



National Tracking Poll #181113
November 07-11, 2018

Crosstabulation Results

Methodology:

This poll was conducted from November 07-11, 2018, among a national sample of 2201 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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Crosstabulation Results by Respondent Demographics

Table BRD1_1: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Chris Evans

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	16% (342)	17% (384)	48% (1049)	4% (99)	4% (91)	11% (235)	2201
Gender: Male	17% (174)	19% (191)	46% (477)	5% (49)	5% (48)	9% (91)	1030
Gender: Female	14% (169)	16% (193)	49% (573)	4% (49)	4% (43)	12% (144)	1171
Age: 18-29	33% (135)	23% (94)	28% (113)	3% (12)	2% (9)	11% (45)	407
Age: 30-44	18% (84)	21% (100)	47% (224)	3% (17)	2% (11)	9% (45)	480
Age: 45-54	13% (53)	18% (77)	50% (209)	3% (13)	3% (14)	13% (53)	420
Age: 55-64	11% (43)	14% (52)	57% (216)	5% (20)	2% (10)	11% (41)	382
Age: 65+	5% (27)	12% (61)	56% (288)	7% (37)	10% (49)	10% (51)	512
Generation Z: 18-21	34% (52)	22% (34)	26% (40)	2% (3)	2% (3)	13% (19)	153
Millennial: Age 22-37	26% (137)	22% (118)	35% (186)	3% (17)	3% (14)	10% (54)	525
Generation X: Age 38-53	14% (81)	19% (114)	50% (297)	4% (21)	2% (15)	11% (66)	593
Boomers: Age 54-72	9% (69)	13% (103)	56% (445)	5% (43)	6% (46)	10% (83)	789
PID: Dem (no lean)	19% (142)	19% (143)	46% (349)	4% (32)	3% (26)	9% (68)	761
PID: Ind (no lean)	13% (77)	20% (116)	47% (274)	4% (23)	5% (27)	11% (62)	579
PID: Rep (no lean)	14% (123)	14% (125)	49% (426)	5% (44)	4% (38)	12% (105)	861
PID/Gender: Dem Men	24% (73)	21% (64)	44% (134)	3% (10)	3% (8)	6% (18)	308
PID/Gender: Dem Women	15% (69)	17% (79)	48% (215)	5% (22)	4% (18)	11% (50)	453
PID/Gender: Ind Men	13% (39)	20% (61)	46% (142)	5% (16)	7% (22)	9% (28)	308
PID/Gender: Ind Women	14% (38)	20% (55)	49% (132)	2% (7)	2% (5)	12% (34)	271
PID/Gender: Rep Men	15% (62)	16% (67)	48% (200)	6% (23)	4% (18)	11% (45)	414
PID/Gender: Rep Women	14% (61)	13% (58)	51% (226)	5% (21)	4% (20)	14% (61)	447
Ideo: Liberal (1-3)	19% (136)	17% (123)	49% (349)	4% (26)	3% (18)	9% (66)	719
Ideo: Moderate (4)	16% (80)	18% (88)	50% (245)	3% (13)	4% (21)	8% (41)	489
Ideo: Conservative (5-7)	11% (76)	17% (122)	50% (354)	7% (49)	5% (38)	10% (74)	713

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Table BRD1_1: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*

Chris Evans

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(342)	17%	(384)	48%	(1049)	4%	(99)	4%	(91)	11%	(235)	2201
Educ: College	18%	(248)	17%	(229)	45%	(619)	5%	(70)	4%	(61)	11%	(157)	1384
Educ: Bachelors degree	11%	(59)	19%	(97)	51%	(267)	4%	(23)	4%	(22)	10%	(53)	521
Educ: Post-grad	12%	(35)	20%	(58)	55%	(164)	2%	(6)	3%	(8)	8%	(25)	296
Income: Under 50k	16%	(197)	18%	(222)	44%	(542)	5%	(65)	5%	(62)	12%	(145)	1231
Income: 50k-100k	16%	(112)	17%	(120)	51%	(351)	3%	(23)	4%	(25)	9%	(63)	694
Income: 100k+	12%	(33)	15%	(42)	57%	(157)	4%	(11)	2%	(5)	10%	(27)	276
Ethnicity: White	13%	(236)	18%	(312)	51%	(902)	4%	(73)	4%	(73)	10%	(186)	1780
Ethnicity: Hispanic	24%	(50)	17%	(36)	41%	(87)	3%	(6)	5%	(10)	11%	(24)	213
Ethnicity: Afr. Am.	24%	(68)	18%	(51)	31%	(85)	8%	(22)	6%	(17)	13%	(36)	279
Ethnicity: Other	27%	(39)	15%	(21)	44%	(62)	2%	(3)	2%	(2)	10%	(14)	142
Relig: Protestant	10%	(55)	17%	(95)	54%	(296)	6%	(32)	7%	(36)	6%	(34)	547
Relig: Roman Catholic	17%	(67)	15%	(59)	51%	(198)	4%	(16)	2%	(10)	10%	(39)	388
Relig: Something Else	15%	(31)	22%	(46)	45%	(92)	7%	(13)	1%	(1)	11%	(22)	206
Relig: Evangelical	15%	(118)	19%	(151)	50%	(397)	5%	(41)	2%	(20)	8%	(63)	789
Relig: Non-Evang. Catholics	10%	(34)	14%	(49)	54%	(189)	6%	(20)	8%	(27)	9%	(33)	352
Relig: All Christian	13%	(152)	18%	(201)	51%	(586)	5%	(61)	4%	(46)	8%	(96)	1141
Relig: All Non-Christian	22%	(58)	14%	(36)	39%	(106)	5%	(14)	6%	(16)	14%	(38)	268
Community: Urban	19%	(96)	16%	(81)	46%	(238)	6%	(30)	2%	(12)	11%	(58)	514
Community: Suburban	15%	(149)	18%	(176)	50%	(499)	4%	(41)	4%	(41)	10%	(97)	1004
Community: Rural	14%	(97)	19%	(127)	46%	(312)	4%	(28)	6%	(39)	12%	(80)	683
Employ: Private Sector	18%	(119)	20%	(132)	49%	(328)	3%	(22)	2%	(15)	7%	(47)	663
Employ: Government	14%	(23)	24%	(39)	45%	(73)	5%	(9)	4%	(6)	7%	(11)	161
Employ: Self-Employed	19%	(35)	13%	(25)	46%	(86)	8%	(14)	2%	(4)	11%	(21)	185
Employ: Homemaker	16%	(23)	14%	(20)	49%	(70)	2%	(3)	3%	(4)	16%	(23)	143
Employ: Student	40%	(35)	25%	(22)	26%	(23)	3%	(3)	—	(0)	6%	(5)	88
Employ: Retired	6%	(33)	12%	(69)	57%	(314)	6%	(35)	8%	(45)	11%	(59)	555
Employ: Unemployed	20%	(36)	19%	(35)	36%	(65)	2%	(4)	6%	(11)	16%	(28)	179
Employ: Other	16%	(37)	19%	(44)	40%	(91)	4%	(8)	3%	(7)	18%	(40)	228

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Table BRD1_1: If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?

Chris Evans

Demographic	Much more likely to watch	Somewhat more likely watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	16% (342)	17% (384)	48% (1049)	4% (99)	4% (91)	11% (235)	2201
Military HH: Yes	13% (59)	18% (79)	50% (221)	4% (20)	5% (21)	10% (45)	445
Military HH: No	16% (283)	17% (305)	47% (829)	5% (79)	4% (70)	11% (190)	1756
RD/WT: Right Direction	14% (123)	18% (159)	49% (439)	6% (50)	4% (40)	10% (91)	901
RD/WT: Wrong Track	17% (219)	17% (225)	47% (611)	4% (49)	4% (52)	11% (144)	1300
Trump Job Approve	14% (129)	16% (154)	49% (465)	6% (60)	5% (52)	9% (89)	949
Trump Job Disapprove	17% (188)	19% (214)	48% (536)	3% (37)	3% (36)	10% (114)	1126
Trump Job Strongly Approve	13% (62)	15% (71)	47% (229)	6% (30)	7% (36)	12% (59)	487
Trump Job Somewhat Approve	15% (67)	18% (83)	51% (235)	7% (30)	3% (15)	7% (31)	462
Trump Job Somewhat Disapprove	15% (43)	20% (56)	53% (150)	2% (7)	3% (8)	7% (19)	284
Trump Job Strongly Disapprove	17% (145)	19% (158)	46% (386)	4% (30)	3% (28)	11% (95)	842
#1 Issue: Economy	18% (107)	20% (121)	47% (287)	4% (26)	1% (9)	9% (56)	606
#1 Issue: Security	14% (55)	14% (57)	44% (177)	7% (30)	9% (35)	13% (52)	406
#1 Issue: Health Care	13% (55)	16% (71)	56% (242)	2% (11)	3% (14)	9% (40)	434
#1 Issue: Medicare / Social Security	14% (49)	12% (42)	51% (178)	6% (22)	7% (25)	9% (31)	347
#1 Issue: Women's Issues	22% (21)	19% (18)	37% (36)	3% (3)	2% (2)	17% (17)	97
#1 Issue: Education	19% (27)	26% (37)	43% (62)	2% (3)	2% (3)	8% (12)	145
#1 Issue: Energy	20% (14)	24% (16)	41% (28)	1% (1)	1% (1)	13% (9)	68
#1 Issue: Other	14% (14)	20% (20)	41% (40)	4% (4)	2% (2)	18% (18)	97
2016 Vote: Hillary Clinton	16% (116)	21% (148)	46% (332)	4% (30)	3% (22)	10% (69)	717
2016 Vote: Donald Trump	12% (90)	13% (102)	53% (404)	6% (49)	5% (40)	10% (79)	765
2016 Vote: Someone else	16% (31)	15% (28)	57% (107)	2% (4)	3% (6)	7% (13)	189
2016 Vote: Didn't Vote	20% (105)	20% (104)	39% (206)	3% (16)	4% (23)	14% (73)	527
Voted in 2014: Yes	14% (203)	16% (231)	51% (750)	5% (67)	5% (68)	10% (143)	1461
Voted in 2014: No	19% (139)	21% (153)	40% (299)	4% (32)	3% (24)	12% (92)	740
2012 Vote: Barack Obama	15% (132)	18% (152)	50% (434)	4% (33)	4% (34)	9% (79)	865
2012 Vote: Mitt Romney	11% (63)	14% (82)	53% (311)	7% (41)	6% (34)	10% (58)	589
2012 Vote: Other	5% (5)	15% (15)	53% (50)	5% (5)	6% (5)	16% (15)	94
2012 Vote: Didn't Vote	22% (141)	21% (135)	39% (250)	3% (20)	3% (19)	13% (84)	647

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Table BRD1_1: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*

Chris Evans

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	16%	(342)	17%	(384)	48%	(1049)	4%	(99)	4%	(91)	11%	(235)	2201
4-Region: Northeast	12%	(48)	14%	(56)	54%	(213)	4%	(16)	5%	(20)	10%	(39)	393
4-Region: Midwest	16%	(80)	19%	(96)	52%	(262)	3%	(16)	3%	(15)	7%	(37)	506
4-Region: South	17%	(141)	18%	(152)	42%	(344)	6%	(51)	4%	(33)	12%	(101)	822
4-Region: West	15%	(74)	17%	(80)	48%	(230)	3%	(16)	5%	(23)	12%	(58)	481
Favorable of Trump	14%	(127)	15%	(143)	50%	(463)	6%	(54)	5%	(48)	10%	(90)	925
Unfavorable of Trump	17%	(190)	19%	(222)	47%	(542)	4%	(44)	3%	(34)	10%	(112)	1145
Very Favorable of Trump	14%	(76)	14%	(73)	46%	(245)	5%	(26)	7%	(39)	13%	(68)	528
Somewhat Favorable of Trump	13%	(51)	17%	(69)	55%	(218)	7%	(28)	2%	(9)	6%	(22)	397
Somewhat Unfavorable of Trump	12%	(27)	22%	(49)	53%	(120)	3%	(8)	2%	(5)	8%	(18)	227
Very Unfavorable of Trump	18%	(163)	19%	(173)	46%	(422)	4%	(36)	3%	(29)	10%	(94)	918

