID/Gender: Rep Men	16%	(59)	8%	(29)	12%	(45)	27%	(100)	36%	(132)	364
PID/Gender: Rep Women	12%	(43)	7%	(27)	11%	(38)	26%	(94)	44%	(159)	361
Ideo: Liberal (1-3)	8%	(46)	9%	(49)	9%	(49)	29%	(168)	46%	(262)	574
Ideo: Moderate (4)	5%	(19)	5%	(18)	11%	(41)	25%	(89)	53%	(190)	356
Ideo: Conservative (5-7)	12%	(68)	8%	(47)	12%	(71)	28%	(165)	40%	(230)	581
Educ: College	12%	(154)	9%	(107)	10%	(126)	27%	(339)	42%	(517)	1243
Educ: Bachelors degree	4%	(13)	7%	(23)	11%	(39)	27%	(95)	51%	(177)	347
Educ: Post-grad	6%	(12)	6%	(10)	11%	(21)	29%	(55)	48%	(89)	187

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Table HR13oen: At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	10%	(179)	8%	(141)	10%	(185)	28%	(489)	44%	(783)	1777
Income: Under 50k	12%	(122)	10%	(98)	10%	(104)	25%	(250)	43%	(426)	1000
Income: 50k-100k	7%	(39)	6%	(33)	11%	(59)	31%	(172)	45%	(247)	549
Income: 100k+	8%	(18)	4%	(10)	10%	(23)	29%	(67)	48%	(111)	228
Ethnicity: White	10%	(140)	7%	(95)	11%	(151)	27%	(378)	45%	(618)	1382
Ethnicity: Hispanic	10%	(31)	4%	(12)	13%	(37)	35%	(103)	38%	(114)	297
Ethnicity: Afr. Am.	7%	(16)	17%	(38)	4%	(8)	24%	(52)	48%	(106)	219
Ethnicity: Other	13%	(23)	4%	(8)	15%	(26)	34%	(59)	34%	(60)	176
Relig: Protestant	13%	(46)	6%	(21)	14%	(49)	25%	(88)	42%	(149)	352
Relig: Roman Catholic	7%	(23)	6%	(21)	7%	(21)	32%	(105)	47%	(153)	324
Relig: Something Else	14%	(27)	11%	(21)	6%	(11)	18%	(35)	52%	(99)	193
Relig: Evangelical	11%	(49)	7%	(33)	12%	(56)	25%	(117)	45%	(206)	460
Relig: Non-Evang. Catholics	10%	(45)	6%	(28)	8%	(37)	29%	(132)	47%	(212)	454
Relig: All Christian	10%	(94)	7%	(61)	10%	(93)	27%	(249)	46%	(418)	914
Relig: All Non-Christian	14%	(27)	11%	(21)	6%	(11)	18%	(35)	52%	(99)	193
Community: Urban	8%	(36)	10%	(45)	10%	(46)	26%	(123)	47%	(218)	469
Community: Suburban	9%	(73)	8%	(67)	9%	(77)	30%	(248)	43%	(354)	819
Community: Rural	14%	(70)	6%	(28)	13%	(62)	24%	(119)	43%	(211)	489
Employ: Private Sector	8%	(44)	6%	(33)	9%	(51)	28%	(155)	49%	(268)	551
Employ: Government	11%	(13)	9%	(10)	11%	(13)	27%	(31)	42%	(49)	117
Employ: Self-Employed	6%	(10)	11%	(17)	13%	(22)	27%	(44)	43%	(70)	164
Employ: Homemaker	6%	(10)	7%	(10)	10%	(16)	31%	(47)	46%	(70)	153
Employ: Student	13%	(12)	11%	(10)	10%	(9)	27%	(24)	39%	(34)	89
Employ: Retired	13%	(48)	7%	(26)	11%	(42)	31%	(115)	37%	(137)	367
Employ: Unemployed	6%	(10)	12%	(19)	9%	(14)	27%	(44)	46%	(76)	164
Employ: Other	19%	(32)	8%	(14)	11%	(19)	17%	(29)	46%	(79)	174
Military HH: Yes	13%	(37)	8%	(23)	8%	(23)	26%	(73)	45%	(126)	280
Military HH: No	10%	(142)	8%	(118)	11%	(162)	28%	(417)	44%	(658)	1497
RD/WT: Right Direction	14%	(99)	8%	(59)	12%	(88)	25%	(179)	41%	(294)	719
RD/WT: Wrong Track	8%	(80)	8%	(81)	9%	(98)	29%	(310)	46%	(489)	1058
Trump Job Approve	13%	(98)	7%	(54)	13%	(100)	24%	(184)	43%	(326)	762
Trump Job Disapprove	6%	(54)	9%	(76)	8%	(74)	30%	(268)	47%	(419)	890

Continued on next page

Table HR13oen: At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	10%	(179)	8%	(141)	10%	(185)	28%	(489)	44%	(783)	1777
Trump Job Strongly Approve	16%	(66)	8%	(31)	11%	(43)	24%	(96)	42%	(170)	406
Trump Job Somewhat Approve	9%	(32)	6%	(22)	16%	(57)	25%	(89)	44%	(156)	356
Trump Job Somewhat Disapprove	5%	(13)	9%	(23)	3%	(7)	29%	(69)	53%	(127)	239
Trump Job Strongly Disapprove	6%	(41)	8%	(53)	10%	(67)	31%	(199)	45%	(292)	652
#1 Issue: Economy	8%	(44)	5%	(27)	11%	(56)	28%	(147)	47%	(245)	519
#1 Issue: Security	13%	(32)	6%	(14)	11%	(29)	33%	(85)	37%	(93)	253
#1 Issue: Health Care	9%	(31)	9%	(30)	11%	(37)	25%	(83)	47%	(157)	338
#1 Issue: Medicare / Social Security	13%	(33)	9%	(24)	10%	(25)	26%	(68)	42%	(109)	259
#1 Issue: Women's Issues	9%	(11)	12%	(14)	12%	(14)	30%	(35)	36%	(43)	117
#1 Issue: Education	9%	(10)	13%	(15)	8%	(9)	24%	(28)	47%	(55)	116
#1 Issue: Energy	5%	(4)	12%	(9)	11%	(8)	24%	(18)	48%	(36)	74
#1 Issue: Other	14%	(14)	7%	(7)	7%	(7)	26%	(26)	46%	(47)	101
2016 Vote: Hillary Clinton	5%	(29)	9%	(47)	9%	(51)	30%	(165)	47%	(258)	549
2016 Vote: Donald Trump	13%	(77)	7%	(40)	13%	(77)	26%	(151)	40%	(226)	571
2016 Vote: Someone else	6%	(10)	8%	(14)	7%	(12)	32%	(56)	47%	(81)	174
2016 Vote: Didnt Vote	13%	(63)	8%	(38)	9%	(45)	25%	(119)	45%	(217)	483
Voted in 2014: Yes	8%	(92)	8%	(92)	10%	(108)	30%	(333)	43%	(476)	1101
Voted in 2014: No	13%	(87)	7%	(49)	11%	(77)	23%	(157)	45%	(307)	677
2012 Vote: Barack Obama	6%	(42)	7%	(47)	10%	(65)	30%	(200)	47%	(315)	669
2012 Vote: Mitt Romney	13%	(52)	9%	(36)	12%	(48)	27%	(113)	40%	(163)	412
2012 Vote: Other	17%	(15)	8%	(7)	12%	(11)	30%	(28)	34%	(31)	93
2012 Vote: Didn't Vote	12%	(71)	8%	(49)	10%	(61)	25%	(148)	45%	(273)	602
4-Region: Northeast	10%	(30)	8%	(25)	11%	(33)	28%	(88)	43%	(136)	313
4-Region: Midwest	8%	(31)	7%	(26)	8%	(29)	27%	(100)	49%	(180)	366
4-Region: South	10%	(68)	9%	(62)	11%	(76)	27%	(181)	43%	(288)	675
4-Region: West	12%	(50)	7%	(28)	11%	(47)	28%	(119)	42%	(179)	423
Favorable of Trump	13%	(91)	7%	(52)	12%	(87)	25%	(181)	43%	(313)	724
Unfavorable of Trump	5%	(51)	8%	(74)	9%	(81)	31%	(287)	47%	(438)	931

Continued on next page

Table HR13oen: *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	10%	(179)	8%	(141)	10%	(185)	28%	(489)	44%	(783)	1777
Very Favorable of Trump	17%	(74)	7%	(31)	10%	(44)	24%	(107)	42%	(189)	445
Somewhat Favorable of Trump	6%	(17)	7%	(21)	15%	(43)	27%	(74)	45%	(124)	279
Somewhat Unfavorable of Trump	2%	(4)	7%	(14)	8%	(16)	33%	(63)	50%	(97)	193
Very Unfavorable of Trump	6%	(47)	8%	(60)	9%	(66)	30%	(224)	46%	(342)	738
Frequent TV watchers	8%	(110)	8%	(101)	10%	(130)	28%	(370)	46%	(605)	1315
Frequent Movie watchers	8%	(58)	8%	(60)	10%	(77)	25%	(184)	49%	(359)	738
Frequent movie goers	10%	(10)	14%	(14)	10%	(10)	30%	(29)	36%	(36)	99

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

Table HR14oen: *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	10%	(150)	6%	(93)	7%	(101)	24%	(364)	54%	(819)	1526
Gender: Male	11%	(82)	6%	(45)	9%	(64)	23%	(173)	51%	(374)	738
Gender: Female	9%	(67)	6%	(48)	5%	(37)	24%	(191)	56%	(445)	789
Age: 18-29	9%	(30)	8%	(26)	6%	(20)	23%	(75)	54%	(174)	326
Age: 30-44	6%	(23)	6%	(24)	9%	(33)	23%	(89)	56%	(212)	382
Age: 45-54	9%	(24)	6%	(16)	5%	(14)	23%	(62)	57%	(157)	273
Age: 55-64	12%	(27)	5%	(12)	8%	(19)	22%	(51)	52%	(118)	227
Age: 65+	14%	(46)	4%	(14)	4%	(14)	28%	(88)	49%	(157)	319
Generation Z: 18-21	6%	(7)	14%	(18)	6%	(8)	29%	(37)	45%	(58)	128
Millennial: Age 22-37	8%	(33)	7%	(29)	9%	(37)	19%	(80)	58%	(252)	431
Generation X: Age 38-53	8%	(34)	4%	(17)	6%	(23)	26%	(106)	55%	(221)	401
Boomers: Age 54-72	11%	(53)	5%	(23)	6%	(31)	24%	(115)	54%	(264)	487
PID: Dem (no lean)	6%	(29)	6%	(31)	7%	(33)	23%	(116)	59%	(300)	509
PID: Ind (no lean)	9%	(34)	6%	(23)	7%	(26)	27%	(105)	52%	(203)	391
PID: Rep (no lean)	14%	(87)	6%	(39)	7%	(42)	23%	(143)	50%	(316)	626
PID/Gender: Dem Men	7%	(15)	7%	(15)	7%	(16)	22%	(48)	58%	(128)	222
PID/Gender: Dem Women	5%	(14)	5%	(16)	6%	(18)	24%	(67)	60%	(172)	286
PID/Gender: Ind Men	10%	(20)	5%	(11)	7%	(15)	26%	(53)	52%	(107)	207
PID/Gender: Ind Women	8%	(15)	6%	(12)	6%	(10)	28%	(52)	52%	(96)	185
PID/Gender: Rep Men	15%	(47)	6%	(19)	11%	(33)	23%	(71)	45%	(139)	309
PID/Gender: Rep Women	12%	(39)	6%	(20)	3%	(9)	23%	(72)	56%	(177)	317
Ideo: Liberal (1-3)	7%	(34)	7%	(33)	7%	(35)	23%	(116)	56%	(277)	495
Ideo: Moderate (4)	6%	(17)	5%	(16)	5%	(14)	25%	(73)	60%	(176)	295
Ideo: Conservative (5-7)	12%	(59)	5%	(24)	8%	(39)	27%	(136)	49%	(244)	501
Educ: College	12%	(125)	7%	(74)	7%	(72)	24%	(251)	51%	(543)	1065
Educ: Bachelors degree	4%	(13)	5%	(15)	6%	(17)	25%	(73)	61%	(180)	296
Educ: Post-grad	7%	(12)	3%	(4)	7%	(12)	24%	(40)	58%	(96)	165
Income: Under 50k	11%	(96)	8%	(69)	8%	(69)	22%	(184)	51%	(437)	855
Income: 50k-100k	8%	(38)	4%	(17)	6%	(26)	27%	(126)	56%	(259)	465
Income: 100k+	8%	(16)	4%	(8)	3%	(7)	26%	(54)	59%	(123)	207
Ethnicity: White	10%	(116)	5%	(62)	6%	(76)	24%	(293)	54%	(651)	1197

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Table HR14oen: *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	10%	(150)	6%	(93)	7%	(101)	24%	(364)	54%	(819)	1526
Ethnicity: Hispanic	6%	(15)	9%	(21)	6%	(15)	31%	(76)	49%	(123)	250
Ethnicity: Afr. Am.	9%	(15)	12%	(21)	8%	(14)	13%	(23)	58%	(101)	175
Ethnicity: Other	12%	(19)	7%	(10)	7%	(11)	31%	(48)	43%	(67)	154
Relig: Protestant	13%	(41)	5%	(15)	7%	(21)	26%	(80)	48%	(146)	303
Relig: Roman Catholic	6%	(17)	6%	(17)	4%	(12)	24%	(70)	60%	(176)	292
Relig: Something Else	14%	(22)	10%	(15)	4%	(6)	21%	(33)	52%	(80)	156
Relig: Evangelical	10%	(38)	6%	(26)	7%	(28)	23%	(89)	54%	(215)	397
Relig: Non-Evang. Catholics	9%	(35)	6%	(26)	5%	(19)	25%	(100)	55%	(219)	398
Relig: All Christian	9%	(73)	6%	(51)	6%	(47)	24%	(190)	55%	(434)	795
Relig: All Non-Christian	14%	(22)	10%	(15)	4%	(6)	21%	(33)	52%	(80)	156
Community: Urban	8%	(30)	8%	(30)	8%	(31)	22%	(86)	55%	(218)	395
Community: Suburban	8%	(58)	6%	(42)	6%	(46)	25%	(177)	55%	(396)	719
Community: Rural	15%	(62)	5%	(20)	6%	(23)	25%	(101)	50%	(205)	412
Employ: Private Sector	9%	(41)	4%	(21)	5%	(24)	22%	(105)	59%	(279)	469
Employ: Government	12%	(13)	5%	(5)	10%	(11)	27%	(29)	47%	(50)	108
Employ: Self-Employed	8%	(10)	7%	(9)	11%	(15)	24%	(32)	50%	(67)	134
Employ: Homemaker	6%	(8)	3%	(4)	6%	(8)	24%	(31)	60%	(79)	130
Employ: Student	7%	(6)	14%	(11)	5%	(4)	26%	(21)	49%	(39)	80
Employ: Retired	12%	(39)	6%	(20)	5%	(18)	28%	(92)	48%	(157)	325
Employ: Unemployed	7%	(9)	7%	(9)	8%	(11)	20%	(27)	59%	(80)	137
Employ: Other	16%	(24)	9%	(13)	8%	(12)	20%	(28)	47%	(68)	144
Military HH: Yes	10%	(23)	10%	(23)	7%	(16)	24%	(58)	49%	(116)	236
Military HH: No	10%	(126)	5%	(70)	7%	(85)	24%	(307)	54%	(703)	1290
RD/WT: Right Direction	14%	(83)	6%	(38)	9%	(57)	25%	(152)	46%	(284)	614
RD/WT: Wrong Track	7%	(66)	6%	(55)	5%	(44)	23%	(213)	59%	(535)	912
Trump Job Approve	13%	(83)	5%	(35)	8%	(50)	25%	(165)	49%	(326)	659
Trump Job Disapprove	6%	(43)	6%	(44)	6%	(45)	23%	(178)	60%	(457)	768
Trump Job Strongly Approve	16%	(56)	5%	(17)	8%	(27)	24%	(83)	48%	(170)	353
Trump Job Somewhat Approve	9%	(27)	6%	(18)	8%	(23)	27%	(81)	51%	(156)	306
Trump Job Somewhat Disapprove	4%	(7)	5%	(10)	6%	(12)	20%	(39)	64%	(123)	192
Trump Job Strongly Disapprove	6%	(36)	6%	(34)	6%	(33)	24%	(139)	58%	(335)	576