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

Table BRD1_4: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Adam Sandler

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (620)	22% (483)	28% (623)	10% (229)	8% (166)	4% (81)	2201
Gender: Male	28% (292)	22% (232)	25% (259)	12% (127)	8% (86)	3% (33)	1030
Gender: Female	28% (327)	21% (251)	31% (364)	9% (102)	7% (79)	4% (48)	1171
Age: 18-29	46% (188)	20% (82)	14% (57)	10% (39)	6% (23)	4% (18)	407
Age: 30-44	38% (183)	24% (117)	22% (106)	9% (43)	5% (22)	2% (10)	480
Age: 45-54	25% (106)	26% (111)	27% (112)	9% (39)	9% (37)	4% (16)	420
Age: 55-64	22% (83)	20% (75)	37% (140)	12% (47)	6% (24)	3% (13)	382
Age: 65+	12% (61)	19% (99)	41% (207)	12% (61)	12% (60)	5% (24)	512
Generation Z: 18-21	45% (69)	19% (30)	13% (19)	9% (14)	7% (11)	6% (10)	153
Millennial: Age 22-37	44% (230)	22% (113)	17% (88)	10% (52)	5% (26)	3% (15)	525
Generation X: Age 38-53	29% (172)	26% (156)	26% (155)	9% (51)	7% (41)	3% (18)	593
Boomers: Age 54-72	17% (131)	21% (166)	37% (294)	12% (93)	9% (74)	4% (31)	789
PID: Dem (no lean)	29% (222)	22% (164)	30% (227)	10% (73)	7% (54)	3% (22)	761
PID: Ind (no lean)	27% (154)	23% (134)	27% (156)	11% (64)	8% (49)	4% (22)	579
PID: Rep (no lean)	28% (244)	21% (185)	28% (240)	11% (92)	7% (63)	4% (37)	861
PID/Gender: Dem Men	30% (93)	26% (79)	24% (73)	12% (36)	7% (21)	2% (7)	308
PID/Gender: Dem Women	29% (129)	19% (85)	34% (154)	8% (37)	7% (33)	3% (15)	453
PID/Gender: Ind Men	25% (77)	21% (66)	24% (73)	14% (42)	11% (35)	5% (15)	308
PID/Gender: Ind Women	28% (76)	25% (68)	31% (83)	8% (22)	5% (14)	3% (8)	271
PID/Gender: Rep Men	29% (122)	21% (87)	27% (113)	12% (50)	7% (30)	3% (12)	414
PID/Gender: Rep Women	27% (122)	22% (98)	28% (127)	10% (43)	7% (33)	6% (25)	447
Ideo: Liberal (1-3)	30% (213)	20% (147)	28% (202)	11% (76)	8% (60)	3% (21)	719
Ideo: Moderate (4)	28% (135)	21% (105)	31% (150)	12% (56)	5% (26)	3% (17)	489
Ideo: Conservative (5-7)	21% (150)	25% (175)	30% (212)	12% (88)	9% (64)	3% (23)	713

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Table BRD1_4: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Adam Sandler

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(620)	22%	(483)	28%	(623)	10%	(229)	8%	(166)	4%	(81)	2201
Educ: College	34%	(475)	22%	(299)	25%	(344)	9%	(125)	6%	(87)	4%	(54)	1384
Educ: Bachelors degree	18%	(92)	22%	(117)	33%	(174)	13%	(65)	10%	(53)	4%	(19)	521
Educ: Post-grad	18%	(52)	22%	(66)	35%	(104)	13%	(38)	9%	(26)	3%	(9)	296
Income: Under 50k	32%	(396)	21%	(255)	26%	(315)	9%	(117)	7%	(90)	5%	(59)	1231
Income: 50k-100k	25%	(174)	22%	(153)	31%	(218)	12%	(84)	7%	(50)	2%	(16)	694
Income: 100k+	18%	(50)	27%	(76)	33%	(90)	10%	(29)	9%	(26)	2%	(6)	276
Ethnicity: White	26%	(456)	22%	(389)	30%	(533)	11%	(203)	8%	(135)	4%	(65)	1780
Ethnicity: Hispanic	43%	(92)	19%	(40)	18%	(38)	8%	(16)	9%	(20)	3%	(7)	213
Ethnicity: Afr. Am.	40%	(111)	24%	(67)	21%	(58)	4%	(10)	7%	(20)	4%	(12)	279
Ethnicity: Other	37%	(53)	19%	(27)	22%	(32)	11%	(16)	7%	(11)	3%	(4)	142
Relig: Protestant	16%	(89)	23%	(126)	34%	(188)	15%	(81)	8%	(43)	4%	(20)	547
Relig: Roman Catholic	30%	(116)	19%	(76)	32%	(124)	7%	(26)	8%	(31)	4%	(15)	388
Relig: Something Else	37%	(75)	20%	(41)	22%	(46)	13%	(28)	6%	(13)	2%	(4)	206
Relig: Evangelical	27%	(216)	21%	(164)	30%	(236)	11%	(90)	7%	(58)	3%	(24)	789
Relig: Non-Evang. Catholics	18%	(64)	22%	(78)	35%	(122)	13%	(45)	8%	(29)	4%	(14)	352
Relig: All Christian	25%	(280)	21%	(243)	31%	(358)	12%	(135)	8%	(87)	3%	(38)	1141
Relig: All Non-Christian	40%	(108)	23%	(63)	22%	(60)	5%	(14)	4%	(12)	4%	(11)	268
Community: Urban	32%	(166)	22%	(115)	26%	(136)	8%	(40)	7%	(38)	4%	(20)	514
Community: Suburban	23%	(235)	21%	(212)	32%	(320)	13%	(127)	8%	(81)	3%	(29)	1004
Community: Rural	32%	(219)	23%	(156)	24%	(166)	9%	(62)	7%	(47)	5%	(32)	683
Employ: Private Sector	26%	(173)	27%	(180)	26%	(174)	13%	(88)	5%	(36)	2%	(13)	663
Employ: Government	30%	(49)	21%	(33)	30%	(48)	9%	(15)	8%	(13)	2%	(3)	161
Employ: Self-Employed	30%	(56)	23%	(43)	23%	(43)	10%	(19)	9%	(17)	3%	(6)	185
Employ: Homemaker	35%	(50)	26%	(37)	23%	(33)	7%	(10)	5%	(7)	5%	(7)	143
Employ: Student	43%	(38)	21%	(18)	13%	(11)	12%	(10)	9%	(8)	2%	(2)	88
Employ: Retired	14%	(78)	18%	(101)	41%	(226)	11%	(62)	11%	(63)	4%	(25)	555
Employ: Unemployed	43%	(78)	17%	(30)	21%	(37)	9%	(16)	5%	(10)	4%	(8)	179
Employ: Other	43%	(99)	17%	(40)	22%	(50)	4%	(10)	5%	(12)	8%	(18)	228

Continued on next page

Table BRD1_4: If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?

Adam Sandler

Demographic	Much more likely to watch	Somewhat more likely watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (620)	22% (483)	28% (623)	10% (229)	8% (166)	4% (81)	2201
Military HH: Yes	29% (127)	23% (104)	30% (132)	11% (49)	6% (27)	1% (6)	445
Military HH: No	28% (492)	22% (379)	28% (491)	10% (180)	8% (139)	4% (75)	1756
RD/WT: Right Direction	28% (254)	21% (186)	30% (271)	10% (90)	7% (65)	4% (35)	901
RD/WT: Wrong Track	28% (366)	23% (297)	27% (352)	11% (139)	8% (101)	4% (46)	1300
Trump Job Approve	26% (244)	23% (219)	29% (276)	11% (101)	8% (74)	4% (35)	949
Trump Job Disapprove	28% (316)	22% (246)	29% (322)	11% (123)	7% (84)	3% (35)	1126
Trump Job Strongly Approve	26% (125)	20% (96)	29% (141)	12% (58)	10% (50)	4% (18)	487
Trump Job Somewhat Approve	26% (119)	27% (123)	29% (135)	9% (43)	5% (24)	4% (18)	462
Trump Job Somewhat Disapprove	33% (95)	25% (70)	28% (80)	8% (23)	4% (11)	2% (6)	284
Trump Job Strongly Disapprove	26% (222)	21% (176)	29% (242)	12% (100)	9% (73)	3% (29)	842
#1 Issue: Economy	31% (185)	24% (148)	28% (167)	10% (61)	5% (28)	3% (18)	606
#1 Issue: Security	22% (90)	20% (82)	29% (116)	12% (51)	11% (45)	5% (22)	406
#1 Issue: Health Care	32% (138)	23% (98)	27% (116)	9% (39)	8% (34)	2% (9)	434
#1 Issue: Medicare / Social Security	21% (71)	18% (61)	37% (129)	12% (40)	10% (34)	4% (12)	347
#1 Issue: Women's Issues	30% (29)	19% (19)	22% (21)	15% (15)	10% (9)	4% (4)	97
#1 Issue: Education	41% (60)	26% (37)	19% (28)	6% (8)	4% (5)	4% (6)	145
#1 Issue: Energy	25% (17)	21% (15)	34% (23)	8% (5)	9% (6)	2% (1)	68
#1 Issue: Other	30% (29)	24% (23)	24% (23)	10% (9)	4% (4)	9% (9)	97
2016 Vote: Hillary Clinton	25% (181)	20% (146)	31% (226)	11% (80)	9% (61)	3% (24)	717
2016 Vote: Donald Trump	24% (183)	23% (173)	31% (234)	12% (90)	8% (60)	3% (25)	765
2016 Vote: Someone else	27% (50)	23% (43)	28% (52)	12% (22)	9% (16)	3% (6)	189
2016 Vote: Didn't Vote	39% (203)	23% (121)	21% (110)	7% (37)	5% (29)	5% (27)	527
Voted in 2014: Yes	24% (357)	21% (314)	31% (459)	11% (159)	8% (121)	4% (52)	1461
Voted in 2014: No	36% (263)	23% (169)	22% (164)	9% (70)	6% (45)	4% (29)	740
2012 Vote: Barack Obama	25% (214)	22% (189)	31% (272)	10% (89)	8% (73)	3% (29)	865
2012 Vote: Mitt Romney	20% (118)	23% (136)	31% (184)	14% (84)	9% (50)	3% (17)	589
2012 Vote: Other	27% (26)	19% (18)	34% (32)	8% (7)	7% (7)	5% (5)	94
2012 Vote: Didn't Vote	41% (262)	22% (140)	20% (132)	7% (47)	5% (35)	5% (30)	647

Continued on next page

Table BRD1_4: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Adam Sandler

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (620)	22% (483)	28% (623)	10% (229)	8% (166)	4% (81)	2201
4-Region: Northeast	27% (105)	24% (93)	30% (116)	9% (37)	8% (30)	3% (12)	393
4-Region: Midwest	25% (128)	20% (101)	33% (164)	10% (53)	7% (36)	4% (22)	506
4-Region: South	32% (260)	22% (177)	26% (210)	10% (81)	8% (62)	4% (30)	822
4-Region: West	26% (127)	23% (111)	27% (131)	12% (58)	8% (37)	3% (16)	481
Favorable of Trump	26% (244)	23% (213)	28% (262)	11% (98)	8% (77)	3% (32)	925
Unfavorable of Trump	27% (314)	22% (257)	29% (335)	11% (127)	7% (77)	3% (35)	1145
Very Favorable of Trump	28% (148)	20% (105)	27% (143)	12% (61)	10% (52)	4% (19)	528
Somewhat Favorable of Trump	24% (96)	27% (108)	30% (119)	9% (37)	6% (25)	3% (13)	397
Somewhat Unfavorable of Trump	32% (73)	23% (53)	31% (70)	8% (18)	3% (7)	3% (6)	227
Very Unfavorable of Trump	26% (242)	22% (203)	29% (265)	12% (109)	8% (70)	3% (29)	918

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

Table BRD1_5: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Will Smith

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	33% (729)	27% (588)	29% (636)	4% (85)	5% (106)	3% (57)	2201
Gender: Male	34% (354)	27% (274)	28% (284)	4% (42)	5% (55)	2% (21)	1030
Gender: Female	32% (375)	27% (314)	30% (352)	4% (43)	4% (51)	3% (36)	1171
Age: 18-29	56% (226)	24% (98)	13% (53)	2% (8)	2% (7)	4% (14)	407
Age: 30-44	39% (188)	26% (127)	25% (122)	4% (19)	3% (16)	2% (8)	480
Age: 45-54	32% (134)	28% (119)	28% (116)	4% (18)	5% (20)	3% (13)	420
Age: 55-64	24% (91)	27% (102)	39% (148)	4% (15)	5% (17)	2% (7)	382
Age: 65+	17% (89)	28% (142)	38% (197)	5% (25)	9% (46)	3% (14)	512
Generation Z: 18-21	57% (87)	21% (32)	12% (19)	3% (4)	3% (4)	5% (7)	153
Millennial: Age 22-37	49% (255)	24% (129)	19% (101)	3% (15)	2% (10)	3% (15)	525
Generation X: Age 38-53	34% (200)	29% (173)	26% (153)	4% (25)	5% (29)	2% (13)	593
Boomers: Age 54-72	19% (149)	28% (222)	40% (315)	4% (32)	6% (49)	3% (21)	789
PID: Dem (no lean)	41% (313)	26% (199)	26% (197)	3% (19)	3% (23)	1% (9)	761
PID: Ind (no lean)	30% (175)	29% (169)	26% (152)	5% (27)	6% (35)	3% (20)	579
PID: Rep (no lean)	28% (240)	25% (219)	33% (286)	5% (39)	6% (48)	3% (28)	861
PID/Gender: Dem Men	44% (136)	28% (86)	24% (74)	2% (8)	1% (4)	— (1)	308
PID/Gender: Dem Women	39% (177)	25% (113)	27% (124)	3% (12)	4% (19)	2% (8)	453
PID/Gender: Ind Men	32% (100)	26% (80)	25% (78)	3% (10)	9% (28)	4% (12)	308
PID/Gender: Ind Women	28% (75)	33% (90)	27% (74)	6% (16)	3% (7)	3% (8)	271
PID/Gender: Rep Men	28% (118)	26% (108)	32% (132)	6% (24)	6% (23)	2% (9)	414
PID/Gender: Rep Women	27% (123)	25% (111)	34% (154)	3% (15)	6% (25)	4% (19)	447
Ideo: Liberal (1-3)	38% (273)	27% (195)	27% (193)	3% (19)	3% (22)	2% (17)	719
Ideo: Moderate (4)	36% (176)	26% (127)	28% (137)	4% (20)	4% (19)	2% (9)	489
Ideo: Conservative (5-7)	22% (154)	29% (210)	33% (237)	6% (42)	8% (55)	2% (16)	713

Continued on next page

Table BRD1_5: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Will Smith

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	33%	(729)	27%	(588)	29%	(636)	4%	(85)	5%	(106)	3%	(57)	2201
Educ: College	38%	(527)	26%	(360)	26%	(353)	4%	(54)	4%	(54)	3%	(36)	1384
Educ: Bachelors degree	26%	(137)	26%	(136)	34%	(176)	4%	(20)	8%	(39)	3%	(13)	521
Educ: Post-grad	22%	(65)	31%	(93)	36%	(107)	4%	(11)	4%	(12)	3%	(8)	296
Income: Under 50k	39%	(477)	25%	(303)	26%	(322)	3%	(39)	5%	(57)	3%	(33)	1231
Income: 50k-100k	28%	(191)	29%	(200)	31%	(218)	4%	(25)	6%	(42)	2%	(17)	694
Income: 100k+	22%	(61)	31%	(85)	35%	(95)	8%	(21)	2%	(7)	3%	(7)	276
Ethnicity: White	28%	(497)	28%	(507)	32%	(564)	4%	(75)	5%	(91)	3%	(46)	1780
Ethnicity: Hispanic	52%	(111)	17%	(36)	21%	(45)	3%	(7)	4%	(9)	3%	(6)	213
Ethnicity: Afr. Am.	59%	(165)	20%	(56)	12%	(35)	2%	(6)	4%	(11)	3%	(7)	279
Ethnicity: Other	48%	(67)	18%	(25)	26%	(37)	3%	(4)	3%	(5)	2%	(3)	142
Relig: Protestant	24%	(129)	28%	(152)	35%	(193)	5%	(27)	7%	(39)	1%	(7)	547
Relig: Roman Catholic	31%	(120)	29%	(111)	31%	(121)	4%	(14)	4%	(14)	2%	(8)	388
Relig: Something Else	39%	(81)	25%	(52)	28%	(57)	4%	(9)	2%	(4)	2%	(3)	206
Relig: Evangelical	30%	(238)	28%	(222)	32%	(252)	4%	(33)	4%	(32)	1%	(12)	789
Relig: Non-Evang. Catholics	26%	(92)	26%	(93)	34%	(119)	5%	(17)	7%	(24)	2%	(7)	352
Relig: All Christian	29%	(330)	28%	(315)	32%	(371)	4%	(50)	5%	(56)	2%	(19)	1141
Relig: All Non-Christian	48%	(128)	23%	(62)	17%	(46)	4%	(10)	5%	(12)	4%	(10)	268
Community: Urban	43%	(219)	25%	(127)	24%	(126)	2%	(12)	3%	(13)	3%	(17)	514
Community: Suburban	28%	(281)	30%	(296)	31%	(316)	4%	(41)	5%	(50)	2%	(20)	1004
Community: Rural	34%	(229)	24%	(164)	28%	(194)	5%	(32)	6%	(43)	3%	(21)	683
Employ: Private Sector	31%	(205)	30%	(198)	29%	(193)	4%	(26)	4%	(28)	2%	(12)	663
Employ: Government	32%	(51)	29%	(47)	30%	(48)	3%	(5)	4%	(6)	2%	(3)	161
Employ: Self-Employed	33%	(62)	25%	(46)	30%	(55)	5%	(9)	4%	(7)	3%	(6)	185
Employ: Homemaker	34%	(49)	25%	(36)	29%	(42)	2%	(3)	6%	(8)	3%	(5)	143
Employ: Student	58%	(51)	26%	(23)	11%	(10)	2%	(2)	2%	(1)	1%	(1)	88
Employ: Retired	20%	(112)	28%	(153)	37%	(205)	5%	(28)	8%	(44)	2%	(13)	555
Employ: Unemployed	47%	(85)	17%	(30)	27%	(49)	3%	(5)	3%	(5)	3%	(5)	179
Employ: Other	50%	(114)	24%	(55)	15%	(34)	2%	(6)	3%	(7)	6%	(13)	228

Continued on next page

Table BRD1_5: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Will Smith

Demographic	Much more likely to watch		Somewhat more likely watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	33%	(729)	27%	(588)	29%	(636)	4%	(85)	5%	(106)	3%	(57)	2201
Military HH: Yes	33%	(147)	25%	(111)	30%	(136)	5%	(23)	6%	(25)	1%	(4)	445
Military HH: No	33%	(582)	27%	(477)	28%	(500)	4%	(62)	5%	(81)	3%	(53)	1756
RD/WT: Right Direction	28%	(253)	28%	(251)	31%	(281)	4%	(40)	6%	(55)	2%	(21)	901
RD/WT: Wrong Track	37%	(476)	26%	(337)	27%	(355)	3%	(45)	4%	(51)	3%	(36)	1300
Trump Job Approve	26%	(244)	29%	(272)	31%	(298)	5%	(45)	7%	(68)	2%	(22)	949
Trump Job Disapprove	38%	(426)	26%	(287)	28%	(313)	3%	(37)	3%	(37)	2%	(26)	1126
Trump Job Strongly Approve	24%	(115)	26%	(127)	32%	(155)	5%	(26)	10%	(50)	3%	(12)	487
Trump Job Somewhat Approve	28%	(129)	31%	(144)	31%	(143)	4%	(19)	4%	(18)	2%	(10)	462
Trump Job Somewhat Disapprove	39%	(112)	25%	(72)	28%	(79)	4%	(11)	2%	(7)	2%	(5)	284
Trump Job Strongly Disapprove	37%	(314)	26%	(215)	28%	(234)	3%	(26)	4%	(30)	3%	(22)	842
#1 Issue: Economy	35%	(215)	29%	(176)	28%	(168)	3%	(19)	2%	(15)	2%	(14)	606
#1 Issue: Security	21%	(86)	26%	(107)	32%	(130)	5%	(22)	12%	(48)	3%	(13)	406
#1 Issue: Health Care	35%	(150)	30%	(132)	27%	(118)	3%	(11)	3%	(15)	2%	(7)	434
#1 Issue: Medicare / Social Security	31%	(106)	23%	(80)	34%	(120)	4%	(14)	6%	(20)	2%	(7)	347
#1 Issue: Women's Issues	38%	(37)	20%	(20)	25%	(25)	8%	(8)	3%	(3)	5%	(5)	97
#1 Issue: Education	45%	(65)	26%	(38)	21%	(31)	3%	(5)	3%	(4)	2%	(2)	145
#1 Issue: Energy	36%	(25)	20%	(14)	34%	(23)	6%	(4)	3%	(2)	1%	(1)	68
#1 Issue: Other	46%	(45)	23%	(22)	21%	(20)	2%	(2)	—	(0)	8%	(8)	97
2016 Vote: Hillary Clinton	36%	(259)	27%	(195)	29%	(205)	3%	(20)	3%	(21)	2%	(16)	717
2016 Vote: Donald Trump	21%	(158)	29%	(225)	35%	(264)	5%	(41)	8%	(60)	2%	(17)	765
2016 Vote: Someone else	32%	(60)	27%	(52)	29%	(55)	5%	(9)	6%	(12)	1%	(1)	189
2016 Vote: Didn't Vote	47%	(250)	22%	(116)	21%	(110)	3%	(16)	2%	(12)	4%	(23)	527
Voted in 2014: Yes	28%	(412)	28%	(404)	32%	(468)	4%	(61)	6%	(84)	2%	(33)	1461
Voted in 2014: No	43%	(317)	25%	(184)	23%	(168)	3%	(24)	3%	(22)	3%	(24)	740
2012 Vote: Barack Obama	34%	(290)	27%	(234)	30%	(260)	3%	(29)	3%	(30)	2%	(21)	865
2012 Vote: Mitt Romney	20%	(119)	29%	(173)	34%	(203)	5%	(31)	9%	(51)	2%	(12)	589
2012 Vote: Other	21%	(20)	33%	(31)	33%	(31)	6%	(6)	5%	(5)	2%	(2)	94
2012 Vote: Didn't Vote	46%	(300)	23%	(149)	21%	(137)	3%	(18)	3%	(21)	3%	(22)	647

Continued on next page

Table BRD1_5: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Will Smith

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	33% (729)	27% (588)	29% (636)	4% (85)	5% (106)	3% (57)	2201
4-Region: Northeast	28% (109)	25% (100)	37% (146)	3% (13)	4% (16)	2% (9)	393
4-Region: Midwest	29% (147)	30% (149)	30% (150)	4% (21)	4% (22)	3% (16)	506
4-Region: South	37% (307)	28% (226)	23% (191)	4% (31)	5% (42)	3% (24)	822
4-Region: West	35% (166)	23% (112)	31% (148)	4% (20)	5% (26)	2% (8)	481
Favorable of Trump	26% (243)	28% (260)	31% (291)	5% (44)	7% (66)	2% (20)	925
Unfavorable of Trump	37% (425)	26% (303)	28% (319)	3% (37)	3% (36)	2% (25)	1145
Very Favorable of Trump	26% (139)	27% (141)	31% (162)	5% (24)	10% (51)	2% (12)	528
Somewhat Favorable of Trump	26% (104)	30% (119)	33% (129)	5% (21)	4% (16)	2% (8)	397
Somewhat Unfavorable of Trump	32% (71)	31% (71)	29% (66)	3% (8)	2% (4)	2% (5)	227
Very Unfavorable of Trump	38% (353)	25% (231)	28% (253)	3% (29)	3% (32)	2% (20)	918