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Table HR14oen: At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	10%	(150)	6%	(93)	7%	(101)	24%	(364)	54%	(819)	1526
#1 Issue: Economy	9%	(37)	4%	(17)	5%	(22)	27%	(116)	56%	(243)	434
#1 Issue: Security	14%	(31)	4%	(9)	7%	(16)	27%	(61)	49%	(112)	229
#1 Issue: Health Care	9%	(28)	7%	(20)	7%	(22)	22%	(63)	55%	(160)	292
#1 Issue: Medicare / Social Security	12%	(27)	9%	(19)	6%	(14)	22%	(50)	51%	(113)	223
#1 Issue: Women's Issues	5%	(6)	8%	(9)	10%	(10)	25%	(26)	52%	(55)	106
#1 Issue: Education	4%	(4)	11%	(11)	9%	(8)	20%	(19)	56%	(54)	96
#1 Issue: Energy	5%	(3)	10%	(6)	8%	(5)	19%	(11)	58%	(34)	58
#1 Issue: Other	16%	(14)	3%	(3)	5%	(4)	21%	(18)	55%	(49)	89
2016 Vote: Hillary Clinton	5%	(23)	7%	(31)	6%	(27)	23%	(109)	59%	(277)	468
2016 Vote: Donald Trump	12%	(63)	5%	(26)	9%	(43)	26%	(131)	48%	(239)	501
2016 Vote: Someone else	8%	(12)	4%	(6)	6%	(8)	29%	(40)	53%	(76)	141
2016 Vote: Didn't Vote	12%	(52)	7%	(30)	6%	(23)	20%	(84)	55%	(227)	416
Voted in 2014: Yes	8%	(81)	5%	(52)	6%	(62)	25%	(242)	54%	(520)	958
Voted in 2014: No	12%	(69)	7%	(41)	7%	(39)	21%	(122)	53%	(299)	569
2012 Vote: Barack Obama	7%	(40)	4%	(24)	6%	(36)	24%	(142)	58%	(338)	580
2012 Vote: Mitt Romney	12%	(43)	8%	(28)	7%	(24)	25%	(90)	49%	(181)	366
2012 Vote: Other	15%	(11)	4%	(3)	13%	(10)	37%	(28)	32%	(24)	77
2012 Vote: Didn't Vote	11%	(55)	8%	(38)	6%	(31)	21%	(103)	55%	(274)	501
4-Region: Northeast	10%	(27)	5%	(15)	6%	(17)	24%	(65)	55%	(149)	273
4-Region: Midwest	9%	(29)	6%	(20)	4%	(13)	22%	(67)	59%	(181)	309
4-Region: South	10%	(59)	7%	(37)	7%	(39)	24%	(137)	53%	(302)	574
4-Region: West	9%	(35)	6%	(21)	9%	(32)	26%	(95)	51%	(187)	370
Favorable of Trump	12%	(74)	6%	(38)	7%	(44)	24%	(150)	51%	(313)	620
Unfavorable of Trump	5%	(40)	6%	(45)	6%	(45)	24%	(193)	59%	(469)	793
Very Favorable of Trump	16%	(61)	6%	(24)	6%	(23)	23%	(86)	49%	(186)	380
Somewhat Favorable of Trump	6%	(13)	6%	(14)	9%	(21)	26%	(63)	53%	(128)	240
Somewhat Unfavorable of Trump	3%	(4)	4%	(6)	6%	(9)	23%	(36)	64%	(99)	155
Very Unfavorable of Trump	6%	(36)	6%	(39)	6%	(36)	25%	(157)	58%	(370)	638
Frequent TV watchers	8%	(93)	5%	(62)	6%	(63)	24%	(272)	57%	(645)	1134
Frequent Movie watchers	8%	(47)	5%	(32)	8%	(48)	20%	(125)	59%	(365)	618
Frequent movie goers	12%	(10)	11%	(9)	11%	(9)	18%	(15)	48%	(40)	83

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

Table HR15oen: *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	Less than 5	5 - 10	10 - 15	15 - 25	More than 25	Total N
Adults	28% (572)	24% (491)	10% (202)	21% (437)	17% (360)	2063
Gender: Male	29% (291)	24% (239)	10% (101)	17% (166)	19% (190)	987
Gender: Female	26% (281)	23% (252)	9% (101)	25% (271)	16% (170)	1076
Age: 18-29	28% (122)	26% (115)	10% (44)	19% (83)	18% (78)	443
Age: 30-44	27% (138)	24% (122)	8% (41)	21% (108)	19% (98)	506
Age: 45-54	25% (101)	23% (93)	9% (37)	20% (82)	23% (92)	406
Age: 55-64	33% (99)	26% (78)	7% (21)	19% (55)	15% (43)	297
Age: 65+	27% (111)	20% (83)	14% (58)	26% (108)	12% (50)	411
Generation Z: 18-21	33% (54)	23% (38)	10% (16)	14% (24)	21% (34)	166
Millennial: Age 22-37	27% (155)	26% (151)	9% (53)	21% (123)	17% (96)	578
Generation X: Age 38-53	25% (145)	23% (134)	8% (46)	21% (119)	22% (128)	573
Boomers: Age 54-72	28% (181)	24% (153)	11% (71)	23% (148)	14% (92)	645
PID: Dem (no lean)	26% (175)	23% (156)	10% (69)	25% (169)	16% (107)	676
PID: Ind (no lean)	26% (138)	27% (143)	9% (46)	20% (105)	19% (98)	530
PID: Rep (no lean)	30% (258)	22% (193)	10% (88)	19% (163)	18% (155)	856
PID/Gender: Dem Men	29% (84)	24% (69)	8% (24)	20% (56)	18% (52)	285
PID/Gender: Dem Women	23% (92)	22% (87)	11% (45)	29% (112)	14% (56)	392
PID/Gender: Ind Men	27% (76)	26% (72)	11% (31)	14% (40)	21% (59)	279
PID/Gender: Ind Women	25% (62)	28% (71)	6% (15)	26% (65)	16% (39)	251
PID/Gender: Rep Men	31% (131)	23% (98)	11% (46)	17% (70)	19% (79)	424
PID/Gender: Rep Women	29% (127)	22% (95)	10% (42)	22% (93)	17% (76)	433
Ideo: Liberal (1-3)	24% (164)	25% (164)	8% (57)	26% (174)	16% (110)	668
Ideo: Moderate (4)	25% (101)	23% (96)	10% (41)	24% (98)	19% (77)	413
Ideo: Conservative (5-7)	29% (199)	25% (170)	11% (72)	18% (124)	17% (116)	680
Educ: College	30% (420)	24% (336)	9% (133)	20% (285)	17% (242)	1415
Educ: Bachelors degree	23% (96)	23% (94)	9% (37)	27% (114)	18% (76)	417
Educ: Post-grad	24% (55)	27% (62)	14% (32)	17% (38)	19% (43)	230
Income: Under 50k	29% (330)	22% (252)	10% (111)	21% (232)	18% (202)	1128
Income: 50k-100k	26% (169)	25% (163)	9% (61)	23% (149)	17% (115)	657
Income: 100k+	26% (73)	27% (76)	11% (29)	20% (57)	16% (43)	278
Ethnicity: White	27% (436)	24% (393)	10% (155)	21% (347)	18% (290)	1621

Continued on next page

Table HR15oen: At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	28%	(572)	24%	(491)	10%	(202)	21%	(437)	17%	(360)	2063
Ethnicity: Hispanic	23%	(79)	27%	(91)	10%	(34)	22%	(76)	17%	(58)	337
Ethnicity: Afr. Am.	32%	(78)	22%	(54)	11%	(27)	21%	(50)	14%	(34)	244
Ethnicity: Other	29%	(57)	22%	(44)	10%	(20)	20%	(40)	18%	(37)	198
Relig: Protestant	30%	(124)	25%	(105)	9%	(38)	21%	(89)	15%	(65)	421
Relig: Roman Catholic	23%	(88)	24%	(92)	11%	(43)	23%	(88)	19%	(72)	383
Relig: Something Else	30%	(67)	20%	(46)	14%	(31)	18%	(41)	18%	(41)	225
Relig: Jewish	24%	(12)	24%	(12)	16%	(8)	26%	(13)	9%	(5)	50
Relig: Evangelical	28%	(148)	24%	(129)	10%	(52)	22%	(118)	16%	(88)	535
Relig: Non-Evang. Catholics	24%	(130)	26%	(137)	10%	(52)	22%	(116)	19%	(99)	535
Relig: All Christian	26%	(278)	25%	(265)	10%	(105)	22%	(234)	18%	(188)	1070
Relig: All Non-Christian	30%	(67)	20%	(46)	14%	(31)	18%	(41)	18%	(41)	225
Community: Urban	28%	(149)	22%	(120)	10%	(56)	24%	(126)	15%	(82)	533
Community: Suburban	27%	(258)	26%	(250)	10%	(93)	20%	(192)	16%	(152)	945
Community: Rural	28%	(164)	21%	(122)	9%	(53)	20%	(119)	22%	(127)	585
Employ: Private Sector	27%	(169)	24%	(156)	8%	(52)	23%	(149)	18%	(113)	639
Employ: Government	26%	(37)	32%	(46)	8%	(11)	18%	(26)	16%	(23)	144
Employ: Self-Employed	26%	(49)	27%	(51)	6%	(11)	18%	(34)	23%	(43)	188
Employ: Homemaker	30%	(53)	21%	(38)	12%	(21)	19%	(34)	18%	(32)	178
Employ: Student	36%	(36)	23%	(23)	9%	(9)	13%	(13)	19%	(19)	100
Employ: Retired	30%	(124)	20%	(83)	13%	(54)	24%	(98)	13%	(53)	412
Employ: Unemployed	27%	(51)	24%	(46)	14%	(26)	18%	(34)	17%	(31)	188
Employ: Other	24%	(52)	22%	(48)	8%	(18)	23%	(50)	21%	(46)	214
Military HH: Yes	32%	(105)	20%	(65)	8%	(27)	20%	(66)	20%	(66)	328
Military HH: No	27%	(467)	25%	(427)	10%	(175)	21%	(371)	17%	(294)	1734
RD/WT: Right Direction	29%	(239)	25%	(203)	9%	(76)	19%	(158)	18%	(145)	822
RD/WT: Wrong Track	27%	(332)	23%	(288)	10%	(126)	22%	(279)	17%	(215)	1240
Trump Job Approve	29%	(259)	26%	(228)	9%	(81)	18%	(158)	19%	(168)	894
Trump Job Disapprove	25%	(260)	23%	(241)	11%	(110)	24%	(253)	17%	(174)	1037
Trump Job Strongly Approve	29%	(137)	23%	(111)	10%	(49)	18%	(84)	20%	(93)	473
Trump Job Somewhat Approve	29%	(123)	28%	(118)	8%	(32)	17%	(74)	18%	(75)	421
Trump Job Somewhat Disapprove	25%	(68)	18%	(49)	10%	(27)	26%	(70)	21%	(57)	271
Trump Job Strongly Disapprove	25%	(192)	25%	(192)	11%	(83)	24%	(183)	15%	(117)	766

Continued on next page

Table HR15oen: At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	28%	(572)	24%	(491)	10%	(202)	21%	(437)	17%	(360)	2063
#1 Issue: Economy	27%	(161)	24%	(142)	10%	(58)	22%	(135)	18%	(106)	602
#1 Issue: Security	32%	(90)	24%	(66)	9%	(24)	16%	(45)	19%	(54)	278
#1 Issue: Health Care	26%	(107)	27%	(112)	9%	(38)	19%	(77)	19%	(77)	412
#1 Issue: Medicare / Social Security	29%	(84)	20%	(57)	14%	(39)	23%	(64)	15%	(42)	285
#1 Issue: Women's Issues	28%	(42)	25%	(37)	12%	(17)	21%	(31)	14%	(21)	148
#1 Issue: Education	22%	(29)	26%	(36)	8%	(11)	26%	(35)	18%	(25)	136
#1 Issue: Energy	23%	(19)	21%	(18)	5%	(4)	33%	(28)	18%	(15)	84
#1 Issue: Other	33%	(39)	21%	(24)	9%	(11)	19%	(23)	18%	(21)	118
2016 Vote: Hillary Clinton	26%	(165)	24%	(153)	11%	(67)	24%	(154)	15%	(92)	632
2016 Vote: Donald Trump	30%	(199)	24%	(165)	9%	(58)	21%	(140)	17%	(112)	674
2016 Vote: Someone else	24%	(50)	28%	(57)	7%	(13)	22%	(45)	19%	(39)	205
2016 Vote: Didnt Vote	29%	(158)	21%	(117)	11%	(63)	18%	(98)	21%	(117)	552
Voted in 2014: Yes	26%	(338)	25%	(320)	10%	(129)	23%	(298)	15%	(195)	1280
Voted in 2014: No	30%	(233)	22%	(171)	9%	(73)	18%	(139)	21%	(166)	783
2012 Vote: Barack Obama	26%	(202)	26%	(203)	9%	(72)	24%	(188)	14%	(108)	774
2012 Vote: Mitt Romney	29%	(141)	24%	(115)	10%	(48)	21%	(104)	17%	(81)	489
2012 Vote: Other	33%	(33)	28%	(28)	11%	(11)	13%	(13)	15%	(15)	100
2012 Vote: Didn't Vote	28%	(195)	21%	(145)	10%	(69)	19%	(132)	22%	(151)	692
4-Region: Northeast	32%	(116)	24%	(89)	8%	(29)	22%	(81)	14%	(53)	369
4-Region: Midwest	25%	(106)	23%	(97)	9%	(38)	22%	(94)	21%	(91)	427
4-Region: South	29%	(223)	25%	(193)	10%	(78)	20%	(156)	16%	(128)	779
4-Region: West	26%	(126)	23%	(112)	12%	(57)	22%	(106)	18%	(88)	488
Favorable of Trump	29%	(244)	24%	(208)	9%	(74)	19%	(161)	19%	(165)	853
Unfavorable of Trump	25%	(265)	24%	(260)	11%	(116)	24%	(255)	17%	(178)	1075
Very Favorable of Trump	30%	(157)	24%	(125)	9%	(48)	17%	(90)	20%	(102)	522
Somewhat Favorable of Trump	26%	(87)	25%	(83)	8%	(26)	22%	(71)	19%	(63)	331
Somewhat Unfavorable of Trump	22%	(49)	21%	(46)	10%	(21)	28%	(61)	19%	(40)	218
Very Unfavorable of Trump	25%	(217)	25%	(214)	11%	(95)	23%	(194)	16%	(138)	858
Frequent TV watchers	26%	(398)	24%	(366)	10%	(160)	23%	(356)	17%	(263)	1543
Frequent Movie watchers	24%	(210)	24%	(207)	10%	(83)	24%	(204)	19%	(162)	866
Frequent movie goers	34%	(37)	31%	(34)	5%	(6)	19%	(21)	10%	(11)	109

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

Table HR16oen: *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(278)	15%	(286)	12%	(229)	26%	(495)	33%	(625)	1913
Gender: Male	17%	(158)	14%	(128)	12%	(111)	26%	(242)	31%	(283)	922
Gender: Female	12%	(121)	16%	(157)	12%	(117)	25%	(252)	35%	(343)	990
Age: 18-29	13%	(53)	16%	(66)	14%	(56)	23%	(94)	35%	(144)	413
Age: 30-44	13%	(61)	15%	(70)	13%	(61)	25%	(118)	35%	(166)	476
Age: 45-54	11%	(39)	15%	(53)	10%	(37)	28%	(102)	36%	(132)	363
Age: 55-64	17%	(48)	17%	(47)	11%	(31)	28%	(77)	26%	(73)	277
Age: 65+	20%	(77)	13%	(50)	11%	(43)	27%	(103)	29%	(110)	383
Generation Z: 18-21	13%	(20)	23%	(36)	15%	(23)	19%	(29)	31%	(49)	158
Millennial: Age 22-37	13%	(71)	14%	(76)	13%	(70)	23%	(127)	37%	(198)	541
Generation X: Age 38-53	11%	(58)	14%	(72)	11%	(57)	29%	(150)	35%	(184)	522
Boomers: Age 54-72	15%	(90)	16%	(96)	11%	(67)	28%	(166)	30%	(178)	598
PID: Dem (no lean)	10%	(60)	16%	(99)	14%	(85)	27%	(171)	34%	(211)	626
PID: Ind (no lean)	14%	(69)	15%	(73)	13%	(63)	27%	(133)	32%	(158)	495
PID: Rep (no lean)	19%	(149)	14%	(114)	10%	(81)	24%	(191)	32%	(256)	791
PID/Gender: Dem Men	11%	(30)	13%	(35)	15%	(39)	28%	(74)	33%	(87)	266
PID/Gender: Dem Women	8%	(30)	18%	(63)	13%	(46)	27%	(97)	34%	(124)	360
PID/Gender: Ind Men	15%	(40)	13%	(35)	14%	(37)	27%	(70)	30%	(77)	259
PID/Gender: Ind Women	12%	(29)	16%	(38)	11%	(26)	26%	(62)	34%	(81)	236
PID/Gender: Rep Men	22%	(88)	15%	(58)	9%	(35)	25%	(98)	30%	(119)	397
PID/Gender: Rep Women	16%	(61)	14%	(56)	12%	(46)	24%	(93)	35%	(138)	394
Ideo: Liberal (1-3)	11%	(68)	16%	(99)	13%	(80)	27%	(168)	33%	(201)	616
Ideo: Moderate (4)	11%	(43)	13%	(48)	13%	(51)	26%	(99)	37%	(139)	381
Ideo: Conservative (5-7)	15%	(95)	16%	(100)	12%	(77)	26%	(165)	30%	(190)	627
Educ: College	17%	(228)	15%	(196)	12%	(154)	24%	(322)	32%	(418)	1318
Educ: Bachelors degree	7%	(29)	14%	(55)	12%	(47)	28%	(109)	38%	(147)	387
Educ: Post-grad	10%	(21)	17%	(35)	13%	(27)	30%	(63)	29%	(60)	208
Income: Under 50k	17%	(175)	16%	(168)	11%	(112)	24%	(256)	32%	(338)	1049
Income: 50k-100k	12%	(73)	13%	(78)	13%	(80)	27%	(163)	35%	(212)	606
Income: 100k+	12%	(31)	15%	(40)	14%	(37)	29%	(75)	29%	(75)	258
Ethnicity: White	14%	(204)	14%	(213)	12%	(184)	26%	(397)	33%	(500)	1498

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Table HR16oen: *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(278)	15%	(286)	12%	(229)	26%	(495)	33%	(625)	1913
Ethnicity: Hispanic	15%	(46)	15%	(47)	13%	(41)	27%	(86)	30%	(93)	313
Ethnicity: Afr. Am.	14%	(31)	22%	(52)	10%	(23)	18%	(43)	36%	(83)	232
Ethnicity: Other	23%	(43)	12%	(22)	12%	(21)	30%	(55)	23%	(42)	183
Relig: Protestant	16%	(60)	15%	(58)	13%	(52)	25%	(95)	31%	(120)	385
Relig: Roman Catholic	12%	(42)	11%	(40)	14%	(49)	30%	(106)	33%	(117)	355
Relig: Something Else	18%	(38)	17%	(36)	4%	(8)	27%	(58)	34%	(73)	212
Relig: Evangelical	13%	(65)	17%	(86)	9%	(46)	25%	(123)	35%	(174)	494
Relig: Non-Evang. Catholics	14%	(68)	12%	(58)	15%	(71)	28%	(136)	32%	(156)	490
Relig: All Christian	13%	(133)	15%	(144)	12%	(118)	26%	(260)	34%	(330)	984
Relig: All Non-Christian	18%	(38)	17%	(36)	4%	(8)	27%	(58)	34%	(73)	212
Community: Urban	14%	(68)	17%	(86)	12%	(60)	22%	(111)	35%	(173)	498
Community: Suburban	12%	(105)	16%	(137)	13%	(113)	30%	(261)	30%	(263)	879
Community: Rural	20%	(105)	12%	(62)	10%	(55)	23%	(122)	35%	(190)	535
Employ: Private Sector	12%	(69)	14%	(84)	13%	(80)	28%	(164)	33%	(197)	594
Employ: Government	15%	(20)	15%	(21)	16%	(21)	24%	(32)	30%	(40)	133
Employ: Self-Employed	12%	(20)	21%	(33)	14%	(23)	25%	(40)	28%	(46)	162
Employ: Homemaker	8%	(14)	15%	(24)	10%	(17)	33%	(56)	34%	(56)	167
Employ: Student	11%	(12)	20%	(20)	16%	(16)	20%	(21)	33%	(33)	102
Employ: Retired	21%	(78)	14%	(54)	11%	(43)	26%	(98)	28%	(107)	380
Employ: Unemployed	16%	(29)	13%	(22)	8%	(14)	25%	(44)	39%	(69)	179
Employ: Other	19%	(37)	14%	(27)	8%	(15)	20%	(39)	40%	(78)	196
Military HH: Yes	18%	(55)	15%	(45)	12%	(37)	22%	(68)	32%	(98)	303
Military HH: No	14%	(223)	15%	(241)	12%	(191)	27%	(427)	33%	(528)	1610
RD/WT: Right Direction	18%	(138)	15%	(115)	12%	(95)	22%	(169)	33%	(252)	768
RD/WT: Wrong Track	12%	(141)	15%	(171)	12%	(134)	28%	(326)	33%	(373)	1144
Trump Job Approve	16%	(130)	16%	(129)	11%	(94)	25%	(208)	32%	(270)	831
Trump Job Disapprove	12%	(116)	14%	(136)	13%	(122)	28%	(265)	34%	(322)	960
Trump Job Strongly Approve	19%	(82)	12%	(53)	11%	(50)	23%	(101)	34%	(151)	438
Trump Job Somewhat Approve	12%	(48)	19%	(76)	11%	(44)	27%	(107)	30%	(119)	393
Trump Job Somewhat Disapprove	12%	(29)	14%	(35)	11%	(27)	27%	(67)	36%	(88)	246
Trump Job Strongly Disapprove	12%	(87)	14%	(101)	13%	(94)	28%	(198)	33%	(233)	713

Continued on next page

Table HR16oen: At what monthly price would you consider the service to be a bargain – a great buy for the money?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	15%	(278)	15%	(286)	12%	(229)	26%	(495)	33%	(625)	1913
#1 Issue: Economy	13%	(70)	11%	(63)	12%	(70)	30%	(167)	34%	(190)	560
#1 Issue: Security	18%	(49)	15%	(41)	10%	(26)	23%	(62)	33%	(88)	267
#1 Issue: Health Care	13%	(49)	21%	(78)	11%	(40)	24%	(88)	32%	(118)	373
#1 Issue: Medicare / Social Security	19%	(51)	12%	(31)	11%	(29)	27%	(71)	31%	(83)	265
#1 Issue: Women's Issues	12%	(16)	21%	(29)	14%	(19)	23%	(32)	30%	(40)	137
#1 Issue: Education	8%	(11)	18%	(23)	15%	(20)	24%	(30)	35%	(45)	128
#1 Issue: Energy	10%	(8)	14%	(10)	17%	(13)	19%	(15)	40%	(30)	76
#1 Issue: Other	23%	(25)	9%	(9)	11%	(12)	28%	(30)	28%	(30)	107
2016 Vote: Hillary Clinton	13%	(75)	16%	(91)	13%	(77)	29%	(169)	29%	(172)	583
2016 Vote: Donald Trump	16%	(102)	16%	(100)	11%	(68)	24%	(150)	33%	(210)	630
2016 Vote: Someone else	11%	(20)	15%	(28)	16%	(31)	27%	(50)	31%	(58)	186
2016 Vote: Didn't Vote	16%	(82)	13%	(67)	10%	(52)	25%	(126)	36%	(186)	513
Voted in 2014: Yes	14%	(162)	15%	(178)	12%	(147)	28%	(326)	31%	(372)	1186
Voted in 2014: No	16%	(116)	15%	(107)	11%	(81)	23%	(168)	35%	(253)	726
2012 Vote: Barack Obama	10%	(71)	16%	(111)	14%	(97)	30%	(214)	31%	(223)	716
2012 Vote: Mitt Romney	18%	(81)	14%	(64)	11%	(50)	23%	(106)	34%	(155)	457
2012 Vote: Other	23%	(22)	21%	(20)	11%	(11)	24%	(23)	22%	(21)	97
2012 Vote: Didn't Vote	16%	(105)	14%	(90)	11%	(70)	24%	(150)	35%	(222)	636
4-Region: Northeast	16%	(56)	16%	(54)	12%	(42)	25%	(86)	31%	(105)	343
4-Region: Midwest	11%	(44)	15%	(58)	9%	(35)	30%	(118)	35%	(140)	394
4-Region: South	16%	(113)	15%	(109)	13%	(96)	25%	(179)	32%	(230)	727
4-Region: West	14%	(65)	14%	(65)	12%	(56)	25%	(112)	34%	(151)	449
Favorable of Trump	16%	(124)	15%	(118)	11%	(90)	24%	(189)	33%	(262)	784
Unfavorable of Trump	11%	(113)	15%	(150)	12%	(121)	29%	(288)	33%	(325)	997
Very Favorable of Trump	19%	(92)	13%	(63)	11%	(55)	22%	(107)	34%	(166)	484
Somewhat Favorable of Trump	11%	(32)	18%	(54)	12%	(35)	27%	(82)	32%	(96)	300
Somewhat Unfavorable of Trump	11%	(21)	15%	(29)	11%	(22)	27%	(55)	37%	(74)	200
Very Unfavorable of Trump	12%	(92)	15%	(121)	12%	(99)	29%	(233)	32%	(252)	797
Frequent TV watchers	12%	(170)	15%	(216)	12%	(176)	26%	(373)	34%	(489)	1424
Frequent Movie watchers	12%	(97)	16%	(129)	10%	(82)	25%	(199)	37%	(294)	801
Frequent movie goers	22%	(24)	19%	(21)	11%	(12)	25%	(27)	23%	(25)	108

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

Table HR17oen: At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	11%	(175)	8%	(124)	8%	(135)	22%	(349)	51%	(809)	1593
Gender: Male	13%	(102)	9%	(66)	8%	(64)	20%	(156)	50%	(383)	770
Gender: Female	9%	(73)	7%	(58)	9%	(71)	24%	(194)	52%	(427)	823
Age: 18-29	10%	(32)	11%	(35)	9%	(29)	23%	(75)	48%	(157)	328
Age: 30-44	10%	(38)	8%	(31)	8%	(33)	22%	(86)	52%	(206)	394
Age: 45-54	9%	(25)	9%	(25)	7%	(21)	21%	(61)	54%	(157)	290
Age: 55-64	13%	(29)	5%	(12)	11%	(27)	25%	(58)	46%	(108)	234
Age: 65+	14%	(50)	6%	(21)	7%	(25)	20%	(69)	52%	(182)	348
Generation Z: 18-21	8%	(11)	17%	(21)	10%	(12)	31%	(39)	34%	(43)	126
Millennial: Age 22-37	11%	(48)	8%	(34)	8%	(33)	20%	(88)	54%	(234)	436
Generation X: Age 38-53	8%	(35)	7%	(28)	9%	(38)	22%	(93)	55%	(234)	427
Boomers: Age 54-72	11%	(55)	6%	(30)	10%	(50)	23%	(116)	51%	(265)	515
PID: Dem (no lean)	8%	(41)	6%	(32)	8%	(41)	24%	(124)	53%	(274)	512
PID: Ind (no lean)	11%	(44)	8%	(33)	9%	(38)	20%	(83)	52%	(213)	410
PID: Rep (no lean)	13%	(90)	9%	(59)	8%	(56)	21%	(143)	48%	(323)	671
PID/Gender: Dem Men	10%	(22)	6%	(14)	8%	(16)	22%	(48)	53%	(113)	214
PID/Gender: Dem Women	6%	(19)	6%	(18)	8%	(25)	25%	(76)	54%	(160)	299
PID/Gender: Ind Men	11%	(25)	9%	(20)	7%	(15)	21%	(45)	52%	(114)	218
PID/Gender: Ind Women	10%	(19)	7%	(13)	12%	(24)	19%	(37)	52%	(99)	192
PID/Gender: Rep Men	16%	(54)	10%	(32)	10%	(33)	18%	(62)	46%	(156)	338
PID/Gender: Rep Women	11%	(36)	8%	(27)	7%	(22)	24%	(81)	50%	(167)	333
Ideo: Liberal (1-3)	8%	(41)	10%	(51)	7%	(35)	22%	(113)	53%	(267)	507
Ideo: Moderate (4)	9%	(29)	4%	(11)	8%	(25)	24%	(75)	54%	(166)	306
Ideo: Conservative (5-7)	12%	(62)	8%	(42)	9%	(50)	22%	(116)	49%	(264)	533
Educ: College	13%	(145)	9%	(98)	9%	(95)	21%	(238)	48%	(532)	1107
Educ: Bachelors degree	5%	(16)	6%	(19)	8%	(24)	24%	(73)	57%	(177)	309
Educ: Post-grad	8%	(14)	4%	(6)	10%	(17)	22%	(39)	57%	(100)	177