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

Table BRD1_6: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Jackie Chan

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	26% (575)	22% (492)	36% (782)	7% (155)	5% (110)	4% (87)	2201
Gender: Male	32% (327)	25% (255)	31% (318)	7% (67)	4% (37)	3% (26)	1030
Gender: Female	21% (248)	20% (238)	40% (464)	8% (88)	6% (73)	5% (61)	1171
Age: 18-29	39% (158)	24% (98)	24% (96)	5% (21)	3% (12)	5% (22)	407
Age: 30-44	33% (157)	21% (101)	33% (156)	8% (37)	4% (19)	2% (10)	480
Age: 45-54	23% (98)	24% (102)	35% (147)	6% (26)	7% (28)	5% (19)	420
Age: 55-64	21% (78)	23% (86)	41% (158)	8% (30)	4% (16)	4% (14)	382
Age: 65+	16% (84)	21% (106)	44% (225)	8% (41)	7% (35)	4% (22)	512
Generation Z: 18-21	34% (52)	28% (43)	22% (34)	5% (7)	2% (3)	9% (13)	153
Millennial: Age 22-37	37% (197)	22% (116)	27% (142)	7% (36)	4% (19)	3% (16)	525
Generation X: Age 38-53	27% (159)	23% (137)	34% (201)	7% (39)	6% (37)	3% (20)	593
Boomers: Age 54-72	18% (141)	22% (175)	43% (339)	8% (60)	5% (41)	4% (32)	789
PID: Dem (no lean)	26% (201)	24% (184)	31% (239)	10% (74)	6% (43)	3% (19)	761
PID: Ind (no lean)	26% (153)	22% (125)	38% (218)	6% (35)	4% (22)	4% (26)	579
PID: Rep (no lean)	26% (221)	21% (183)	38% (324)	5% (46)	5% (45)	5% (42)	861
PID/Gender: Dem Men	32% (97)	28% (86)	24% (75)	11% (32)	5% (15)	1% (2)	308
PID/Gender: Dem Women	23% (104)	22% (98)	36% (165)	9% (42)	6% (28)	4% (17)	453
PID/Gender: Ind Men	29% (89)	23% (69)	35% (109)	6% (17)	4% (12)	4% (11)	308
PID/Gender: Ind Women	24% (64)	21% (56)	40% (109)	6% (18)	4% (10)	6% (15)	271
PID/Gender: Rep Men	34% (141)	24% (99)	32% (134)	4% (18)	2% (10)	3% (13)	414
PID/Gender: Rep Women	18% (79)	19% (84)	43% (190)	6% (29)	8% (35)	6% (29)	447
Ideo: Liberal (1-3)	25% (183)	23% (167)	33% (235)	10% (69)	4% (30)	5% (34)	719
Ideo: Moderate (4)	25% (123)	22% (109)	38% (184)	7% (33)	6% (27)	3% (14)	489
Ideo: Conservative (5-7)	23% (162)	24% (171)	40% (285)	6% (44)	5% (34)	2% (18)	713

Continued on next page

Table BRD1_6: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Jackie Chan

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(575)	22%	(492)	36%	(782)	7%	(155)	5%	(110)	4%	(87)	2201
Educ: College	31%	(425)	22%	(306)	32%	(450)	6%	(88)	5%	(68)	3%	(48)	1384
Educ: Bachelors degree	17%	(87)	21%	(109)	44%	(228)	8%	(43)	6%	(30)	5%	(24)	521
Educ: Post-grad	22%	(64)	26%	(78)	35%	(104)	8%	(24)	4%	(11)	5%	(15)	296
Income: Under 50k	31%	(376)	21%	(258)	32%	(397)	7%	(85)	5%	(63)	4%	(52)	1231
Income: 50k-100k	24%	(164)	24%	(168)	38%	(265)	6%	(41)	5%	(34)	3%	(22)	694
Income: 100k+	13%	(36)	24%	(67)	43%	(119)	11%	(29)	5%	(13)	5%	(13)	276
Ethnicity: White	21%	(381)	22%	(396)	40%	(710)	7%	(130)	5%	(92)	4%	(71)	1780
Ethnicity: Hispanic	38%	(81)	23%	(48)	26%	(55)	6%	(13)	3%	(6)	5%	(10)	213
Ethnicity: Afr. Am.	50%	(138)	22%	(62)	14%	(38)	6%	(17)	4%	(12)	4%	(12)	279
Ethnicity: Other	39%	(56)	24%	(34)	24%	(34)	6%	(9)	4%	(5)	3%	(4)	142
Relig: Protestant	20%	(108)	24%	(131)	42%	(229)	7%	(38)	5%	(29)	2%	(12)	547
Relig: Roman Catholic	23%	(88)	21%	(80)	42%	(162)	8%	(29)	4%	(16)	3%	(13)	388
Relig: Something Else	31%	(64)	27%	(56)	29%	(59)	5%	(11)	3%	(6)	5%	(11)	206
Relig: Evangelical	23%	(184)	23%	(185)	39%	(306)	7%	(56)	4%	(33)	3%	(25)	789
Relig: Non-Evang. Catholics	22%	(77)	23%	(82)	41%	(143)	6%	(22)	5%	(18)	3%	(11)	352
Relig: All Christian	23%	(260)	23%	(267)	39%	(450)	7%	(78)	4%	(51)	3%	(36)	1141
Relig: All Non-Christian	39%	(106)	19%	(50)	24%	(64)	7%	(18)	8%	(20)	3%	(9)	268
Community: Urban	34%	(173)	23%	(120)	29%	(150)	7%	(35)	2%	(11)	5%	(25)	514
Community: Suburban	23%	(226)	22%	(217)	39%	(388)	8%	(79)	6%	(59)	3%	(34)	1004
Community: Rural	26%	(176)	23%	(155)	36%	(244)	6%	(41)	6%	(40)	4%	(28)	683
Employ: Private Sector	24%	(156)	24%	(159)	37%	(244)	8%	(53)	5%	(36)	2%	(16)	663
Employ: Government	21%	(33)	28%	(45)	34%	(55)	10%	(16)	5%	(7)	3%	(4)	161
Employ: Self-Employed	31%	(57)	30%	(56)	27%	(50)	4%	(8)	2%	(4)	6%	(10)	185
Employ: Homemaker	26%	(38)	21%	(29)	35%	(50)	6%	(9)	6%	(8)	6%	(8)	143
Employ: Student	35%	(31)	25%	(22)	28%	(24)	3%	(3)	4%	(3)	5%	(5)	88
Employ: Retired	19%	(104)	18%	(101)	46%	(254)	9%	(47)	5%	(29)	3%	(18)	555
Employ: Unemployed	40%	(72)	19%	(34)	26%	(47)	4%	(7)	6%	(10)	5%	(8)	179
Employ: Other	37%	(84)	21%	(47)	25%	(57)	5%	(12)	5%	(11)	8%	(17)	228

Continued on next page

Table BRD1_6: If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?

Jackie Chan

Demographic	Much more likely to watch	Somewhat more likely watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	26% (575)	22% (492)	36% (782)	7% (155)	5% (110)	4% (87)	2201
Military HH: Yes	30% (131)	27% (121)	32% (144)	6% (25)	4% (16)	2% (8)	445
Military HH: No	25% (444)	21% (371)	36% (638)	7% (130)	5% (93)	4% (79)	1756
RD/WT: Right Direction	28% (248)	23% (205)	37% (329)	5% (49)	4% (39)	3% (30)	901
RD/WT: Wrong Track	25% (327)	22% (287)	35% (452)	8% (106)	5% (71)	4% (57)	1300
Trump Job Approve	26% (243)	23% (219)	37% (352)	6% (54)	5% (50)	3% (31)	949
Trump Job Disapprove	24% (273)	22% (250)	36% (402)	9% (98)	5% (57)	4% (46)	1126
Trump Job Strongly Approve	27% (130)	22% (109)	36% (174)	4% (21)	6% (31)	4% (22)	487
Trump Job Somewhat Approve	24% (113)	24% (110)	39% (178)	7% (33)	4% (19)	2% (9)	462
Trump Job Somewhat Disapprove	23% (67)	25% (71)	38% (108)	7% (20)	4% (12)	2% (6)	284
Trump Job Strongly Disapprove	25% (206)	21% (179)	35% (294)	9% (78)	5% (44)	5% (39)	842
#1 Issue: Economy	30% (181)	23% (140)	36% (221)	5% (32)	3% (17)	3% (16)	606
#1 Issue: Security	22% (89)	25% (102)	34% (138)	7% (27)	8% (31)	5% (19)	406
#1 Issue: Health Care	25% (108)	21% (92)	38% (163)	8% (34)	5% (23)	3% (13)	434
#1 Issue: Medicare / Social Security	23% (79)	21% (71)	38% (132)	9% (32)	6% (21)	3% (12)	347
#1 Issue: Women's Issues	23% (22)	23% (23)	24% (23)	12% (12)	5% (4)	14% (13)	97
#1 Issue: Education	30% (43)	28% (40)	27% (38)	7% (10)	4% (6)	5% (7)	145
#1 Issue: Energy	19% (13)	17% (12)	50% (34)	5% (4)	6% (4)	3% (2)	68
#1 Issue: Other	41% (40)	13% (13)	32% (32)	5% (5)	4% (3)	5% (4)	97
2016 Vote: Hillary Clinton	23% (168)	23% (165)	35% (254)	10% (72)	4% (31)	4% (26)	717
2016 Vote: Donald Trump	24% (181)	23% (179)	40% (303)	5% (40)	5% (36)	3% (25)	765
2016 Vote: Someone else	23% (44)	23% (43)	35% (67)	7% (14)	8% (14)	4% (7)	189
2016 Vote: Didn't Vote	34% (180)	20% (103)	30% (157)	6% (29)	5% (28)	5% (29)	527
Voted in 2014: Yes	23% (335)	22% (327)	38% (551)	8% (115)	5% (78)	4% (55)	1461
Voted in 2014: No	32% (240)	22% (165)	31% (230)	5% (40)	4% (31)	4% (32)	740
2012 Vote: Barack Obama	23% (196)	23% (197)	35% (305)	10% (86)	6% (49)	4% (33)	865
2012 Vote: Mitt Romney	21% (123)	24% (141)	42% (249)	5% (31)	5% (29)	3% (15)	589
2012 Vote: Other	22% (21)	17% (16)	37% (35)	6% (6)	7% (6)	10% (10)	94
2012 Vote: Didn't Vote	36% (236)	21% (137)	29% (188)	5% (33)	4% (26)	4% (29)	647

Continued on next page

Table BRD1_6: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Jackie Chan

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	26% (575)	22% (492)	36% (782)	7% (155)	5% (110)	4% (87)	2201
4-Region: Northeast	22% (86)	21% (83)	43% (168)	6% (24)	4% (14)	5% (18)	393
4-Region: Midwest	21% (107)	21% (107)	40% (204)	8% (39)	6% (31)	3% (17)	506
4-Region: South	31% (252)	21% (177)	32% (260)	7% (57)	5% (40)	4% (37)	822
4-Region: West	27% (131)	26% (126)	31% (150)	7% (35)	5% (24)	3% (15)	481
Favorable of Trump	26% (242)	23% (216)	37% (341)	5% (50)	5% (48)	3% (28)	925
Unfavorable of Trump	25% (283)	22% (254)	36% (408)	9% (102)	4% (50)	4% (47)	1145
Very Favorable of Trump	30% (157)	23% (124)	33% (175)	4% (19)	6% (32)	4% (21)	528
Somewhat Favorable of Trump	21% (85)	23% (92)	42% (166)	8% (31)	4% (16)	2% (7)	397
Somewhat Unfavorable of Trump	26% (59)	24% (55)	40% (91)	5% (10)	3% (6)	2% (5)	227
Very Unfavorable of Trump	24% (224)	22% (199)	35% (317)	10% (92)	5% (44)	5% (42)	918