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Table HR170en: At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	11%	(175)	8%	(124)	8%	(135)	22%	(349)	51%	(809)	1593
Income: Under 50k	12%	(106)	10%	(89)	9%	(77)	21%	(182)	48%	(426)	880
Income: 50k-100k	10%	(48)	5%	(24)	8%	(41)	23%	(113)	55%	(277)	503
Income: 100k+	10%	(20)	5%	(11)	9%	(18)	26%	(54)	51%	(106)	210
Ethnicity: White	11%	(134)	7%	(86)	8%	(104)	22%	(278)	52%	(657)	1259
Ethnicity: Hispanic	9%	(22)	10%	(24)	10%	(24)	27%	(69)	45%	(112)	251
Ethnicity: Afr. Am.	9%	(17)	13%	(23)	9%	(17)	18%	(32)	52%	(94)	181
Ethnicity: Other	16%	(24)	10%	(15)	10%	(15)	26%	(40)	38%	(59)	153
Relig: Protestant	13%	(45)	6%	(20)	10%	(33)	21%	(72)	50%	(167)	336
Relig: Roman Catholic	10%	(28)	6%	(16)	7%	(19)	27%	(75)	51%	(142)	280
Relig: Something Else	15%	(26)	10%	(17)	9%	(15)	13%	(23)	53%	(93)	174
Relig: Evangelical	10%	(41)	9%	(36)	10%	(42)	19%	(80)	51%	(211)	410
Relig: Non-Evang. Catholics	12%	(48)	6%	(24)	7%	(29)	25%	(101)	51%	(205)	406
Relig: All Christian	11%	(89)	7%	(60)	9%	(71)	22%	(181)	51%	(416)	816
Relig: All Non-Christian	15%	(26)	10%	(17)	9%	(15)	13%	(23)	53%	(93)	174
Community: Urban	9%	(37)	8%	(31)	10%	(41)	23%	(93)	50%	(204)	406
Community: Suburban	9%	(66)	8%	(58)	8%	(62)	24%	(183)	51%	(378)	747
Community: Rural	16%	(72)	8%	(35)	7%	(32)	17%	(73)	52%	(228)	440
Employ: Private Sector	9%	(43)	6%	(29)	7%	(35)	21%	(104)	57%	(278)	489
Employ: Government	15%	(17)	7%	(8)	9%	(10)	23%	(25)	45%	(50)	110
Employ: Self-Employed	7%	(10)	7%	(10)	17%	(23)	18%	(25)	51%	(69)	137
Employ: Homemaker	6%	(8)	5%	(7)	9%	(13)	29%	(40)	51%	(70)	138
Employ: Student	7%	(6)	15%	(11)	9%	(7)	34%	(26)	35%	(27)	77
Employ: Retired	16%	(54)	6%	(20)	8%	(29)	23%	(78)	48%	(166)	346
Employ: Unemployed	9%	(13)	13%	(18)	8%	(11)	19%	(27)	52%	(74)	143
Employ: Other	16%	(25)	14%	(21)	5%	(7)	17%	(25)	49%	(75)	154
Military HH: Yes	16%	(40)	8%	(20)	8%	(20)	21%	(55)	48%	(122)	256
Military HH: No	10%	(135)	8%	(105)	9%	(115)	22%	(295)	51%	(687)	1337
RD/WT: Right Direction	15%	(95)	8%	(52)	10%	(65)	20%	(127)	47%	(297)	636
RD/WT: Wrong Track	8%	(80)	7%	(72)	7%	(71)	23%	(223)	54%	(512)	957
Trump Job Approve	14%	(95)	6%	(41)	10%	(67)	21%	(144)	50%	(342)	688
Trump Job Disapprove	7%	(57)	8%	(62)	8%	(61)	24%	(187)	54%	(427)	793

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Table HR17oen: At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	11%	(175)	8%	(124)	8%	(135)	22%	(349)	51%	(809)	1593
Trump Job Strongly Approve	15%	(56)	8%	(28)	7%	(27)	21%	(78)	48%	(177)	366
Trump Job Somewhat Approve	12%	(39)	4%	(13)	12%	(40)	20%	(66)	51%	(165)	322
Trump Job Somewhat Disapprove	5%	(10)	11%	(22)	4%	(9)	21%	(42)	58%	(116)	199
Trump Job Strongly Disapprove	8%	(46)	7%	(40)	9%	(52)	24%	(145)	52%	(311)	594
#1 Issue: Economy	10%	(46)	5%	(23)	8%	(38)	23%	(105)	54%	(249)	461
#1 Issue: Security	14%	(31)	7%	(15)	10%	(22)	23%	(52)	47%	(107)	227
#1 Issue: Health Care	11%	(36)	7%	(23)	8%	(26)	19%	(60)	53%	(167)	313
#1 Issue: Medicare / Social Security	15%	(34)	7%	(16)	10%	(22)	20%	(44)	47%	(103)	219
#1 Issue: Women's Issues	6%	(6)	15%	(17)	7%	(8)	35%	(40)	38%	(43)	114
#1 Issue: Education	3%	(3)	17%	(17)	9%	(8)	20%	(19)	51%	(49)	96
#1 Issue: Energy	5%	(3)	9%	(6)	11%	(7)	25%	(16)	51%	(33)	65
#1 Issue: Other	16%	(16)	6%	(6)	4%	(4)	14%	(14)	59%	(58)	98
2016 Vote: Hillary Clinton	6%	(33)	9%	(43)	8%	(40)	24%	(120)	53%	(265)	500
2016 Vote: Donald Trump	13%	(71)	7%	(35)	10%	(53)	20%	(108)	49%	(261)	528
2016 Vote: Someone else	8%	(12)	6%	(9)	12%	(18)	25%	(38)	49%	(74)	151
2016 Vote: Didnt Vote	14%	(59)	9%	(37)	6%	(24)	20%	(84)	51%	(210)	414
Voted in 2014: Yes	10%	(97)	7%	(68)	9%	(89)	22%	(225)	52%	(526)	1005
Voted in 2014: No	13%	(78)	10%	(56)	8%	(46)	21%	(125)	48%	(283)	589
2012 Vote: Barack Obama	8%	(46)	5%	(30)	9%	(52)	24%	(145)	55%	(331)	604
2012 Vote: Mitt Romney	14%	(52)	7%	(27)	9%	(35)	21%	(80)	50%	(191)	386
2012 Vote: Other	18%	(15)	7%	(6)	17%	(14)	20%	(16)	37%	(31)	82
2012 Vote: Didn't Vote	12%	(62)	12%	(61)	7%	(34)	21%	(107)	49%	(254)	519
4-Region: Northeast	13%	(36)	5%	(14)	10%	(29)	22%	(64)	50%	(145)	288
4-Region: Midwest	10%	(33)	5%	(15)	6%	(21)	23%	(77)	57%	(191)	337
4-Region: South	11%	(64)	10%	(58)	10%	(60)	21%	(123)	49%	(290)	595
4-Region: West	11%	(42)	10%	(36)	7%	(26)	23%	(86)	49%	(184)	373
Favorable of Trump	13%	(84)	7%	(44)	9%	(61)	21%	(137)	50%	(329)	655
Unfavorable of Trump	7%	(55)	8%	(67)	8%	(64)	23%	(192)	54%	(439)	817

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Table HR17oen: *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	11%	(175)	8%	(124)	8%	(135)	22%	(349)	51%	(809)	1593
Very Favorable of Trump	16%	(65)	8%	(33)	7%	(28)	20%	(80)	48%	(194)	400
Somewhat Favorable of Trump	7%	(18)	4%	(11)	13%	(33)	22%	(57)	53%	(135)	254
Somewhat Unfavorable of Trump	6%	(9)	11%	(18)	5%	(9)	23%	(37)	55%	(89)	162
Very Unfavorable of Trump	7%	(46)	7%	(49)	8%	(55)	24%	(155)	53%	(350)	655
Frequent TV watchers	9%	(104)	7%	(87)	8%	(100)	22%	(262)	53%	(634)	1187
Frequent Movie watchers	8%	(55)	9%	(61)	9%	(61)	19%	(123)	54%	(352)	652
Frequent movie goers	11%	(10)	15%	(14)	12%	(11)	16%	(15)	45%	(41)	91

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

Table HR18oen: *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	12%	(155)	6%	(79)	6%	(72)	20%	(257)	56%	(720)	1283
Gender: Male	14%	(89)	6%	(39)	8%	(47)	19%	(116)	53%	(327)	618
Gender: Female	10%	(66)	6%	(40)	4%	(25)	21%	(141)	59%	(393)	665
Age: 18-29	12%	(32)	8%	(22)	6%	(16)	16%	(41)	57%	(147)	256
Age: 30-44	9%	(29)	8%	(24)	6%	(20)	22%	(68)	55%	(171)	313
Age: 45-54	10%	(23)	8%	(18)	7%	(14)	17%	(37)	58%	(128)	219
Age: 55-64	13%	(26)	3%	(6)	6%	(12)	23%	(46)	54%	(106)	196
Age: 65+	15%	(46)	3%	(9)	3%	(10)	22%	(66)	56%	(168)	299
Generation Z: 18-21	10%	(10)	15%	(15)	6%	(5)	23%	(23)	46%	(46)	99
Millennial: Age 22-37	12%	(42)	7%	(23)	7%	(25)	15%	(51)	59%	(206)	347
Generation X: Age 38-53	9%	(28)	7%	(22)	5%	(16)	22%	(71)	58%	(188)	325
Boomers: Age 54-72	11%	(48)	4%	(17)	6%	(25)	20%	(88)	59%	(251)	429
PID: Dem (no lean)	7%	(30)	5%	(21)	6%	(23)	21%	(87)	62%	(262)	422
PID: Ind (no lean)	11%	(35)	8%	(28)	5%	(16)	20%	(66)	56%	(183)	328
PID: Rep (no lean)	17%	(90)	6%	(31)	6%	(32)	20%	(104)	52%	(275)	533
PID/Gender: Dem Men	9%	(17)	4%	(7)	7%	(13)	21%	(38)	58%	(106)	181
PID/Gender: Dem Women	5%	(13)	6%	(13)	4%	(10)	20%	(49)	65%	(156)	241
PID/Gender: Ind Men	12%	(20)	10%	(16)	4%	(8)	17%	(28)	57%	(96)	168
PID/Gender: Ind Women	9%	(15)	7%	(11)	5%	(8)	24%	(38)	55%	(87)	160
PID/Gender: Rep Men	19%	(52)	6%	(15)	10%	(26)	19%	(50)	47%	(125)	269
PID/Gender: Rep Women	15%	(38)	6%	(15)	2%	(6)	21%	(54)	57%	(150)	264
Ideo: Liberal (1-3)	7%	(31)	7%	(28)	6%	(24)	20%	(83)	60%	(254)	420
Ideo: Moderate (4)	9%	(22)	4%	(9)	3%	(7)	24%	(59)	60%	(147)	244
Ideo: Conservative (5-7)	14%	(58)	5%	(23)	7%	(29)	21%	(88)	54%	(228)	426
Educ: College	15%	(133)	6%	(57)	6%	(53)	20%	(179)	53%	(473)	895
Educ: Bachelors degree	5%	(11)	6%	(15)	5%	(12)	19%	(46)	66%	(163)	248
Educ: Post-grad	8%	(11)	5%	(7)	4%	(6)	23%	(32)	60%	(84)	140
Income: Under 50k	14%	(98)	8%	(58)	7%	(51)	19%	(135)	51%	(360)	702
Income: 50k-100k	10%	(41)	3%	(12)	4%	(15)	20%	(81)	63%	(254)	403
Income: 100k+	9%	(16)	5%	(9)	3%	(6)	23%	(42)	59%	(105)	178
Ethnicity: White	12%	(121)	5%	(52)	5%	(51)	20%	(196)	58%	(586)	1006

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Table HR18oen: At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	12%	(155)	6%	(79)	6%	(72)	20%	(257)	56%	(720)	1283
Ethnicity: Hispanic	7%	(17)	8%	(17)	8%	(18)	22%	(50)	55%	(126)	227
Ethnicity: Afr. Am.	10%	(14)	13%	(19)	8%	(12)	16%	(24)	53%	(77)	145
Ethnicity: Other	15%	(20)	6%	(8)	7%	(9)	28%	(38)	43%	(57)	132
Relig: Protestant	15%	(40)	4%	(11)	7%	(19)	23%	(63)	52%	(142)	275
Relig: Roman Catholic	9%	(22)	4%	(10)	3%	(7)	23%	(54)	61%	(148)	242
Relig: Something Else	20%	(25)	13%	(17)	2%	(3)	18%	(24)	47%	(61)	129
Relig: Evangelical	12%	(39)	6%	(19)	8%	(27)	18%	(60)	56%	(185)	331
Relig: Non-Evang. Catholics	11%	(38)	5%	(16)	4%	(15)	25%	(84)	55%	(186)	339
Relig: All Christian	12%	(78)	5%	(35)	6%	(42)	22%	(144)	55%	(372)	670
Relig: All Non-Christian	20%	(25)	13%	(17)	2%	(3)	18%	(24)	47%	(61)	129
Community: Urban	9%	(29)	8%	(26)	6%	(19)	21%	(69)	56%	(181)	324
Community: Suburban	9%	(58)	6%	(38)	6%	(37)	19%	(115)	60%	(365)	611
Community: Rural	20%	(68)	5%	(16)	5%	(16)	21%	(74)	50%	(174)	347
Employ: Private Sector	10%	(38)	5%	(20)	4%	(17)	19%	(73)	62%	(242)	391
Employ: Government	14%	(13)	7%	(6)	7%	(7)	20%	(18)	52%	(48)	93
Employ: Self-Employed	8%	(9)	6%	(6)	12%	(13)	21%	(24)	53%	(59)	111
Employ: Homemaker	6%	(7)	5%	(5)	2%	(2)	24%	(26)	63%	(71)	112
Employ: Student	11%	(7)	12%	(8)	3%	(2)	21%	(14)	53%	(35)	66
Employ: Retired	15%	(45)	5%	(14)	6%	(17)	22%	(65)	53%	(155)	295
Employ: Unemployed	10%	(11)	7%	(7)	5%	(6)	23%	(24)	55%	(58)	107
Employ: Other	23%	(25)	11%	(12)	7%	(7)	12%	(13)	46%	(50)	108
Military HH: Yes	17%	(33)	6%	(13)	5%	(10)	22%	(43)	49%	(97)	195
Military HH: No	11%	(122)	6%	(66)	6%	(62)	20%	(214)	57%	(623)	1088
RD/WT: Right Direction	17%	(86)	6%	(32)	7%	(38)	22%	(114)	48%	(248)	519
RD/WT: Wrong Track	9%	(69)	6%	(47)	4%	(34)	19%	(143)	62%	(472)	764
Trump Job Approve	17%	(92)	4%	(23)	6%	(35)	20%	(109)	53%	(287)	547
Trump Job Disapprove	6%	(40)	7%	(42)	5%	(34)	20%	(128)	62%	(399)	643
Trump Job Strongly Approve	19%	(56)	5%	(14)	7%	(21)	18%	(52)	52%	(151)	293
Trump Job Somewhat Approve	14%	(36)	4%	(10)	6%	(14)	23%	(58)	54%	(136)	254
Trump Job Somewhat Disapprove	3%	(5)	8%	(12)	6%	(9)	20%	(31)	63%	(97)	154
Trump Job Strongly Disapprove	7%	(35)	6%	(30)	5%	(25)	20%	(97)	62%	(302)	489

Continued on next page

Table HR18oen: At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	Less than 5		5 - 10		10 - 15		15 - 25		More than 25		Total N
Adults	12%	(155)	6%	(79)	6%	(72)	20%	(257)	56%	(720)	1283
#1 Issue: Economy	10%	(35)	6%	(20)	5%	(18)	20%	(70)	59%	(209)	351
#1 Issue: Security	16%	(30)	5%	(10)	7%	(12)	20%	(38)	53%	(100)	190
#1 Issue: Health Care	13%	(33)	7%	(17)	5%	(12)	19%	(47)	56%	(139)	248
#1 Issue: Medicare / Social Security	16%	(30)	5%	(10)	7%	(12)	18%	(34)	54%	(101)	187
#1 Issue: Women's Issues	6%	(6)	7%	(7)	5%	(5)	35%	(34)	48%	(48)	99
#1 Issue: Education	3%	(3)	7%	(6)	11%	(9)	16%	(13)	63%	(51)	81
#1 Issue: Other	21%	(17)	8%	(7)	2%	(1)	15%	(12)	54%	(43)	80
2016 Vote: Hillary Clinton	5%	(20)	7%	(28)	6%	(26)	19%	(81)	62%	(258)	414
2016 Vote: Donald Trump	16%	(69)	4%	(19)	7%	(30)	21%	(87)	51%	(216)	421
2016 Vote: Someone else	10%	(12)	3%	(4)	4%	(5)	26%	(34)	57%	(73)	128
2016 Vote: Didnt Vote	17%	(54)	9%	(28)	3%	(11)	18%	(56)	54%	(172)	321
Voted in 2014: Yes	10%	(83)	5%	(37)	6%	(46)	22%	(178)	58%	(477)	821
Voted in 2014: No	16%	(72)	9%	(42)	6%	(26)	17%	(79)	53%	(242)	462
2012 Vote: Barack Obama	8%	(38)	4%	(21)	4%	(22)	21%	(106)	62%	(310)	496
2012 Vote: Mitt Romney	14%	(44)	7%	(21)	7%	(21)	20%	(61)	53%	(162)	308
2012 Vote: Other	19%	(13)	1%	(0)	17%	(11)	25%	(17)	38%	(26)	68
2012 Vote: Didn't Vote	15%	(61)	9%	(37)	4%	(18)	18%	(73)	54%	(219)	408
4-Region: Northeast	12%	(28)	5%	(12)	5%	(11)	21%	(48)	57%	(135)	234
4-Region: Midwest	12%	(32)	4%	(11)	3%	(8)	16%	(42)	64%	(164)	257
4-Region: South	12%	(57)	8%	(38)	6%	(29)	23%	(109)	52%	(248)	481
4-Region: West	12%	(37)	6%	(18)	8%	(24)	19%	(58)	56%	(173)	310
Favorable of Trump	16%	(80)	6%	(31)	7%	(34)	20%	(100)	52%	(268)	514
Unfavorable of Trump	6%	(40)	5%	(33)	5%	(34)	21%	(140)	63%	(417)	664
Very Favorable of Trump	20%	(61)	8%	(24)	6%	(19)	17%	(53)	50%	(156)	312
Somewhat Favorable of Trump	9%	(18)	4%	(8)	8%	(15)	23%	(47)	56%	(113)	201
Somewhat Unfavorable of Trump	5%	(6)	4%	(5)	3%	(3)	26%	(32)	62%	(74)	120
Very Unfavorable of Trump	6%	(33)	5%	(29)	6%	(31)	20%	(108)	63%	(343)	543
Frequent TV watchers	10%	(90)	6%	(58)	4%	(42)	21%	(194)	59%	(556)	940
Frequent Movie watchers	9%	(45)	8%	(38)	6%	(29)	20%	(99)	58%	(291)	502
Frequent movie goers	9%	(7)	10%	(8)	9%	(7)	22%	(17)	52%	(40)	78

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

Table HR19: Now, please consider a subscription service that is \$19.95 per month and includes three (3) movies tickets per week. These tickets can only be used at one movie theater chain, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	35%	(188)	42%	(227)	8%	(42)	6%	(34)	8%	(45)	535
Gender: Male	30%	(82)	46%	(124)	8%	(21)	6%	(17)	10%	(27)	272
Gender: Female	40%	(106)	39%	(102)	8%	(21)	6%	(17)	7%	(18)	263
Age: 18-29	30%	(35)	51%	(59)	10%	(12)	3%	(3)	6%	(7)	116
Age: 30-44	44%	(49)	36%	(41)	7%	(8)	3%	(4)	10%	(11)	113
Age: 45-54	42%	(44)	33%	(34)	12%	(12)	8%	(9)	6%	(6)	105
Age: 55-64	34%	(28)	38%	(31)	5%	(4)	12%	(10)	11%	(9)	82
Age: 65+	27%	(32)	51%	(61)	4%	(5)	7%	(9)	10%	(12)	119
Millennial: Age 22-37	38%	(53)	42%	(59)	9%	(12)	1%	(2)	10%	(14)	140
Generation X: Age 38-53	37%	(51)	40%	(55)	10%	(13)	8%	(12)	5%	(8)	139
Boomers: Age 54-72	38%	(70)	40%	(75)	5%	(10)	8%	(15)	9%	(16)	187
PID: Dem (no lean)	44%	(76)	37%	(64)	7%	(12)	8%	(14)	4%	(7)	173
PID: Ind (no lean)	26%	(38)	52%	(77)	10%	(15)	2%	(3)	10%	(15)	149
PID: Rep (no lean)	35%	(74)	40%	(85)	7%	(15)	8%	(16)	11%	(23)	214
PID/Gender: Dem Men	45%	(36)	35%	(28)	7%	(5)	7%	(6)	6%	(5)	80
PID/Gender: Dem Women	43%	(40)	38%	(35)	7%	(6)	9%	(8)	2%	(2)	92
PID/Gender: Ind Men	18%	(15)	55%	(45)	10%	(8)	4%	(3)	13%	(11)	81
PID/Gender: Ind Women	34%	(23)	49%	(33)	11%	(8)	—	(0)	6%	(4)	67
PID/Gender: Rep Men	28%	(31)	46%	(51)	7%	(8)	7%	(8)	11%	(12)	110
PID/Gender: Rep Women	41%	(43)	33%	(34)	6%	(7)	8%	(8)	11%	(12)	104
Ideo: Liberal (1-3)	35%	(63)	47%	(83)	7%	(13)	4%	(7)	7%	(13)	178
Ideo: Moderate (4)	46%	(51)	41%	(46)	4%	(4)	4%	(5)	5%	(5)	112
Ideo: Conservative (5-7)	36%	(59)	34%	(56)	10%	(16)	10%	(16)	10%	(17)	166
Educ: College	34%	(126)	42%	(153)	7%	(26)	7%	(25)	10%	(38)	367
Educ: Bachelors degree	37%	(45)	43%	(51)	12%	(15)	5%	(6)	3%	(4)	121

Continued on next page

Table HR19: Now, please consider a subscription service that is \$19.95 per month and includes three (3) movies tickets per week. These tickets can only be used at one movie theater chain, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	35%	(188)	42%	(227)	8%	(42)	6%	(34)	8%	(45)	535
Income: Under 50k	35%	(105)	42%	(125)	8%	(25)	5%	(15)	10%	(30)	300
Income: 50k-100k	33%	(55)	45%	(76)	8%	(13)	6%	(10)	8%	(13)	168
Income: 100k+	41%	(28)	39%	(26)	4%	(3)	12%	(8)	3%	(2)	67
Ethnicity: White	34%	(148)	43%	(185)	8%	(34)	6%	(27)	9%	(37)	431
Ethnicity: Hispanic	30%	(20)	55%	(36)	9%	(6)	6%	(4)	—	(0)	66
Ethnicity: Afr. Am.	46%	(27)	25%	(15)	8%	(4)	9%	(5)	13%	(7)	58
Relig: Protestant	33%	(40)	41%	(51)	7%	(8)	11%	(13)	8%	(10)	122
Relig: Roman Catholic	44%	(41)	36%	(34)	8%	(7)	3%	(3)	9%	(8)	94
Relig: Something Else	31%	(16)	50%	(26)	9%	(5)	7%	(4)	2%	(1)	52
Relig: Evangelical	42%	(57)	31%	(43)	6%	(9)	11%	(15)	10%	(13)	137
Relig: Non-Evang. Catholics	40%	(59)	43%	(63)	6%	(9)	3%	(4)	7%	(11)	146
Relig: All Christian	41%	(116)	37%	(106)	6%	(18)	7%	(20)	8%	(24)	283
Relig: All Non-Christian	31%	(16)	50%	(26)	9%	(5)	7%	(4)	2%	(1)	52
Community: Urban	36%	(50)	40%	(56)	9%	(13)	4%	(5)	10%	(14)	138
Community: Suburban	34%	(86)	42%	(106)	6%	(16)	9%	(23)	8%	(21)	253
Community: Rural	36%	(52)	45%	(64)	9%	(13)	4%	(5)	7%	(10)	144
Employ: Private Sector	34%	(56)	43%	(72)	9%	(15)	5%	(8)	10%	(16)	167
Employ: Retired	32%	(39)	41%	(51)	4%	(5)	10%	(12)	13%	(16)	124
Military HH: Yes	32%	(33)	41%	(43)	10%	(11)	9%	(10)	8%	(8)	105
Military HH: No	36%	(155)	43%	(184)	7%	(31)	6%	(24)	9%	(37)	431
RD/WT: Right Direction	34%	(72)	41%	(86)	7%	(16)	8%	(18)	9%	(19)	210
RD/WT: Wrong Track	36%	(116)	43%	(140)	8%	(26)	5%	(16)	8%	(27)	325
Trump Job Approve	35%	(85)	40%	(97)	8%	(20)	7%	(17)	9%	(23)	243
Trump Job Disapprove	37%	(97)	43%	(112)	8%	(21)	5%	(12)	7%	(19)	262
Trump Job Strongly Approve	38%	(47)	38%	(46)	6%	(8)	7%	(9)	11%	(13)	123
Trump Job Somewhat Approve	32%	(38)	43%	(51)	11%	(13)	7%	(8)	8%	(10)	119
Trump Job Somewhat Disapprove	35%	(23)	44%	(28)	13%	(8)	7%	(5)	1%	(1)	65
Trump Job Strongly Disapprove	38%	(75)	42%	(84)	6%	(12)	4%	(8)	9%	(19)	197

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Table HR19: Now, please consider a subscription service that is \$19.95 per month and includes three (3) movies tickets per week. These tickets can only be used at one movie theater chain, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	35%	(188)	42%	(227)	8%	(42)	6%	(34)	8%	(45)	535
#1 Issue: Economy	39%	(58)	43%	(64)	5%	(8)	3%	(5)	9%	(13)	148
#1 Issue: Security	35%	(25)	35%	(25)	14%	(10)	5%	(4)	10%	(8)	72
#1 Issue: Health Care	29%	(28)	46%	(46)	11%	(11)	10%	(10)	4%	(4)	99
#1 Issue: Medicare / Social Security	33%	(29)	40%	(35)	5%	(4)	10%	(8)	13%	(12)	87
2016 Vote: Hillary Clinton	36%	(58)	42%	(67)	7%	(11)	7%	(11)	9%	(14)	160
2016 Vote: Donald Trump	38%	(67)	37%	(66)	6%	(11)	10%	(18)	9%	(17)	178
2016 Vote: Someone else	28%	(15)	48%	(26)	16%	(9)	3%	(2)	4%	(2)	54
2016 Vote: Didnt Vote	34%	(48)	48%	(68)	8%	(11)	2%	(3)	8%	(12)	143
Voted in 2014: Yes	35%	(117)	40%	(136)	9%	(29)	8%	(26)	8%	(28)	336
Voted in 2014: No	36%	(72)	46%	(91)	6%	(13)	4%	(7)	9%	(17)	199
2012 Vote: Barack Obama	38%	(77)	38%	(77)	8%	(16)	7%	(15)	8%	(16)	201
2012 Vote: Mitt Romney	30%	(37)	44%	(54)	8%	(10)	9%	(11)	10%	(12)	124
2012 Vote: Didn't Vote	36%	(64)	46%	(82)	8%	(14)	3%	(6)	7%	(12)	178
4-Region: Northeast	37%	(35)	42%	(40)	6%	(6)	4%	(3)	12%	(11)	95
4-Region: Midwest	35%	(44)	42%	(53)	11%	(13)	7%	(8)	6%	(8)	126
4-Region: South	37%	(71)	42%	(80)	5%	(9)	9%	(18)	7%	(14)	193
4-Region: West	32%	(39)	44%	(54)	11%	(14)	3%	(4)	10%	(12)	122
Favorable of Trump	37%	(83)	38%	(86)	8%	(19)	7%	(16)	9%	(21)	226
Unfavorable of Trump	34%	(96)	45%	(128)	8%	(21)	6%	(17)	7%	(19)	282
Very Favorable of Trump	43%	(62)	34%	(49)	6%	(8)	5%	(7)	11%	(16)	143
Somewhat Favorable of Trump	26%	(21)	45%	(37)	13%	(10)	11%	(9)	6%	(5)	83
Somewhat Unfavorable of Trump	34%	(19)	45%	(26)	11%	(6)	8%	(5)	2%	(1)	57
Very Unfavorable of Trump	34%	(77)	46%	(102)	7%	(15)	5%	(12)	8%	(18)	224
Frequent TV watchers	36%	(140)	44%	(169)	7%	(27)	6%	(25)	6%	(25)	386
Frequent Movie watchers	38%	(87)	46%	(104)	5%	(10)	6%	(13)	6%	(14)	228