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

Table BRD1_7: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Chris Hemsworth

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	24% (524)	24% (523)	39% (858)	3% (69)	4% (81)	7% (146)	2201
Gender: Male	23% (242)	25% (253)	39% (399)	3% (33)	4% (39)	6% (64)	1030
Gender: Female	24% (282)	23% (270)	39% (458)	3% (36)	4% (41)	7% (82)	1171
Age: 18-29	41% (167)	26% (105)	18% (74)	3% (13)	3% (10)	9% (38)	407
Age: 30-44	28% (134)	27% (128)	37% (178)	1% (3)	2% (9)	6% (29)	480
Age: 45-54	24% (102)	24% (99)	40% (169)	3% (12)	2% (10)	7% (28)	420
Age: 55-64	18% (69)	25% (95)	45% (171)	3% (10)	3% (12)	6% (24)	382
Age: 65+	10% (52)	19% (96)	52% (265)	6% (32)	8% (40)	5% (27)	512
Generation Z: 18-21	45% (69)	25% (37)	14% (21)	2% (3)	3% (5)	11% (18)	153
Millennial: Age 22-37	33% (176)	26% (136)	28% (148)	2% (12)	3% (14)	8% (40)	525
Generation X: Age 38-53	26% (154)	25% (149)	39% (234)	2% (12)	2% (9)	6% (36)	593
Boomers: Age 54-72	14% (112)	23% (182)	47% (373)	5% (42)	5% (40)	5% (39)	789
PID: Dem (no lean)	27% (208)	24% (186)	36% (270)	2% (16)	4% (30)	7% (49)	761
PID: Ind (no lean)	22% (125)	26% (149)	39% (224)	4% (23)	3% (17)	7% (42)	579
PID: Rep (no lean)	22% (191)	22% (188)	42% (363)	4% (30)	4% (34)	6% (54)	861
PID/Gender: Dem Men	32% (99)	26% (81)	31% (95)	2% (5)	3% (9)	6% (19)	308
PID/Gender: Dem Women	24% (108)	23% (106)	39% (175)	3% (11)	5% (21)	7% (31)	453
PID/Gender: Ind Men	19% (58)	25% (77)	40% (124)	3% (10)	5% (15)	8% (24)	308
PID/Gender: Ind Women	25% (67)	27% (72)	37% (100)	5% (13)	1% (2)	6% (17)	271
PID/Gender: Rep Men	20% (85)	23% (95)	43% (180)	4% (18)	4% (15)	5% (21)	414
PID/Gender: Rep Women	24% (107)	21% (93)	41% (183)	3% (12)	4% (18)	8% (34)	447
Ideo: Liberal (1-3)	26% (185)	24% (172)	38% (275)	2% (17)	3% (21)	7% (48)	719
Ideo: Moderate (4)	25% (120)	26% (128)	39% (189)	3% (15)	3% (16)	4% (22)	489
Ideo: Conservative (5-7)	19% (134)	23% (166)	44% (312)	4% (30)	5% (36)	5% (36)	713

Continued on next page

Table BRD1_7: If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?
Chris Hemsworth

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	24%	(524)	24%	(523)	39%	(858)	3%	(69)	4%	(81)	7%	(146)	2201
Educ: College	27%	(380)	22%	(308)	36%	(494)	4%	(50)	4%	(49)	7%	(102)	1384
Educ: Bachelors degree	18%	(94)	25%	(131)	44%	(228)	3%	(16)	5%	(25)	5%	(27)	521
Educ: Post-grad	17%	(50)	29%	(85)	46%	(136)	1%	(3)	2%	(6)	6%	(17)	296
Income: Under 50k	26%	(317)	22%	(273)	36%	(440)	4%	(49)	5%	(59)	8%	(95)	1231
Income: 50k-100k	22%	(152)	27%	(186)	42%	(294)	2%	(13)	2%	(12)	5%	(36)	694
Income: 100k+	20%	(55)	23%	(64)	45%	(124)	3%	(8)	3%	(10)	5%	(15)	276
Ethnicity: White	22%	(388)	25%	(449)	41%	(722)	3%	(52)	4%	(63)	6%	(106)	1780
Ethnicity: Hispanic	34%	(71)	16%	(35)	34%	(73)	4%	(9)	5%	(10)	7%	(15)	213
Ethnicity: Afr. Am.	32%	(89)	16%	(45)	32%	(90)	4%	(10)	6%	(16)	11%	(30)	279
Ethnicity: Other	33%	(47)	21%	(29)	32%	(46)	6%	(8)	1%	(2)	7%	(9)	142
Relig: Protestant	18%	(99)	23%	(123)	46%	(254)	4%	(22)	4%	(23)	5%	(26)	547
Relig: Roman Catholic	26%	(101)	24%	(93)	39%	(151)	3%	(10)	4%	(14)	5%	(19)	388
Relig: Something Else	25%	(51)	29%	(59)	32%	(67)	6%	(12)	1%	(3)	7%	(14)	206
Relig: Evangelical	25%	(198)	25%	(199)	38%	(298)	4%	(31)	3%	(26)	5%	(38)	789
Relig: Non-Evang. Catholics	15%	(54)	22%	(76)	49%	(174)	4%	(13)	4%	(14)	6%	(20)	352
Relig: All Christian	22%	(252)	24%	(275)	41%	(472)	4%	(44)	4%	(41)	5%	(58)	1141
Relig: All Non-Christian	29%	(79)	20%	(54)	36%	(98)	3%	(8)	4%	(10)	7%	(18)	268
Community: Urban	25%	(131)	23%	(117)	37%	(189)	4%	(19)	2%	(11)	9%	(48)	514
Community: Suburban	21%	(212)	26%	(262)	41%	(414)	3%	(31)	4%	(36)	5%	(49)	1004
Community: Rural	27%	(181)	21%	(145)	37%	(255)	3%	(20)	5%	(34)	7%	(48)	683
Employ: Private Sector	27%	(178)	28%	(187)	37%	(243)	2%	(11)	2%	(15)	4%	(28)	663
Employ: Government	20%	(32)	29%	(47)	40%	(64)	3%	(5)	3%	(4)	5%	(8)	161
Employ: Self-Employed	24%	(44)	22%	(40)	38%	(71)	4%	(8)	2%	(4)	10%	(18)	185
Employ: Homemaker	24%	(34)	26%	(37)	39%	(56)	1%	(2)	5%	(6)	6%	(8)	143
Employ: Student	54%	(47)	24%	(21)	17%	(15)	1%	(1)	1%	(1)	3%	(3)	88
Employ: Retired	13%	(70)	18%	(99)	53%	(293)	5%	(28)	7%	(36)	5%	(29)	555
Employ: Unemployed	29%	(51)	20%	(35)	30%	(53)	4%	(8)	4%	(7)	14%	(24)	179
Employ: Other	30%	(68)	25%	(57)	27%	(62)	3%	(6)	3%	(6)	12%	(27)	228

Continued on next page

Table BRD1_7: If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?

Chris Hemsworth

Demographic	Much more likely to watch	Somewhat more likely watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	24% (524)	24% (523)	39% (858)	3% (69)	4% (81)	7% (146)	2201
Military HH: Yes	23% (101)	28% (124)	37% (165)	4% (17)	3% (14)	5% (24)	445
Military HH: No	24% (424)	23% (399)	39% (692)	3% (52)	4% (67)	7% (121)	1756
RD/WT: Right Direction	21% (191)	25% (222)	41% (368)	4% (34)	3% (31)	6% (54)	901
RD/WT: Wrong Track	26% (333)	23% (302)	38% (490)	3% (35)	4% (49)	7% (91)	1300
Trump Job Approve	21% (199)	24% (227)	42% (395)	4% (34)	5% (44)	5% (49)	949
Trump Job Disapprove	26% (289)	24% (270)	38% (428)	3% (32)	3% (34)	6% (73)	1126
Trump Job Strongly Approve	22% (105)	17% (83)	44% (215)	3% (16)	7% (34)	7% (33)	487
Trump Job Somewhat Approve	20% (94)	31% (144)	39% (181)	4% (19)	2% (9)	4% (16)	462
Trump Job Somewhat Disapprove	31% (87)	24% (69)	37% (104)	4% (10)	2% (5)	3% (8)	284
Trump Job Strongly Disapprove	24% (201)	24% (201)	38% (324)	3% (22)	3% (29)	8% (65)	842
#1 Issue: Economy	26% (157)	27% (161)	37% (225)	2% (12)	2% (9)	7% (43)	606
#1 Issue: Security	18% (75)	22% (87)	40% (164)	5% (22)	8% (32)	6% (25)	406
#1 Issue: Health Care	22% (94)	27% (117)	41% (177)	2% (7)	3% (15)	5% (23)	434
#1 Issue: Medicare / Social Security	21% (75)	19% (65)	46% (159)	5% (18)	4% (13)	5% (17)	347
#1 Issue: Women's Issues	29% (28)	22% (22)	32% (31)	5% (5)	3% (3)	9% (9)	97
#1 Issue: Education	36% (52)	27% (40)	26% (37)	1% (2)	2% (2)	9% (13)	145
#1 Issue: Energy	22% (15)	25% (17)	36% (24)	4% (2)	6% (4)	7% (5)	68
#1 Issue: Other	29% (28)	16% (15)	41% (40)	2% (2)	2% (2)	11% (11)	97
2016 Vote: Hillary Clinton	23% (164)	24% (175)	40% (284)	4% (26)	3% (21)	7% (47)	717
2016 Vote: Donald Trump	19% (147)	23% (173)	45% (341)	4% (31)	4% (29)	6% (44)	765
2016 Vote: Someone else	23% (43)	19% (36)	47% (88)	2% (3)	4% (8)	6% (11)	189
2016 Vote: Didn't Vote	32% (169)	26% (139)	27% (143)	2% (9)	4% (23)	8% (44)	527
Voted in 2014: Yes	21% (302)	23% (337)	43% (627)	3% (51)	4% (57)	6% (88)	1461
Voted in 2014: No	30% (222)	25% (186)	31% (231)	3% (19)	3% (24)	8% (58)	740
2012 Vote: Barack Obama	22% (188)	25% (216)	40% (344)	4% (32)	3% (25)	7% (60)	865
2012 Vote: Mitt Romney	18% (107)	22% (132)	47% (277)	4% (21)	5% (27)	4% (25)	589
2012 Vote: Other	15% (14)	18% (17)	51% (48)	— (0)	6% (5)	10% (10)	94
2012 Vote: Didn't Vote	33% (214)	25% (159)	29% (185)	3% (16)	3% (23)	8% (51)	647

Continued on next page

Table BRD1_7: If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?
Chris Hemsworth

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	24%	(524)	24%	(523)	39%	(858)	3%	(69)	4%	(81)	7%	(146)	2201
4-Region: Northeast	21%	(83)	23%	(90)	44%	(172)	3%	(13)	3%	(14)	6%	(22)	393
4-Region: Midwest	24%	(122)	24%	(122)	42%	(213)	2%	(10)	2%	(12)	5%	(27)	506
4-Region: South	25%	(207)	24%	(193)	35%	(289)	4%	(29)	4%	(32)	9%	(72)	822
4-Region: West	23%	(113)	25%	(118)	38%	(184)	4%	(18)	5%	(23)	5%	(25)	481
Favorable of Trump	21%	(199)	24%	(222)	42%	(387)	3%	(31)	4%	(40)	5%	(47)	925
Unfavorable of Trump	25%	(291)	24%	(278)	38%	(436)	3%	(29)	3%	(35)	7%	(75)	1145
Very Favorable of Trump	23%	(122)	19%	(100)	41%	(217)	4%	(21)	6%	(31)	7%	(36)	528
Somewhat Favorable of Trump	19%	(76)	31%	(121)	43%	(170)	3%	(11)	2%	(9)	3%	(10)	397
Somewhat Unfavorable of Trump	24%	(54)	29%	(67)	38%	(87)	3%	(7)	2%	(4)	3%	(7)	227
Very Unfavorable of Trump	26%	(236)	23%	(212)	38%	(349)	2%	(23)	3%	(31)	7%	(68)	918

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

Table BRD1_8: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Robert Downey Jr.