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

Table HR20: Now, please consider a subscription service that is \$9.95 per month and includes three (3) movie tickets per month. These tickets can be used at a variety of movie theater chains, and ticket reservations must be made day-of. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	55%	(310)	28%	(155)	7%	(39)	2%	(13)	8%	(47)	564
Gender: Male	49%	(133)	29%	(80)	11%	(29)	2%	(5)	10%	(26)	274
Gender: Female	61%	(177)	26%	(76)	3%	(9)	3%	(8)	7%	(21)	291
Age: 18-29	48%	(61)	31%	(39)	15%	(20)	2%	(2)	4%	(5)	127
Age: 30-44	60%	(87)	25%	(37)	3%	(5)	1%	(2)	11%	(16)	146
Age: 45-54	55%	(57)	29%	(30)	8%	(9)	4%	(5)	3%	(3)	103
Age: 55-64	49%	(43)	27%	(24)	5%	(5)	3%	(3)	15%	(13)	89
Age: 65+	62%	(61)	25%	(25)	1%	(1)	2%	(2)	10%	(10)	99
Generation Z: 18-21	35%	(22)	38%	(23)	24%	(15)	—	(0)	4%	(2)	62
Millennial: Age 22-37	59%	(100)	25%	(42)	5%	(9)	1%	(2)	9%	(16)	168
Generation X: Age 38-53	57%	(80)	29%	(40)	7%	(9)	3%	(4)	4%	(6)	141
Boomers: Age 54-72	57%	(95)	25%	(42)	3%	(6)	3%	(6)	11%	(18)	167
PID: Dem (no lean)	60%	(120)	24%	(48)	8%	(16)	1%	(3)	6%	(13)	200
PID: Ind (no lean)	51%	(71)	28%	(39)	9%	(12)	2%	(3)	9%	(13)	138
PID: Rep (no lean)	53%	(119)	30%	(67)	5%	(10)	3%	(7)	9%	(21)	225
PID/Gender: Dem Men	50%	(45)	23%	(20)	16%	(14)	1%	(1)	10%	(9)	89
PID/Gender: Dem Women	67%	(75)	25%	(28)	2%	(2)	1%	(2)	4%	(4)	112
PID/Gender: Ind Men	57%	(41)	28%	(20)	9%	(6)	2%	(1)	5%	(4)	72
PID/Gender: Ind Women	46%	(30)	29%	(19)	8%	(6)	3%	(2)	14%	(9)	66
PID/Gender: Rep Men	42%	(48)	35%	(39)	8%	(9)	2%	(3)	12%	(14)	113
PID/Gender: Rep Women	63%	(72)	25%	(28)	1%	(1)	4%	(4)	6%	(7)	113
Ideo: Liberal (1-3)	55%	(103)	29%	(55)	7%	(13)	1%	(3)	7%	(13)	187
Ideo: Moderate (4)	62%	(65)	24%	(25)	9%	(9)	1%	(1)	3%	(4)	104
Ideo: Conservative (5-7)	52%	(96)	31%	(57)	6%	(11)	4%	(7)	8%	(15)	186
Educ: College	53%	(206)	26%	(100)	8%	(33)	2%	(9)	10%	(38)	385
Educ: Bachelors degree	59%	(74)	29%	(37)	4%	(5)	3%	(3)	5%	(6)	124
Educ: Post-grad	56%	(31)	34%	(19)	2%	(1)	2%	(1)	6%	(4)	55

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Table HR20: Now, please consider a subscription service that is \$9.95 per month and includes three (3) movie tickets per month. These tickets can be used at a variety of movie theater chains, and ticket reservations must be made day-of. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	55%	(310)	28%	(155)	7%	(39)	2%	(13)	8%	(47)	564
Income: Under 50k	52%	(176)	27%	(90)	9%	(30)	2%	(6)	10%	(35)	338
Income: 50k-100k	58%	(87)	28%	(42)	5%	(7)	3%	(4)	7%	(10)	150
Income: 100k+	62%	(47)	30%	(22)	2%	(1)	3%	(3)	3%	(2)	76
Ethnicity: White	58%	(257)	26%	(115)	6%	(28)	3%	(12)	7%	(31)	444
Ethnicity: Hispanic	58%	(63)	26%	(28)	8%	(9)	1%	(1)	7%	(8)	108
Ethnicity: Afr. Am.	42%	(27)	44%	(28)	6%	(4)	—	(0)	8%	(5)	65
Ethnicity: Other	45%	(25)	21%	(12)	13%	(7)	2%	(1)	19%	(11)	56
Relig: Protestant	59%	(62)	28%	(29)	1%	(1)	2%	(2)	10%	(11)	105
Relig: Roman Catholic	58%	(58)	31%	(31)	5%	(5)	2%	(2)	5%	(5)	101
Relig: Something Else	49%	(33)	28%	(19)	15%	(10)	2%	(1)	6%	(4)	69
Relig: Evangelical	61%	(83)	22%	(30)	7%	(10)	4%	(5)	7%	(9)	138
Relig: Non-Evang. Catholics	55%	(81)	32%	(48)	2%	(3)	2%	(3)	9%	(13)	148
Relig: All Christian	58%	(165)	27%	(78)	5%	(13)	3%	(8)	8%	(22)	286
Relig: All Non-Christian	49%	(33)	28%	(19)	15%	(10)	2%	(1)	6%	(4)	69
Community: Urban	55%	(88)	28%	(44)	4%	(7)	1%	(1)	13%	(20)	160
Community: Suburban	53%	(138)	31%	(80)	8%	(22)	3%	(8)	5%	(14)	262
Community: Rural	59%	(84)	22%	(31)	7%	(10)	3%	(4)	9%	(12)	142
Employ: Private Sector	57%	(94)	30%	(49)	6%	(10)	3%	(5)	4%	(7)	166
Employ: Self-Employed	66%	(39)	25%	(15)	3%	(2)	1%	(0)	5%	(3)	59
Employ: Retired	60%	(62)	23%	(24)	3%	(3)	3%	(4)	11%	(11)	104
Employ: Other	52%	(34)	33%	(22)	9%	(6)	1%	(1)	6%	(4)	66
Military HH: Yes	46%	(37)	36%	(29)	8%	(6)	3%	(3)	7%	(6)	80
Military HH: No	56%	(274)	26%	(126)	7%	(33)	2%	(10)	9%	(42)	484
RD/WT: Right Direction	51%	(116)	32%	(73)	6%	(13)	3%	(6)	9%	(22)	230
RD/WT: Wrong Track	58%	(194)	25%	(82)	8%	(26)	2%	(7)	8%	(26)	335
Trump Job Approve	52%	(127)	31%	(75)	7%	(17)	3%	(7)	7%	(17)	243
Trump Job Disapprove	59%	(164)	27%	(75)	5%	(15)	2%	(6)	7%	(18)	279

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Table HR20: Now, please consider a subscription service that is \$9.95 per month and includes three (3) movie tickets per month. These tickets can be used at a variety of movie theater chains, and ticket reservations must be made day-of. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	55%	(310)	28%	(155)	7%	(39)	2%	(13)	8%	(47)	564
Trump Job Strongly Approve	56%	(67)	27%	(32)	5%	(6)	4%	(5)	8%	(10)	120
Trump Job Somewhat Approve	49%	(60)	35%	(43)	9%	(11)	2%	(2)	5%	(7)	123
Trump Job Somewhat Disapprove	64%	(51)	24%	(20)	5%	(4)	—	(0)	6%	(5)	80
Trump Job Strongly Disapprove	57%	(113)	28%	(56)	5%	(11)	3%	(6)	7%	(14)	199
#1 Issue: Economy	56%	(82)	28%	(41)	9%	(13)	2%	(4)	6%	(8)	147
#1 Issue: Security	51%	(36)	30%	(21)	9%	(6)	4%	(3)	6%	(4)	69
#1 Issue: Health Care	62%	(80)	21%	(27)	6%	(8)	2%	(3)	8%	(10)	128
#1 Issue: Medicare / Social Security	58%	(48)	21%	(17)	4%	(4)	2%	(2)	14%	(12)	83
2016 Vote: Hillary Clinton	56%	(96)	29%	(50)	6%	(11)	3%	(6)	5%	(9)	172
2016 Vote: Donald Trump	56%	(95)	32%	(55)	2%	(3)	3%	(5)	7%	(12)	170
2016 Vote: Someone else	63%	(34)	28%	(15)	2%	(1)	1%	(0)	6%	(3)	54
2016 Vote: Didnt Vote	50%	(85)	20%	(34)	14%	(24)	1%	(2)	14%	(23)	168
Voted in 2014: Yes	58%	(209)	28%	(100)	5%	(19)	2%	(7)	7%	(26)	360
Voted in 2014: No	50%	(102)	27%	(55)	10%	(20)	3%	(7)	10%	(21)	205
2012 Vote: Barack Obama	58%	(123)	26%	(55)	7%	(14)	2%	(5)	7%	(16)	212
2012 Vote: Mitt Romney	59%	(78)	27%	(36)	2%	(3)	4%	(5)	8%	(11)	133
2012 Vote: Didn't Vote	49%	(93)	28%	(52)	11%	(22)	2%	(3)	10%	(19)	188
4-Region: Northeast	59%	(59)	24%	(24)	7%	(7)	2%	(2)	9%	(9)	100
4-Region: Midwest	58%	(65)	30%	(33)	3%	(4)	2%	(2)	7%	(8)	111
4-Region: South	56%	(124)	28%	(62)	4%	(8)	2%	(4)	11%	(23)	221
4-Region: West	47%	(63)	28%	(37)	15%	(20)	4%	(6)	5%	(6)	132
Favorable of Trump	54%	(126)	29%	(67)	6%	(13)	3%	(7)	9%	(21)	235
Unfavorable of Trump	59%	(167)	27%	(76)	8%	(24)	2%	(6)	4%	(13)	286
Very Favorable of Trump	57%	(77)	27%	(37)	2%	(3)	3%	(4)	11%	(15)	136
Somewhat Favorable of Trump	50%	(49)	30%	(30)	10%	(10)	3%	(3)	7%	(7)	99
Somewhat Unfavorable of Trump	61%	(38)	22%	(14)	11%	(7)	—	(0)	6%	(3)	62
Very Unfavorable of Trump	58%	(130)	28%	(63)	7%	(17)	3%	(6)	4%	(9)	224
Frequent TV watchers	57%	(246)	28%	(120)	7%	(29)	2%	(10)	6%	(26)	431
Frequent Movie watchers	62%	(156)	27%	(66)	6%	(16)	1%	(3)	3%	(9)	250

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

Table HR21: Now, please consider a subscription service that is \$9.99 per month and includes three (3) movie tickets per month. These tickets can be used at a variety of movie theater chains, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	57%	(320)	29%	(162)	4%	(24)	1%	(8)	9%	(50)	564
Gender: Male	55%	(142)	29%	(76)	5%	(12)	1%	(2)	10%	(27)	258
Gender: Female	58%	(178)	28%	(86)	4%	(12)	2%	(6)	8%	(23)	305
Age: 18-29	49%	(52)	30%	(32)	12%	(12)	2%	(2)	7%	(8)	106
Age: 30-44	60%	(94)	27%	(43)	4%	(7)	3%	(4)	6%	(9)	156
Age: 45-54	52%	(61)	36%	(42)	2%	(2)	1%	(1)	10%	(11)	116
Age: 55-64	61%	(46)	26%	(19)	4%	(3)	1%	(1)	8%	(6)	76
Age: 65+	62%	(68)	24%	(26)	—	(0)	—	(0)	15%	(16)	110
Millennial: Age 22-37	49%	(70)	36%	(51)	8%	(11)	2%	(3)	6%	(8)	142
Generation X: Age 38-53	59%	(109)	28%	(52)	4%	(7)	2%	(4)	8%	(15)	185
Boomers: Age 54-72	64%	(113)	24%	(43)	2%	(3)	1%	(1)	10%	(18)	177
PID: Dem (no lean)	58%	(96)	28%	(47)	4%	(6)	3%	(5)	8%	(13)	167
PID: Ind (no lean)	54%	(83)	32%	(50)	5%	(7)	—	(0)	9%	(14)	154
PID: Rep (no lean)	58%	(141)	27%	(65)	4%	(11)	1%	(3)	9%	(22)	243
PID/Gender: Dem Men	63%	(45)	27%	(19)	1%	(0)	3%	(2)	7%	(5)	71
PID/Gender: Dem Women	54%	(52)	28%	(27)	6%	(6)	3%	(3)	9%	(9)	96
PID/Gender: Ind Men	47%	(37)	36%	(28)	8%	(6)	—	(0)	9%	(7)	77
PID/Gender: Ind Women	60%	(46)	29%	(22)	1%	(1)	1%	(0)	9%	(7)	76
PID/Gender: Rep Men	55%	(61)	26%	(29)	5%	(5)	—	(0)	14%	(15)	110
PID/Gender: Rep Women	61%	(80)	28%	(37)	4%	(5)	2%	(3)	5%	(7)	133
Ideo: Liberal (1-3)	61%	(106)	23%	(41)	6%	(10)	2%	(3)	9%	(15)	176
Ideo: Moderate (4)	54%	(60)	35%	(39)	1%	(2)	—	(0)	9%	(10)	111
Ideo: Conservative (5-7)	57%	(112)	30%	(59)	5%	(10)	1%	(2)	7%	(13)	196
Educ: College	55%	(217)	28%	(110)	5%	(21)	1%	(4)	11%	(42)	394
Educ: Bachelors degree	60%	(56)	28%	(27)	3%	(3)	2%	(2)	6%	(6)	94
Educ: Post-grad	61%	(47)	33%	(25)	—	(0)	3%	(2)	2%	(2)	76

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Table HR21: Now, please consider a subscription service that is \$9.99 per month and includes three (3) movie tickets per month. These tickets can be used at a variety of movie theater chains, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value	Somewhat good value	Somewhat poor value	Very poor value	Don't know / No opinion	Total N
Adults	57% (320)	29% (162)	4% (24)	1% (8)	9% (50)	564
Income: Under 50k	55% (158)	31% (90)	4% (11)	2% (5)	8% (24)	287
Income: 50k-100k	56% (115)	27% (55)	5% (10)	1% (3)	10% (21)	204
Income: 100k+	66% (48)	23% (17)	4% (3)	1% (1)	6% (5)	73
Ethnicity: White	58% (251)	27% (118)	2% (11)	1% (6)	11% (46)	432
Ethnicity: Hispanic	44% (37)	38% (32)	4% (4)	2% (1)	12% (10)	85
Ethnicity: Afr. Am.	54% (41)	33% (25)	11% (8)	1% (1)	1% (1)	76
Ethnicity: Other	50% (28)	34% (19)	9% (5)	3% (1)	5% (3)	56
Relig: Protestant	62% (69)	26% (28)	6% (7)	— (0)	6% (6)	111
Relig: Roman Catholic	47% (48)	34% (35)	1% (1)	5% (5)	13% (13)	103
Relig: Something Else	61% (44)	14% (10)	6% (4)	— (0)	19% (14)	73
Relig: Evangelical	59% (94)	28% (45)	5% (9)	1% (1)	7% (11)	160
Relig: Non-Evang. Catholics	51% (68)	33% (45)	1% (1)	4% (5)	12% (16)	135
Relig: All Christian	55% (162)	30% (90)	3% (10)	2% (6)	9% (27)	295
Relig: All Non-Christian	61% (44)	14% (10)	6% (4)	— (0)	19% (14)	73
Community: Urban	54% (68)	36% (45)	3% (4)	— (1)	7% (9)	127
Community: Suburban	61% (152)	30% (74)	3% (8)	1% (3)	5% (11)	248
Community: Rural	53% (100)	23% (43)	6% (12)	2% (5)	16% (30)	189
Employ: Private Sector	65% (113)	24% (43)	4% (8)	2% (3)	5% (9)	174
Employ: Government	54% (28)	32% (17)	— (0)	1% (0)	13% (7)	53
Employ: Homemaker	67% (33)	26% (13)	2% (1)	— (0)	5% (3)	50
Employ: Retired	59% (63)	27% (29)	1% (1)	— (0)	13% (13)	107
Employ: Unemployed	52% (26)	29% (15)	10% (5)	— (0)	10% (5)	51
Employ: Other	41% (22)	36% (19)	5% (3)	5% (3)	13% (7)	53
Military HH: Yes	64% (54)	18% (15)	6% (5)	1% (0)	11% (10)	85
Military HH: No	56% (266)	31% (147)	4% (18)	2% (8)	8% (40)	479
RD/WT: Right Direction	59% (138)	26% (59)	3% (8)	1% (2)	11% (27)	233
RD/WT: Wrong Track	55% (182)	31% (102)	5% (16)	2% (6)	7% (23)	331
Trump Job Approve	59% (145)	25% (63)	4% (9)	2% (4)	10% (26)	248
Trump Job Disapprove	57% (166)	32% (93)	5% (14)	1% (3)	4% (13)	290