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (606)	26% (583)	33% (728)	5% (107)	4% (84)	4% (93)	2201
Gender: Male	32% (331)	27% (274)	30% (307)	4% (40)	4% (45)	3% (33)	1030
Gender: Female	23% (275)	26% (309)	36% (421)	6% (67)	3% (39)	5% (61)	1171
Age: 18-29	45% (184)	24% (99)	19% (79)	3% (12)	2% (6)	7% (27)	407
Age: 30-44	33% (158)	25% (118)	34% (162)	3% (14)	2% (12)	3% (16)	480
Age: 45-54	29% (120)	30% (126)	32% (133)	3% (14)	2% (10)	4% (17)	420
Age: 55-64	20% (77)	30% (116)	38% (144)	6% (21)	3% (12)	3% (11)	382
Age: 65+	13% (67)	24% (123)	41% (211)	9% (45)	8% (43)	4% (23)	512
Generation Z: 18-21	47% (72)	21% (32)	18% (28)	5% (8)	1% (1)	8% (13)	153
Millennial: Age 22-37	41% (213)	25% (129)	25% (132)	3% (14)	2% (11)	5% (27)	525
Generation X: Age 38-53	28% (167)	29% (172)	34% (201)	3% (19)	3% (16)	3% (18)	593
Boomers: Age 54-72	17% (137)	28% (221)	39% (309)	6% (49)	5% (41)	4% (32)	789
PID: Dem (no lean)	30% (229)	28% (215)	29% (224)	5% (42)	4% (28)	3% (23)	761
PID: Ind (no lean)	28% (159)	27% (155)	34% (199)	3% (19)	3% (17)	5% (30)	579
PID: Rep (no lean)	25% (218)	25% (213)	35% (305)	5% (46)	5% (39)	5% (40)	861
PID/Gender: Dem Men	38% (118)	28% (87)	24% (73)	4% (12)	4% (13)	1% (4)	308
PID/Gender: Dem Women	25% (112)	28% (127)	33% (151)	7% (30)	3% (15)	4% (19)	453
PID/Gender: Ind Men	30% (91)	28% (85)	31% (95)	3% (9)	4% (14)	5% (14)	308
PID/Gender: Ind Women	25% (68)	26% (70)	38% (104)	4% (10)	1% (3)	6% (16)	271
PID/Gender: Rep Men	29% (122)	24% (101)	34% (139)	5% (19)	4% (18)	3% (14)	414
PID/Gender: Rep Women	21% (95)	25% (112)	37% (166)	6% (27)	5% (21)	6% (25)	447
Ideo: Liberal (1-3)	31% (222)	26% (189)	32% (230)	4% (31)	3% (18)	4% (28)	719
Ideo: Moderate (4)	27% (132)	28% (137)	33% (160)	6% (28)	3% (15)	4% (18)	489
Ideo: Conservative (5-7)	22% (155)	27% (192)	37% (265)	5% (36)	6% (43)	3% (23)	713

Continued on next page

Table BRD1_8: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Robert Downey Jr.

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(606)	26%	(583)	33%	(728)	5%	(107)	4%	(84)	4%	(93)	2201
Educ: College	31%	(424)	26%	(355)	31%	(436)	4%	(62)	3%	(45)	4%	(62)	1384
Educ: Bachelors degree	23%	(118)	28%	(146)	36%	(185)	5%	(28)	5%	(25)	4%	(18)	521
Educ: Post-grad	22%	(64)	28%	(82)	36%	(108)	6%	(17)	4%	(13)	4%	(13)	296
Income: Under 50k	30%	(372)	26%	(321)	30%	(365)	5%	(63)	4%	(47)	5%	(64)	1231
Income: 50k-100k	26%	(182)	25%	(173)	38%	(261)	5%	(33)	3%	(23)	3%	(22)	694
Income: 100k+	19%	(53)	32%	(89)	37%	(103)	4%	(10)	5%	(14)	3%	(8)	276
Ethnicity: White	25%	(442)	27%	(483)	36%	(634)	4%	(79)	4%	(73)	4%	(70)	1780
Ethnicity: Hispanic	37%	(79)	28%	(59)	21%	(44)	5%	(12)	5%	(12)	4%	(8)	213
Ethnicity: Afr. Am.	41%	(114)	23%	(63)	19%	(54)	6%	(18)	4%	(10)	7%	(21)	279
Ethnicity: Other	36%	(51)	26%	(37)	29%	(41)	7%	(10)	1%	(1)	2%	(2)	142
Relig: Protestant	20%	(107)	24%	(132)	41%	(227)	6%	(33)	6%	(34)	3%	(15)	547
Relig: Roman Catholic	28%	(110)	27%	(103)	33%	(127)	7%	(26)	3%	(11)	3%	(12)	388
Relig: Something Else	28%	(59)	35%	(72)	26%	(54)	4%	(9)	2%	(3)	4%	(9)	206
Relig: Evangelical	27%	(210)	27%	(216)	34%	(270)	6%	(49)	3%	(23)	3%	(22)	789
Relig: Non-Evang. Catholics	18%	(65)	26%	(91)	39%	(137)	5%	(18)	7%	(25)	4%	(15)	352
Relig: All Christian	24%	(275)	27%	(307)	36%	(407)	6%	(67)	4%	(48)	3%	(37)	1141
Relig: All Non-Christian	39%	(104)	21%	(56)	29%	(78)	3%	(8)	3%	(9)	5%	(14)	268
Community: Urban	33%	(171)	25%	(127)	30%	(154)	5%	(26)	2%	(11)	5%	(26)	514
Community: Suburban	24%	(240)	29%	(288)	34%	(339)	6%	(59)	4%	(42)	4%	(35)	1004
Community: Rural	29%	(195)	25%	(168)	34%	(235)	3%	(22)	5%	(31)	5%	(33)	683
Employ: Private Sector	29%	(193)	29%	(193)	33%	(216)	4%	(29)	2%	(14)	3%	(17)	663
Employ: Government	23%	(37)	30%	(48)	36%	(57)	3%	(5)	4%	(6)	4%	(7)	161
Employ: Self-Employed	25%	(47)	27%	(50)	30%	(56)	10%	(18)	3%	(5)	5%	(9)	185
Employ: Homemaker	34%	(48)	21%	(30)	33%	(47)	5%	(7)	3%	(4)	5%	(7)	143
Employ: Student	49%	(43)	27%	(24)	14%	(12)	4%	(3)	—	(0)	6%	(5)	88
Employ: Retired	16%	(91)	25%	(141)	41%	(227)	6%	(33)	7%	(40)	4%	(23)	555
Employ: Unemployed	41%	(73)	18%	(32)	29%	(52)	2%	(4)	4%	(7)	6%	(11)	179
Employ: Other	32%	(73)	29%	(66)	27%	(62)	3%	(7)	3%	(6)	6%	(14)	228

Continued on next page

Table BRD1_8: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Robert Downey Jr.

Demographic	Much more likely to watch	Somewhat more likely watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (606)	26% (583)	33% (728)	5% (107)	4% (84)	4% (93)	2201
Military HH: Yes	28% (125)	27% (122)	35% (154)	4% (20)	4% (18)	2% (7)	445
Military HH: No	27% (481)	26% (461)	33% (574)	5% (87)	4% (66)	5% (86)	1756
RD/WT: Right Direction	26% (232)	26% (235)	34% (311)	5% (47)	5% (45)	4% (32)	901
RD/WT: Wrong Track	29% (375)	27% (348)	32% (417)	5% (60)	3% (39)	5% (62)	1300
Trump Job Approve	25% (236)	26% (250)	35% (329)	6% (52)	5% (51)	3% (31)	949
Trump Job Disapprove	29% (328)	27% (304)	33% (368)	5% (52)	3% (31)	4% (44)	1126
Trump Job Strongly Approve	25% (124)	24% (116)	33% (160)	6% (28)	8% (40)	4% (19)	487
Trump Job Somewhat Approve	24% (112)	29% (134)	36% (168)	5% (24)	2% (11)	3% (12)	462
Trump Job Somewhat Disapprove	27% (78)	27% (77)	37% (105)	4% (11)	1% (2)	4% (11)	284
Trump Job Strongly Disapprove	30% (250)	27% (226)	31% (264)	5% (41)	3% (28)	4% (32)	842
#1 Issue: Economy	33% (203)	25% (154)	32% (195)	4% (23)	2% (11)	3% (21)	606
#1 Issue: Security	19% (77)	25% (103)	36% (147)	6% (26)	8% (33)	5% (20)	406
#1 Issue: Health Care	26% (114)	32% (137)	32% (139)	3% (12)	4% (18)	3% (13)	434
#1 Issue: Medicare / Social Security	24% (83)	24% (85)	39% (134)	6% (20)	4% (13)	4% (12)	347
#1 Issue: Women's Issues	28% (27)	25% (25)	25% (25)	7% (7)	3% (3)	11% (11)	97
#1 Issue: Education	36% (52)	28% (40)	24% (35)	5% (7)	3% (5)	4% (6)	145
#1 Issue: Energy	34% (23)	22% (15)	36% (25)	7% (5)	— (0)	1% (1)	68
#1 Issue: Other	27% (27)	25% (24)	29% (29)	8% (7)	1% (1)	10% (9)	97
2016 Vote: Hillary Clinton	27% (193)	28% (201)	34% (240)	6% (39)	3% (22)	3% (22)	717
2016 Vote: Donald Trump	21% (159)	27% (205)	37% (286)	6% (43)	6% (43)	4% (27)	765
2016 Vote: Someone else	29% (54)	25% (48)	34% (65)	4% (7)	2% (4)	6% (11)	189
2016 Vote: Didn't Vote	38% (198)	24% (128)	26% (135)	3% (17)	3% (14)	6% (33)	527
Voted in 2014: Yes	24% (358)	27% (389)	36% (519)	5% (74)	5% (69)	4% (53)	1461
Voted in 2014: No	34% (249)	26% (194)	28% (209)	4% (33)	2% (15)	5% (40)	740
2012 Vote: Barack Obama	26% (223)	29% (250)	34% (294)	5% (41)	3% (27)	3% (30)	865
2012 Vote: Mitt Romney	21% (123)	25% (146)	39% (230)	6% (35)	6% (38)	3% (18)	589
2012 Vote: Other	19% (18)	28% (26)	34% (32)	4% (4)	6% (5)	9% (9)	94
2012 Vote: Didn't Vote	37% (241)	25% (159)	26% (168)	4% (28)	2% (14)	6% (37)	647

Continued on next page

Table BRD1_8: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?
Robert Downey Jr.*

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (606)	26% (583)	33% (728)	5% (107)	4% (84)	4% (93)	2201
4-Region: Northeast	22% (87)	23% (91)	39% (154)	7% (27)	3% (11)	6% (22)	393
4-Region: Midwest	25% (124)	29% (145)	35% (177)	4% (18)	4% (20)	4% (21)	506
4-Region: South	32% (259)	25% (205)	30% (244)	5% (38)	4% (36)	5% (39)	822
4-Region: West	28% (136)	29% (142)	32% (153)	5% (23)	3% (16)	2% (11)	481
Favorable of Trump	25% (235)	26% (238)	35% (326)	5% (47)	6% (51)	3% (29)	925
Unfavorable of Trump	29% (332)	28% (322)	32% (368)	5% (56)	2% (25)	4% (42)	1145
Very Favorable of Trump	27% (144)	24% (124)	33% (173)	5% (29)	8% (41)	3% (18)	528
Somewhat Favorable of Trump	23% (91)	29% (114)	39% (153)	5% (18)	2% (10)	3% (11)	397
Somewhat Unfavorable of Trump	28% (64)	28% (64)	36% (82)	3% (7)	2% (3)	3% (7)	227
Very Unfavorable of Trump	29% (268)	28% (259)	31% (286)	5% (48)	2% (22)	4% (35)	918

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

Table BRD1_9: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Dwayne The Rock Johnson

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	36% (802)	26% (580)	27% (601)	4% (83)	3% (61)	3% (74)	2201
Gender: Male	38% (391)	27% (274)	26% (270)	4% (37)	2% (25)	3% (33)	1030
Gender: Female	35% (412)	26% (305)	28% (331)	4% (46)	3% (36)	3% (41)	1171
Age: 18-29	51% (206)	24% (98)	15% (62)	3% (14)	2% (9)	4% (18)	407
Age: 30-44	42% (204)	27% (128)	23% (109)	3% (17)	2% (11)	3% (12)	480
Age: 45-54	37% (156)	27% (114)	26% (109)	5% (20)	2% (10)	3% (12)	420
Age: 55-64	30% (116)	30% (115)	32% (120)	3% (10)	3% (10)	3% (10)	382
Age: 65+	24% (121)	24% (124)	39% (201)	4% (23)	4% (22)	4% (22)	512
Generation Z: 18-21	50% (76)	22% (34)	14% (22)	3% (5)	4% (6)	6% (9)	153
Millennial: Age 22-37	48% (251)	25% (130)	18% (95)	4% (21)	2% (9)	4% (19)	525
Generation X: Age 38-53	39% (231)	28% (167)	24% (145)	4% (24)	2% (14)	2% (12)	593
Boomers: Age 54-72	27% (211)	28% (223)	35% (278)	3% (26)	3% (27)	3% (24)	789
PID: Dem (no lean)	37% (284)	25% (192)	27% (205)	4% (29)	4% (29)	3% (22)	761
PID: Ind (no lean)	37% (217)	24% (139)	30% (173)	3% (17)	2% (10)	4% (22)	579
PID: Rep (no lean)	35% (301)	29% (248)	26% (223)	4% (37)	3% (22)	3% (30)	861
PID/Gender: Dem Men	42% (129)	27% (83)	23% (70)	4% (13)	2% (7)	2% (6)	308
PID/Gender: Dem Women	34% (155)	24% (109)	30% (135)	3% (16)	5% (22)	4% (16)	453
PID/Gender: Ind Men	37% (114)	21% (66)	31% (95)	3% (8)	2% (7)	6% (18)	308
PID/Gender: Ind Women	38% (103)	27% (73)	29% (78)	3% (9)	1% (3)	2% (4)	271
PID/Gender: Rep Men	36% (148)	30% (125)	25% (104)	4% (16)	3% (12)	2% (9)	414
PID/Gender: Rep Women	34% (154)	27% (123)	27% (119)	5% (21)	2% (10)	5% (20)	447
Ideo: Liberal (1-3)	36% (262)	24% (174)	28% (200)	5% (33)	3% (24)	3% (25)	719
Ideo: Moderate (4)	38% (186)	24% (118)	30% (145)	5% (23)	2% (9)	2% (8)	489
Ideo: Conservative (5-7)	31% (223)	31% (219)	28% (198)	3% (22)	3% (24)	4% (28)	713

Continued on next page

Table BRD1_9: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Dwayne The Rock Johnson

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(802)	26%	(580)	27%	(601)	4%	(83)	3%	(61)	3%	(74)	2201
Educ: College	43%	(593)	25%	(344)	24%	(326)	3%	(45)	3%	(36)	3%	(41)	1384
Educ: Bachelors degree	26%	(137)	29%	(154)	32%	(166)	5%	(26)	3%	(17)	4%	(21)	521
Educ: Post-grad	25%	(73)	28%	(82)	37%	(109)	4%	(11)	3%	(8)	4%	(13)	296
Income: Under 50k	41%	(508)	24%	(299)	24%	(290)	4%	(50)	3%	(39)	4%	(46)	1231
Income: 50k-100k	32%	(225)	29%	(201)	30%	(208)	4%	(24)	3%	(18)	3%	(18)	694
Income: 100k+	25%	(70)	29%	(80)	37%	(103)	3%	(8)	2%	(4)	4%	(10)	276
Ethnicity: White	34%	(601)	27%	(485)	29%	(519)	4%	(67)	3%	(50)	3%	(57)	1780
Ethnicity: Hispanic	44%	(95)	24%	(51)	19%	(41)	6%	(12)	3%	(6)	4%	(8)	213
Ethnicity: Afr. Am.	51%	(142)	20%	(56)	18%	(51)	3%	(8)	3%	(9)	5%	(14)	279
Ethnicity: Other	41%	(59)	27%	(39)	22%	(31)	5%	(7)	2%	(2)	2%	(3)	142
Relig: Protestant	29%	(160)	28%	(151)	33%	(182)	3%	(17)	4%	(20)	3%	(19)	547
Relig: Roman Catholic	33%	(127)	28%	(108)	32%	(123)	4%	(16)	2%	(6)	2%	(8)	388
Relig: Something Else	41%	(84)	27%	(56)	24%	(48)	3%	(7)	3%	(7)	2%	(4)	206
Relig: Evangelical	34%	(270)	28%	(221)	29%	(231)	4%	(28)	3%	(21)	2%	(18)	789
Relig: Non-Evang. Catholics	29%	(102)	27%	(94)	34%	(121)	3%	(11)	3%	(11)	4%	(13)	352
Relig: All Christian	33%	(371)	28%	(315)	31%	(353)	3%	(39)	3%	(33)	3%	(31)	1141
Relig: All Non-Christian	50%	(134)	27%	(72)	16%	(44)	2%	(6)	2%	(5)	3%	(7)	268
Community: Urban	40%	(204)	27%	(138)	23%	(120)	3%	(14)	4%	(19)	4%	(19)	514
Community: Suburban	30%	(305)	28%	(284)	31%	(314)	5%	(52)	2%	(22)	3%	(27)	1004
Community: Rural	43%	(293)	23%	(157)	24%	(167)	2%	(16)	3%	(21)	4%	(28)	683
Employ: Private Sector	35%	(234)	31%	(205)	26%	(171)	4%	(28)	1%	(9)	2%	(15)	663
Employ: Government	34%	(55)	28%	(45)	27%	(43)	3%	(6)	4%	(7)	3%	(4)	161
Employ: Self-Employed	36%	(67)	27%	(50)	26%	(48)	4%	(8)	2%	(5)	4%	(8)	185
Employ: Homemaker	43%	(62)	19%	(27)	27%	(39)	5%	(7)	3%	(5)	3%	(4)	143
Employ: Student	51%	(45)	24%	(21)	16%	(15)	4%	(3)	2%	(1)	4%	(3)	88
Employ: Retired	26%	(146)	26%	(144)	36%	(202)	4%	(20)	4%	(22)	4%	(21)	555
Employ: Unemployed	48%	(86)	17%	(30)	24%	(43)	2%	(3)	5%	(9)	4%	(7)	179
Employ: Other	47%	(108)	25%	(57)	18%	(41)	4%	(8)	1%	(3)	5%	(11)	228

Continued on next page

Table BRD1_9: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Dwayne The Rock Johnson

Demographic	Much more likely to watch		Somewhat more likely watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(802)	26%	(580)	27%	(601)	4%	(83)	3%	(61)	3%	(74)	2201
Military HH: Yes	37%	(167)	28%	(123)	28%	(125)	2%	(7)	4%	(18)	1%	(7)	445
Military HH: No	36%	(636)	26%	(457)	27%	(476)	4%	(76)	2%	(44)	4%	(68)	1756
RD/WT: Right Direction	37%	(330)	28%	(254)	26%	(231)	4%	(37)	2%	(19)	3%	(31)	901
RD/WT: Wrong Track	36%	(472)	25%	(326)	28%	(370)	4%	(46)	3%	(42)	3%	(44)	1300
Trump Job Approve	36%	(342)	28%	(265)	27%	(253)	3%	(29)	3%	(28)	3%	(31)	949
Trump Job Disapprove	36%	(403)	26%	(291)	28%	(316)	5%	(51)	3%	(31)	3%	(34)	1126
Trump Job Strongly Approve	34%	(164)	27%	(131)	29%	(141)	2%	(10)	5%	(24)	3%	(17)	487
Trump Job Somewhat Approve	39%	(179)	29%	(134)	24%	(112)	4%	(18)	1%	(5)	3%	(14)	462
Trump Job Somewhat Disapprove	40%	(113)	28%	(80)	25%	(71)	3%	(9)	2%	(5)	2%	(6)	284
Trump Job Strongly Disapprove	34%	(290)	25%	(211)	29%	(244)	5%	(42)	3%	(26)	3%	(28)	842
#1 Issue: Economy	39%	(239)	27%	(166)	25%	(154)	4%	(22)	1%	(9)	3%	(16)	606
#1 Issue: Security	30%	(123)	26%	(107)	31%	(127)	3%	(11)	4%	(16)	5%	(21)	406
#1 Issue: Health Care	37%	(159)	28%	(120)	25%	(110)	5%	(20)	3%	(13)	2%	(11)	434
#1 Issue: Medicare / Social Security	33%	(113)	24%	(82)	34%	(117)	3%	(9)	5%	(17)	2%	(8)	347
#1 Issue: Women's Issues	38%	(37)	24%	(23)	23%	(22)	4%	(4)	2%	(2)	10%	(9)	97
#1 Issue: Education	45%	(64)	28%	(40)	19%	(28)	5%	(7)	2%	(2)	2%	(3)	145
#1 Issue: Energy	29%	(20)	27%	(18)	34%	(23)	9%	(6)	1%	(1)	—	(0)	68
#1 Issue: Other	48%	(46)	22%	(21)	21%	(20)	3%	(3)	1%	(1)	5%	(5)	97
2016 Vote: Hillary Clinton	32%	(228)	27%	(191)	31%	(224)	4%	(32)	3%	(20)	3%	(22)	717
2016 Vote: Donald Trump	32%	(241)	30%	(232)	29%	(224)	3%	(21)	3%	(20)	3%	(27)	765
2016 Vote: Someone else	35%	(66)	25%	(47)	30%	(57)	5%	(10)	2%	(4)	2%	(3)	189
2016 Vote: Didn't Vote	51%	(266)	20%	(107)	18%	(95)	4%	(20)	3%	(17)	4%	(23)	527
Voted in 2014: Yes	32%	(473)	28%	(406)	30%	(436)	4%	(55)	3%	(40)	4%	(52)	1461
Voted in 2014: No	45%	(330)	24%	(174)	22%	(165)	4%	(28)	3%	(21)	3%	(22)	740
2012 Vote: Barack Obama	33%	(284)	27%	(232)	30%	(258)	5%	(41)	3%	(24)	3%	(26)	865
2012 Vote: Mitt Romney	29%	(172)	30%	(177)	31%	(185)	3%	(20)	3%	(15)	3%	(20)	589
2012 Vote: Other	37%	(35)	25%	(24)	26%	(24)	3%	(3)	3%	(2)	6%	(6)	94
2012 Vote: Didn't Vote	48%	(312)	23%	(147)	20%	(128)	3%	(19)	3%	(19)	3%	(22)	647

Continued on next page

Table BRD1_9: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Dwayne The Rock Johnson