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Table HR21: Now, please consider a subscription service that is \$9.99 per month and includes three (3) movie tickets per month. These tickets can be used at a variety of movie theater chains, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	57%	(320)	29%	(162)	4%	(24)	1%	(8)	9%	(50)	564
Trump Job Strongly Approve	58%	(80)	27%	(38)	5%	(7)	1%	(2)	9%	(13)	139
Trump Job Somewhat Approve	60%	(65)	23%	(25)	3%	(3)	2%	(3)	12%	(13)	109
Trump Job Somewhat Disapprove	55%	(42)	37%	(28)	4%	(3)	2%	(1)	2%	(1)	77
Trump Job Strongly Disapprove	58%	(124)	30%	(65)	5%	(11)	1%	(2)	5%	(11)	213
#1 Issue: Economy	62%	(118)	26%	(50)	5%	(9)	1%	(2)	6%	(11)	190
#1 Issue: Security	41%	(35)	44%	(38)	4%	(3)	3%	(2)	8%	(7)	85
#1 Issue: Health Care	56%	(55)	30%	(30)	2%	(2)	1%	(1)	10%	(10)	98
#1 Issue: Medicare / Social Security	65%	(38)	11%	(7)	4%	(3)	1%	(0)	19%	(11)	59
2016 Vote: Hillary Clinton	60%	(95)	29%	(46)	4%	(7)	2%	(3)	5%	(9)	160
2016 Vote: Donald Trump	61%	(115)	24%	(45)	3%	(7)	1%	(2)	11%	(20)	189
2016 Vote: Someone else	56%	(31)	32%	(18)	2%	(1)	4%	(2)	7%	(4)	56
2016 Vote: Didn't Vote	49%	(78)	34%	(54)	6%	(10)	1%	(1)	11%	(17)	159
Voted in 2014: Yes	63%	(208)	24%	(79)	3%	(10)	2%	(5)	9%	(30)	332
Voted in 2014: No	48%	(112)	36%	(83)	6%	(14)	1%	(3)	9%	(20)	232
2012 Vote: Barack Obama	58%	(109)	29%	(55)	7%	(12)	1%	(1)	6%	(11)	188
2012 Vote: Mitt Romney	65%	(96)	21%	(32)	1%	(2)	2%	(2)	12%	(17)	149
2012 Vote: Didn't Vote	51%	(102)	34%	(68)	4%	(9)	2%	(4)	9%	(18)	201
4-Region: Northeast	52%	(60)	29%	(33)	4%	(5)	—	(0)	15%	(17)	114
4-Region: Midwest	64%	(68)	24%	(26)	4%	(4)	1%	(1)	7%	(8)	107
4-Region: South	56%	(124)	31%	(69)	4%	(9)	1%	(3)	7%	(16)	221
4-Region: West	56%	(68)	29%	(35)	5%	(6)	3%	(4)	7%	(9)	121
Favorable of Trump	61%	(153)	24%	(59)	4%	(9)	2%	(5)	9%	(23)	249
Unfavorable of Trump	56%	(163)	33%	(96)	5%	(14)	1%	(3)	5%	(16)	293
Very Favorable of Trump	55%	(78)	27%	(39)	4%	(5)	3%	(4)	11%	(16)	141
Somewhat Favorable of Trump	70%	(75)	18%	(20)	4%	(4)	1%	(1)	7%	(7)	107
Somewhat Unfavorable of Trump	50%	(27)	38%	(20)	6%	(3)	2%	(1)	4%	(2)	53
Very Unfavorable of Trump	57%	(136)	32%	(76)	5%	(11)	1%	(2)	6%	(14)	240
Frequent TV watchers	57%	(238)	31%	(129)	5%	(19)	1%	(5)	6%	(27)	418
Frequent Movie watchers	58%	(138)	28%	(66)	6%	(14)	2%	(4)	6%	(15)	237

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

Table HR22: Now, please consider a subscription service that is \$8.99 per month and includes one (1) movie ticket per month. The ticket can only be used at one movie theater chain, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	13%	(70)	26%	(140)	24%	(126)	29%	(156)	8%	(45)	537
Gender: Male	8%	(21)	26%	(68)	24%	(61)	31%	(79)	11%	(29)	258
Gender: Female	18%	(49)	26%	(73)	23%	(65)	27%	(76)	6%	(16)	279
Age: 18-29	12%	(16)	35%	(46)	20%	(26)	21%	(27)	12%	(16)	131
Age: 30-44	18%	(21)	24%	(29)	21%	(25)	33%	(39)	4%	(5)	118
Age: 45-54	14%	(15)	22%	(24)	33%	(36)	20%	(21)	11%	(12)	109
Age: 55-64	16%	(11)	25%	(18)	25%	(17)	27%	(19)	7%	(5)	70
Age: 65+	6%	(6)	22%	(24)	20%	(21)	45%	(49)	7%	(8)	108
Millennial: Age 22-37	15%	(25)	30%	(50)	23%	(38)	26%	(43)	7%	(11)	167
Generation X: Age 38-53	15%	(21)	24%	(33)	29%	(40)	25%	(35)	6%	(9)	138
Boomers: Age 54-72	12%	(20)	21%	(34)	23%	(38)	34%	(55)	10%	(16)	163
PID: Dem (no lean)	14%	(24)	25%	(45)	24%	(42)	31%	(54)	7%	(12)	178
PID: Ind (no lean)	10%	(13)	27%	(33)	22%	(26)	32%	(39)	9%	(11)	122
PID: Rep (no lean)	14%	(33)	26%	(62)	24%	(58)	26%	(63)	9%	(22)	237
PID/Gender: Dem Men	10%	(6)	25%	(15)	22%	(14)	33%	(21)	10%	(6)	62
PID/Gender: Dem Women	16%	(18)	26%	(30)	25%	(29)	29%	(34)	5%	(5)	116
PID/Gender: Ind Men	6%	(4)	28%	(18)	22%	(15)	30%	(20)	13%	(9)	66
PID/Gender: Ind Women	15%	(9)	26%	(15)	21%	(12)	34%	(19)	4%	(2)	56
PID/Gender: Rep Men	9%	(11)	26%	(34)	25%	(33)	30%	(39)	11%	(14)	130
PID/Gender: Rep Women	21%	(22)	26%	(28)	23%	(25)	22%	(24)	8%	(8)	107
Ideo: Liberal (1-3)	14%	(23)	26%	(44)	25%	(42)	30%	(51)	5%	(9)	169
Ideo: Moderate (4)	17%	(20)	29%	(35)	26%	(32)	22%	(27)	6%	(8)	121
Ideo: Conservative (5-7)	12%	(22)	27%	(48)	21%	(37)	34%	(61)	7%	(12)	179
Educ: College	12%	(43)	26%	(96)	24%	(90)	27%	(97)	11%	(40)	366
Educ: Bachelors degree	18%	(19)	28%	(29)	22%	(23)	29%	(31)	3%	(3)	105
Educ: Post-grad	13%	(8)	22%	(15)	21%	(14)	42%	(28)	2%	(1)	66

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Table HR22: Now, please consider a subscription service that is \$8.99 per month and includes one (1) movie ticket per month. The ticket can only be used at one movie theater chain, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	13%	(70)	26%	(140)	24%	(126)	29%	(156)	8%	(45)	537
Income: Under 50k	15%	(42)	29%	(84)	20%	(57)	28%	(81)	9%	(27)	291
Income: 50k-100k	8%	(14)	27%	(47)	28%	(49)	28%	(50)	9%	(17)	177
Income: 100k+	19%	(13)	13%	(9)	30%	(20)	36%	(25)	2%	(1)	69
Ethnicity: White	11%	(48)	26%	(107)	25%	(102)	32%	(134)	6%	(25)	416
Ethnicity: Hispanic	21%	(18)	28%	(25)	20%	(18)	20%	(18)	11%	(10)	90
Ethnicity: Afr. Am.	16%	(12)	35%	(26)	24%	(18)	13%	(10)	12%	(9)	75
Relig: Protestant	10%	(12)	18%	(21)	25%	(28)	38%	(43)	9%	(10)	115
Relig: Roman Catholic	16%	(16)	29%	(30)	27%	(28)	24%	(25)	5%	(5)	103
Relig: Evangelical	14%	(21)	27%	(39)	23%	(35)	27%	(40)	8%	(12)	147
Relig: Non-Evang. Catholics	12%	(17)	27%	(37)	25%	(34)	28%	(39)	8%	(11)	138
Relig: All Christian	13%	(38)	27%	(76)	24%	(69)	28%	(79)	8%	(23)	285
Community: Urban	13%	(20)	29%	(43)	23%	(35)	27%	(41)	8%	(13)	152
Community: Suburban	11%	(28)	25%	(61)	26%	(62)	32%	(78)	5%	(13)	241
Community: Rural	16%	(23)	25%	(36)	21%	(30)	26%	(37)	13%	(19)	145
Employ: Private Sector	16%	(27)	28%	(48)	22%	(38)	29%	(49)	4%	(6)	167
Employ: Self-Employed	14%	(7)	27%	(15)	20%	(11)	28%	(15)	11%	(6)	54
Employ: Retired	7%	(8)	23%	(25)	22%	(25)	40%	(45)	7%	(8)	111
Employ: Unemployed	15%	(8)	33%	(17)	17%	(9)	20%	(10)	15%	(8)	51
Employ: Other	16%	(10)	18%	(11)	34%	(21)	22%	(13)	10%	(6)	61
Military HH: Yes	15%	(11)	20%	(15)	15%	(11)	40%	(29)	11%	(8)	74
Military HH: No	13%	(59)	27%	(126)	25%	(115)	27%	(126)	8%	(37)	464
RD/WT: Right Direction	10%	(22)	30%	(65)	22%	(47)	28%	(62)	10%	(22)	218
RD/WT: Wrong Track	15%	(48)	23%	(75)	25%	(79)	29%	(94)	7%	(23)	320
Trump Job Approve	11%	(25)	28%	(62)	22%	(49)	32%	(72)	8%	(17)	226
Trump Job Disapprove	14%	(39)	24%	(65)	26%	(71)	29%	(78)	7%	(19)	271
Trump Job Strongly Approve	11%	(14)	30%	(38)	17%	(21)	35%	(43)	7%	(9)	125
Trump Job Somewhat Approve	11%	(11)	24%	(25)	28%	(28)	29%	(29)	8%	(8)	102
Trump Job Somewhat Disapprove	11%	(8)	28%	(20)	30%	(22)	24%	(17)	7%	(5)	72
Trump Job Strongly Disapprove	16%	(32)	22%	(44)	25%	(49)	30%	(61)	7%	(14)	199

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Table HR22: Now, please consider a subscription service that is \$8.99 per month and includes one (1) movie ticket per month. The ticket can only be used at one movie theater chain, and ticket reservations can be made in advance. Based on what you know, how would you rate the value of this service in relation to its cost?

Demographic	Very good value		Somewhat good value		Somewhat poor value		Very poor value		Don't know / No opinion		Total N
Adults	13%	(70)	26%	(140)	24%	(126)	29%	(156)	8%	(45)	537
#1 Issue: Economy	11%	(17)	25%	(39)	30%	(47)	28%	(44)	6%	(9)	156
#1 Issue: Security	10%	(8)	27%	(21)	22%	(18)	33%	(26)	8%	(6)	79
#1 Issue: Health Care	23%	(24)	27%	(27)	19%	(20)	20%	(21)	10%	(10)	101
#1 Issue: Medicare / Social Security	7%	(5)	28%	(21)	27%	(21)	34%	(25)	4%	(3)	76
2016 Vote: Hillary Clinton	14%	(25)	24%	(42)	27%	(47)	30%	(52)	5%	(8)	174
2016 Vote: Donald Trump	11%	(21)	26%	(48)	20%	(37)	35%	(64)	7%	(13)	183
2016 Vote: Someone else	17%	(9)	20%	(11)	25%	(14)	23%	(13)	15%	(8)	54
2016 Vote: Didnt Vote	12%	(15)	31%	(39)	23%	(29)	21%	(27)	12%	(16)	127
Voted in 2014: Yes	12%	(41)	24%	(79)	26%	(86)	32%	(108)	7%	(22)	336
Voted in 2014: No	14%	(29)	30%	(61)	20%	(41)	24%	(48)	11%	(22)	201
2012 Vote: Barack Obama	12%	(27)	25%	(54)	27%	(60)	28%	(61)	8%	(17)	219
2012 Vote: Mitt Romney	13%	(15)	23%	(26)	25%	(29)	35%	(40)	4%	(5)	115
2012 Vote: Didn't Vote	14%	(24)	30%	(53)	20%	(34)	24%	(42)	12%	(21)	176
4-Region: Northeast	22%	(19)	21%	(18)	22%	(19)	24%	(21)	10%	(8)	84
4-Region: Midwest	8%	(10)	29%	(35)	24%	(29)	30%	(35)	8%	(10)	118
4-Region: South	10%	(20)	29%	(55)	21%	(40)	31%	(60)	8%	(15)	190
4-Region: West	15%	(22)	22%	(33)	27%	(39)	28%	(40)	8%	(12)	145
Favorable of Trump	11%	(23)	27%	(55)	24%	(50)	34%	(71)	4%	(8)	208
Unfavorable of Trump	14%	(38)	27%	(75)	26%	(71)	28%	(77)	6%	(16)	278
Very Favorable of Trump	11%	(15)	28%	(39)	22%	(31)	33%	(46)	5%	(7)	137
Somewhat Favorable of Trump	12%	(8)	23%	(16)	28%	(20)	36%	(25)	1%	(1)	70
Somewhat Unfavorable of Trump	7%	(4)	28%	(17)	35%	(22)	23%	(14)	7%	(5)	63
Very Unfavorable of Trump	16%	(34)	27%	(58)	23%	(49)	29%	(62)	6%	(12)	215
Frequent TV watchers	14%	(56)	25%	(102)	23%	(94)	31%	(127)	7%	(28)	407
Frequent Movie watchers	18%	(39)	23%	(51)	23%	(50)	27%	(59)	9%	(19)	218

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

Table HR23: Based on what you know, which service would you be most likely to subscribe to?

Demographic	Service A	Service B	Service C	Service D	Don't know / No opinion	Total N
Adults	13% (293)	17% (383)	55% (1221)	3% (74)	10% (231)	2201
Gender: Male	16% (171)	17% (178)	51% (539)	4% (40)	13% (135)	1062
Gender: Female	11% (122)	18% (205)	60% (682)	3% (34)	8% (96)	1139
Age: 18-29	18% (86)	21% (102)	51% (244)	5% (22)	5% (26)	479
Age: 30-44	16% (84)	18% (95)	56% (298)	4% (19)	7% (38)	534
Age: 45-54	15% (66)	17% (75)	53% (232)	2% (10)	12% (51)	434
Age: 55-64	8% (24)	15% (48)	61% (193)	2% (6)	14% (46)	318
Age: 65+	7% (32)	14% (62)	58% (255)	4% (17)	16% (70)	436
Generation Z: 18-21	25% (45)	24% (43)	46% (83)	5% (8)	1% (2)	181
Millennial: Age 22-37	15% (93)	18% (113)	55% (341)	3% (21)	8% (49)	617
Generation X: Age 38-53	15% (91)	18% (110)	54% (328)	3% (16)	10% (58)	603
Boomers: Age 54-72	8% (53)	15% (102)	61% (424)	3% (23)	13% (93)	694
PID: Dem (no lean)	13% (90)	20% (144)	56% (403)	4% (31)	7% (51)	719
PID: Ind (no lean)	13% (75)	15% (85)	59% (334)	2% (13)	10% (56)	563
PID: Rep (no lean)	14% (127)	17% (154)	53% (484)	3% (30)	14% (124)	919
PID/Gender: Dem Men	18% (53)	23% (71)	46% (140)	4% (13)	8% (26)	303
PID/Gender: Dem Women	9% (37)	17% (73)	63% (264)	4% (17)	6% (25)	416
PID/Gender: Ind Men	15% (44)	12% (36)	60% (177)	3% (7)	11% (32)	296
PID/Gender: Ind Women	12% (31)	18% (49)	59% (157)	2% (5)	9% (24)	266
PID/Gender: Rep Men	16% (73)	15% (71)	48% (223)	4% (19)	17% (78)	463
PID/Gender: Rep Women	12% (54)	18% (83)	57% (261)	2% (11)	10% (47)	456
Ideo: Liberal (1-3)	13% (94)	21% (146)	55% (391)	3% (25)	7% (53)	710
Ideo: Moderate (4)	16% (73)	16% (73)	57% (257)	4% (16)	7% (30)	448
Ideo: Conservative (5-7)	11% (82)	16% (118)	57% (417)	3% (19)	12% (90)	726
Educ: College	14% (212)	19% (284)	51% (772)	4% (63)	12% (183)	1513
Educ: Bachelors degree	13% (56)	15% (66)	64% (284)	1% (6)	7% (32)	444
Educ: Post-grad	10% (26)	13% (33)	68% (165)	2% (4)	7% (16)	244
Income: Under 50k	14% (169)	19% (230)	52% (631)	4% (43)	12% (143)	1217
Income: 50k-100k	12% (85)	17% (117)	59% (409)	3% (22)	9% (66)	699
Income: 100k+	13% (38)	12% (35)	64% (181)	3% (9)	8% (22)	285

Continued on next page

Table HR23: Based on what you know, which service would you be most likely to subscribe to?

Demographic	Service A		Service B		Service C		Service D		Don't know / No opinion	Total N	
Adults	13%	(293)	17%	(383)	55%	(1221)	3%	(74)	10%	(231)	2201
Ethnicity: White	13%	(224)	17%	(288)	57%	(981)	3%	(45)	11%	(184)	1723
Ethnicity: Hispanic	15%	(54)	23%	(80)	52%	(181)	2%	(7)	8%	(27)	350
Ethnicity: Afr. Am.	13%	(36)	18%	(50)	52%	(144)	7%	(21)	9%	(25)	274
Ethnicity: Other	16%	(33)	22%	(45)	47%	(96)	4%	(8)	11%	(22)	204
Relig: Protestant	10%	(44)	14%	(65)	57%	(258)	5%	(21)	14%	(66)	453
Relig: Roman Catholic	11%	(45)	16%	(63)	62%	(246)	2%	(8)	9%	(38)	400
Relig: Something Else	14%	(32)	23%	(54)	48%	(111)	4%	(9)	12%	(27)	233
Relig: Jewish	4%	(2)	21%	(12)	62%	(34)	2%	(1)	11%	(6)	56
Relig: Evangelical	13%	(78)	18%	(107)	53%	(307)	4%	(26)	11%	(63)	582
Relig: Non-Evang. Catholics	10%	(57)	14%	(81)	62%	(351)	3%	(14)	11%	(63)	567
Relig: All Christian	12%	(136)	16%	(188)	57%	(658)	4%	(40)	11%	(127)	1149
Relig: All Non-Christian	14%	(32)	23%	(54)	48%	(111)	4%	(9)	12%	(27)	233
Community: Urban	15%	(87)	16%	(90)	57%	(328)	3%	(18)	9%	(54)	577
Community: Suburban	12%	(124)	19%	(188)	58%	(580)	3%	(26)	9%	(85)	1004
Community: Rural	13%	(81)	17%	(105)	51%	(313)	5%	(29)	15%	(92)	620
Employ: Private Sector	15%	(99)	20%	(137)	55%	(371)	1%	(8)	9%	(60)	674
Employ: Government	15%	(23)	12%	(19)	57%	(86)	5%	(8)	10%	(16)	151
Employ: Self-Employed	16%	(33)	16%	(33)	53%	(112)	5%	(11)	10%	(21)	211
Employ: Homemaker	12%	(22)	20%	(37)	55%	(101)	4%	(8)	8%	(14)	183
Employ: Student	15%	(17)	22%	(24)	56%	(61)	5%	(6)	1%	(1)	109
Employ: Retired	8%	(35)	12%	(53)	58%	(257)	5%	(23)	17%	(76)	445
Employ: Unemployed	19%	(37)	19%	(38)	51%	(101)	2%	(5)	9%	(17)	198
Employ: Other	11%	(26)	18%	(42)	58%	(132)	2%	(5)	11%	(25)	229
Military HH: Yes	14%	(47)	18%	(61)	53%	(183)	2%	(8)	13%	(45)	343
Military HH: No	13%	(246)	17%	(322)	56%	(1039)	4%	(65)	10%	(186)	1858
RD/WT: Right Direction	15%	(131)	16%	(140)	51%	(459)	4%	(39)	14%	(122)	891
RD/WT: Wrong Track	12%	(162)	19%	(243)	58%	(763)	3%	(34)	8%	(109)	1310
Trump Job Approve	13%	(128)	17%	(168)	52%	(503)	4%	(35)	13%	(125)	960
Trump Job Disapprove	13%	(140)	17%	(188)	59%	(651)	3%	(38)	8%	(85)	1102

Continued on next page

Table HR23: Based on what you know, which service would you be most likely to subscribe to?

Demographic	Service A		Service B		Service C		Service D		Don't know / No opinion	Total N	
Adults	13%	(293)	17%	(383)	55%	(1221)	3%	(74)	10%	(231)	2201
Trump Job Strongly Approve	14%	(70)	18%	(91)	49%	(246)	5%	(27)	15%	(74)	507
Trump Job Somewhat Approve	13%	(59)	17%	(77)	57%	(257)	2%	(8)	11%	(52)	452
Trump Job Somewhat Disapprove	13%	(39)	16%	(48)	62%	(181)	3%	(10)	5%	(15)	293
Trump Job Strongly Disapprove	12%	(101)	17%	(140)	58%	(470)	3%	(27)	9%	(70)	808
#1 Issue: Economy	14%	(89)	19%	(123)	55%	(352)	4%	(25)	8%	(52)	641
#1 Issue: Security	14%	(44)	17%	(52)	51%	(156)	3%	(10)	14%	(43)	305
#1 Issue: Health Care	11%	(48)	20%	(84)	56%	(238)	3%	(12)	11%	(45)	426
#1 Issue: Medicare / Social Security	9%	(26)	9%	(26)	62%	(190)	3%	(9)	18%	(54)	305
#1 Issue: Women's Issues	15%	(23)	25%	(38)	54%	(82)	2%	(3)	4%	(7)	152
#1 Issue: Education	12%	(19)	19%	(28)	61%	(91)	4%	(7)	4%	(6)	150
#1 Issue: Energy	21%	(21)	19%	(19)	48%	(47)	5%	(5)	7%	(7)	99
#1 Issue: Other	19%	(23)	11%	(13)	54%	(65)	3%	(3)	14%	(17)	122
2016 Vote: Hillary Clinton	12%	(83)	17%	(112)	60%	(398)	3%	(23)	8%	(50)	666
2016 Vote: Donald Trump	12%	(90)	16%	(119)	53%	(382)	4%	(31)	14%	(100)	721
2016 Vote: Someone else	11%	(24)	15%	(33)	64%	(138)	2%	(4)	8%	(17)	217
2016 Vote: Didnt Vote	16%	(96)	20%	(119)	51%	(303)	3%	(16)	11%	(63)	597
Voted in 2014: Yes	12%	(162)	15%	(209)	59%	(801)	4%	(53)	10%	(138)	1364
Voted in 2014: No	16%	(130)	21%	(174)	50%	(420)	2%	(20)	11%	(93)	837
2012 Vote: Barack Obama	11%	(90)	16%	(135)	60%	(496)	3%	(28)	9%	(71)	821
2012 Vote: Mitt Romney	13%	(66)	13%	(66)	56%	(289)	5%	(24)	15%	(76)	521
2012 Vote: Other	12%	(13)	20%	(22)	52%	(56)	—	(0)	16%	(17)	108
2012 Vote: Didn't Vote	17%	(123)	21%	(154)	51%	(377)	3%	(22)	9%	(67)	743
4-Region: Northeast	12%	(46)	16%	(62)	60%	(237)	2%	(8)	10%	(41)	394
4-Region: Midwest	12%	(54)	17%	(77)	59%	(271)	3%	(13)	10%	(47)	462
4-Region: South	14%	(116)	17%	(136)	54%	(442)	4%	(35)	12%	(95)	825
4-Region: West	15%	(77)	21%	(108)	52%	(271)	3%	(16)	9%	(48)	520
Favorable of Trump	13%	(122)	18%	(162)	52%	(481)	4%	(33)	13%	(119)	917
Unfavorable of Trump	13%	(153)	17%	(195)	60%	(677)	3%	(32)	7%	(80)	1138

Continued on next page

Table HR23: Based on what you know, which service would you be most likely to subscribe to?

Demographic	Service A		Service B		Service C		Service D		Don't know / No opinion		Total N
Adults	13%	(293)	17%	(383)	55%	(1221)	3%	(74)	10%	(231)	2201
Very Favorable of Trump	14%	(77)	18%	(100)	48%	(268)	5%	(28)	15%	(84)	557
Somewhat Favorable of Trump	12%	(45)	17%	(62)	59%	(212)	1%	(5)	10%	(35)	360
Somewhat Unfavorable of Trump	20%	(48)	11%	(26)	60%	(141)	3%	(8)	5%	(12)	234
Very Unfavorable of Trump	12%	(106)	19%	(169)	59%	(536)	3%	(24)	8%	(69)	904
Frequent TV watchers	14%	(233)	18%	(288)	57%	(935)	3%	(51)	8%	(135)	1642
Frequent Movie watchers	18%	(170)	20%	(185)	52%	(486)	4%	(35)	6%	(57)	932
Frequent movie goers	32%	(37)	23%	(26)	32%	(36)	8%	(9)	6%	(7)	115

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

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age5	Age: 18-29	479	22%
	Age: 30-44	534	24%
	Age: 45-54	434	20%
	Age: 55-64	318	14%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	Generation Z: 18-21	181	8%
	Millennial: Age 22-37	617	28%
	Generation X: Age 38-53	603	27%
	Boomers: Age 54-72	694	32%
	N	2095	
xpid3	PID: Dem (no lean)	719	33%
	PID: Ind (no lean)	563	26%
	PID: Rep (no lean)	919	42%
	N	2201	
xpidGender	PID/Gender: Dem Men	303	14%
	PID/Gender: Dem Women	416	19%
	PID/Gender: Ind Men	296	13%
	PID/Gender: Ind Women	266	12%
	PID/Gender: Rep Men	463	21%
	PID/Gender: Rep Women	456	21%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	710	32%
	Ideo: Moderate (4)	448	20%
	Ideo: Conservative (5-7)	726	33%
	N	1884	
xeduc3	Educ: College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1217	55%
	Income: 50k-100k	699	32%
	Income: 100k+	285	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	453	21%
	Relig: Roman Catholic	400	18%
	Relig: Something Else	233	11%
	N	1086	
xreligion1	Relig: Jewish	56	3%
xreligion2	Relig: Evangelical	582	26%
	Relig: Non-Evang. Catholics	567	26%
	N	1149	
xreligion3	Relig: All Christian	1149	52%
	Relig: All Non-Christian	233	11%
	N	1382	
xdemUsr	Community: Urban	577	26%
	Community: Suburban	1004	46%
	Community: Rural	620	28%
	N	2201	
xdemEmploy	Employ: Private Sector	674	31%
	Employ: Government	151	7%
	Employ: Self-Employed	211	10%
	Employ: Homemaker	183	8%
	Employ: Student	109	5%
	Employ: Retired	445	20%
	Employ: Unemployed	198	9%
	Employ: Other	229	10%
	N	2201	
xdemMilHH1	Military HH: Yes	343	16%
	Military HH: No	1858	84%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	891	40%
	RD/WT: Wrong Track	1310	60%
	N	2201	
Trump_Approve	Trump Job Approve	960	44%
	Trump Job Disapprove	1102	50%
	N	2061	
Trump_Approve2	Trump Job Strongly Approve	507	23%
	Trump Job Somewhat Approve	452	21%
	Trump Job Somewhat Disapprove	293	13%
	Trump Job Strongly Disapprove	808	37%
	N	2061	
xnr3	#1 Issue: Economy	641	29%
	#1 Issue: Security	305	14%
	#1 Issue: Health Care	426	19%
	#1 Issue: Medicare / Social Security	305	14%
	#1 Issue: Women's Issues	152	7%
	#1 Issue: Education	150	7%
	#1 Issue: Energy	99	5%
	#1 Issue: Other	122	6%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	666	30%
	2016 Vote: Donald Trump	721	33%
	2016 Vote: Someone else	217	10%
	2016 Vote: Didnt Vote	597	27%
	N	2201	
xsubVote14O	Voted in 2014: Yes	1364	62%
	Voted in 2014: No	837	38%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	821	37%
	2012 Vote: Mitt Romney	521	24%
	2012 Vote: Other	108	5%
	2012 Vote: Didn't Vote	743	34%
	N	2193	
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	917	42%
	Unfavorable of Trump	1138	52%
	N	2055	
Trump_Fav_FULL	Very Favorable of Trump	557	25%
	Somewhat Favorable of Trump	360	16%
	Somewhat Unfavorable of Trump	234	11%
	Very Unfavorable of Trump	904	41%
	N	2055	
HRdem3	Frequent TV watchers	1642	75%
HRdem4	Frequent Movie watchers	932	42%
HRdem5	Frequent movie goers	115	5%

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