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(802)	26%	(580)	27%	(601)	4%	(83)	3%	(61)	3%	(74)	2201
4-Region: Northeast	29%	(115)	28%	(108)	32%	(125)	4%	(14)	4%	(15)	4%	(15)	393
4-Region: Midwest	33%	(169)	29%	(148)	29%	(146)	4%	(19)	2%	(12)	2%	(12)	506
4-Region: South	42%	(342)	25%	(205)	24%	(195)	4%	(30)	3%	(21)	3%	(28)	822
4-Region: West	37%	(176)	25%	(118)	28%	(135)	4%	(19)	3%	(13)	4%	(19)	481
Favorable of Trump	36%	(330)	29%	(266)	27%	(246)	3%	(27)	3%	(26)	3%	(31)	925
Unfavorable of Trump	35%	(403)	26%	(297)	29%	(329)	4%	(51)	3%	(32)	3%	(32)	1145
Very Favorable of Trump	36%	(189)	28%	(146)	26%	(139)	3%	(14)	4%	(21)	4%	(20)	528
Somewhat Favorable of Trump	35%	(141)	30%	(120)	27%	(107)	3%	(13)	1%	(6)	3%	(11)	397
Somewhat Unfavorable of Trump	34%	(77)	33%	(75)	25%	(58)	2%	(5)	3%	(7)	2%	(5)	227
Very Unfavorable of Trump	36%	(326)	24%	(222)	30%	(271)	5%	(46)	3%	(25)	3%	(27)	918

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

Table BRD1_10: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
George Clooney

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	27% (586)	26% (565)	31% (674)	7% (153)	6% (141)	4% (82)	2201
Gender: Male	26% (269)	25% (256)	28% (291)	8% (87)	9% (92)	4% (36)	1030
Gender: Female	27% (318)	26% (308)	33% (383)	6% (67)	4% (49)	4% (46)	1171
Age: 18-29	26% (108)	24% (97)	31% (128)	7% (29)	3% (12)	8% (34)	407
Age: 30-44	27% (130)	28% (133)	34% (164)	5% (25)	4% (18)	2% (11)	480
Age: 45-54	29% (122)	26% (108)	32% (136)	5% (22)	5% (20)	3% (12)	420
Age: 55-64	26% (101)	29% (109)	32% (121)	6% (23)	5% (19)	2% (9)	382
Age: 65+	25% (126)	23% (118)	25% (126)	11% (54)	14% (71)	3% (16)	512
Generation Z: 18-21	19% (29)	18% (27)	42% (64)	8% (12)	2% (3)	11% (17)	153
Millennial: Age 22-37	31% (162)	27% (142)	28% (148)	6% (29)	3% (18)	5% (26)	525
Generation X: Age 38-53	28% (164)	27% (159)	33% (198)	6% (33)	5% (28)	2% (12)	593
Boomers: Age 54-72	24% (193)	26% (206)	29% (229)	8% (64)	9% (74)	3% (23)	789
PID: Dem (no lean)	31% (233)	30% (226)	27% (209)	6% (46)	4% (28)	3% (19)	761
PID: Ind (no lean)	27% (156)	25% (143)	33% (193)	6% (32)	5% (30)	4% (25)	579
PID: Rep (no lean)	23% (197)	23% (196)	32% (273)	9% (75)	10% (83)	4% (37)	861
PID/Gender: Dem Men	32% (98)	34% (106)	23% (69)	6% (18)	4% (11)	2% (5)	308
PID/Gender: Dem Women	30% (135)	27% (121)	31% (139)	6% (27)	4% (17)	3% (14)	453
PID/Gender: Ind Men	25% (76)	24% (75)	30% (93)	7% (21)	8% (25)	6% (18)	308
PID/Gender: Ind Women	29% (80)	25% (68)	37% (99)	4% (11)	2% (5)	3% (8)	271
PID/Gender: Rep Men	23% (94)	18% (76)	31% (128)	11% (48)	13% (55)	3% (13)	414
PID/Gender: Rep Women	23% (103)	27% (120)	32% (145)	6% (28)	6% (27)	5% (24)	447
Ideo: Liberal (1-3)	31% (221)	28% (202)	30% (212)	5% (37)	3% (22)	3% (24)	719
Ideo: Moderate (4)	32% (156)	28% (136)	30% (147)	4% (21)	4% (19)	2% (11)	489
Ideo: Conservative (5-7)	17% (124)	24% (169)	31% (222)	11% (76)	13% (96)	4% (25)	713

Continued on next page

Table BRD1_10: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
George Clooney

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	27%	(586)	26%	(565)	31%	(674)	7%	(153)	6%	(141)	4%	(82)	2201
Educ: College	30%	(415)	23%	(318)	30%	(416)	8%	(105)	5%	(73)	4%	(58)	1384
Educ: Bachelors degree	19%	(100)	28%	(148)	34%	(175)	6%	(32)	10%	(51)	3%	(14)	521
Educ: Post-grad	24%	(71)	33%	(99)	28%	(83)	5%	(16)	6%	(17)	3%	(10)	296
Income: Under 50k	30%	(370)	25%	(308)	27%	(339)	7%	(88)	5%	(66)	5%	(60)	1231
Income: 50k-100k	23%	(161)	27%	(189)	32%	(225)	6%	(44)	8%	(57)	2%	(17)	694
Income: 100k+	20%	(55)	24%	(67)	40%	(111)	7%	(20)	6%	(18)	2%	(5)	276
Ethnicity: White	25%	(446)	26%	(465)	32%	(565)	7%	(128)	7%	(117)	3%	(59)	1780
Ethnicity: Hispanic	34%	(72)	22%	(47)	32%	(68)	6%	(13)	4%	(8)	3%	(6)	213
Ethnicity: Afr. Am.	35%	(98)	23%	(65)	24%	(66)	6%	(17)	6%	(17)	6%	(17)	279
Ethnicity: Other	30%	(42)	25%	(35)	31%	(43)	6%	(8)	5%	(7)	5%	(6)	142
Relig: Protestant	20%	(110)	28%	(152)	31%	(168)	8%	(43)	10%	(56)	3%	(19)	547
Relig: Roman Catholic	32%	(123)	25%	(98)	30%	(117)	7%	(25)	5%	(18)	2%	(7)	388
Relig: Something Else	30%	(63)	29%	(60)	32%	(66)	4%	(7)	3%	(7)	1%	(3)	206
Relig: Evangelical	29%	(229)	28%	(218)	30%	(241)	6%	(50)	5%	(40)	1%	(11)	789
Relig: Non-Evang. Catholics	19%	(67)	26%	(92)	31%	(110)	7%	(26)	11%	(40)	5%	(18)	352
Relig: All Christian	26%	(296)	27%	(310)	31%	(350)	7%	(76)	7%	(81)	2%	(28)	1141
Relig: All Non-Christian	33%	(89)	25%	(68)	24%	(64)	9%	(23)	5%	(14)	4%	(10)	268
Community: Urban	31%	(162)	24%	(124)	30%	(155)	6%	(33)	3%	(13)	5%	(28)	514
Community: Suburban	23%	(234)	28%	(283)	31%	(309)	8%	(83)	7%	(74)	2%	(22)	1004
Community: Rural	28%	(191)	23%	(158)	31%	(210)	5%	(37)	8%	(54)	5%	(33)	683
Employ: Private Sector	25%	(163)	29%	(189)	33%	(217)	7%	(49)	5%	(33)	2%	(12)	663
Employ: Government	25%	(40)	30%	(49)	34%	(55)	4%	(7)	2%	(4)	4%	(6)	161
Employ: Self-Employed	26%	(48)	26%	(48)	28%	(52)	7%	(14)	7%	(14)	5%	(9)	185
Employ: Homemaker	29%	(41)	26%	(37)	32%	(46)	3%	(5)	6%	(9)	4%	(5)	143
Employ: Student	25%	(22)	17%	(15)	39%	(35)	6%	(5)	4%	(3)	9%	(8)	88
Employ: Retired	26%	(145)	23%	(126)	29%	(158)	8%	(45)	12%	(64)	3%	(16)	555
Employ: Unemployed	31%	(56)	25%	(44)	28%	(50)	5%	(10)	5%	(9)	5%	(10)	179
Employ: Other	31%	(71)	25%	(57)	27%	(61)	8%	(19)	2%	(4)	7%	(15)	228

Continued on next page

Table BRD1_10: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
George Clooney

Demographic	Much more likely to watch		Somewhat more likely watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	27%	(586)	26%	(565)	31%	(674)	7%	(153)	6%	(141)	4%	(82)	2201
Military HH: Yes	28%	(127)	28%	(123)	25%	(111)	8%	(36)	9%	(41)	2%	(8)	445
Military HH: No	26%	(459)	25%	(442)	32%	(563)	7%	(117)	6%	(100)	4%	(75)	1756
RD/WT: Right Direction	23%	(209)	22%	(200)	31%	(277)	10%	(90)	11%	(96)	3%	(29)	901
RD/WT: Wrong Track	29%	(377)	28%	(365)	31%	(397)	5%	(63)	3%	(44)	4%	(53)	1300
Trump Job Approve	22%	(213)	21%	(197)	32%	(304)	10%	(94)	11%	(108)	3%	(32)	949
Trump Job Disapprove	29%	(331)	30%	(340)	30%	(336)	4%	(49)	3%	(32)	3%	(38)	1126
Trump Job Strongly Approve	21%	(101)	19%	(91)	26%	(128)	12%	(56)	19%	(94)	3%	(16)	487
Trump Job Somewhat Approve	24%	(112)	23%	(107)	38%	(176)	8%	(38)	3%	(14)	3%	(16)	462
Trump Job Somewhat Disapprove	29%	(81)	29%	(83)	34%	(98)	4%	(12)	1%	(4)	2%	(7)	284
Trump Job Strongly Disapprove	30%	(250)	30%	(256)	28%	(239)	4%	(38)	3%	(28)	4%	(31)	842
#1 Issue: Economy	25%	(153)	27%	(163)	33%	(199)	7%	(45)	4%	(25)	4%	(21)	606
#1 Issue: Security	18%	(74)	21%	(87)	30%	(122)	9%	(37)	17%	(68)	5%	(18)	406
#1 Issue: Health Care	30%	(130)	30%	(130)	30%	(130)	5%	(22)	3%	(15)	2%	(7)	434
#1 Issue: Medicare / Social Security	35%	(120)	21%	(74)	28%	(96)	8%	(27)	6%	(22)	2%	(8)	347
#1 Issue: Women's Issues	20%	(20)	31%	(30)	27%	(26)	9%	(8)	6%	(6)	8%	(8)	97
#1 Issue: Education	30%	(43)	26%	(38)	35%	(51)	3%	(5)	1%	(1)	5%	(7)	145
#1 Issue: Energy	22%	(15)	30%	(20)	37%	(25)	9%	(6)	—	(0)	3%	(2)	68
#1 Issue: Other	31%	(30)	24%	(23)	26%	(25)	3%	(3)	3%	(3)	12%	(12)	97
2016 Vote: Hillary Clinton	31%	(221)	32%	(227)	28%	(199)	5%	(35)	2%	(17)	3%	(19)	717
2016 Vote: Donald Trump	21%	(159)	23%	(175)	30%	(229)	10%	(78)	13%	(98)	3%	(26)	765
2016 Vote: Someone else	24%	(45)	25%	(47)	41%	(78)	4%	(7)	5%	(9)	2%	(3)	189
2016 Vote: Didn't Vote	30%	(160)	22%	(115)	32%	(166)	6%	(33)	3%	(17)	7%	(35)	527
Voted in 2014: Yes	27%	(391)	26%	(379)	29%	(430)	7%	(104)	8%	(113)	3%	(44)	1461
Voted in 2014: No	26%	(195)	25%	(186)	33%	(244)	7%	(49)	4%	(27)	5%	(38)	740
2012 Vote: Barack Obama	31%	(268)	30%	(258)	28%	(244)	5%	(46)	3%	(25)	3%	(25)	865
2012 Vote: Mitt Romney	19%	(112)	23%	(135)	30%	(178)	10%	(60)	14%	(85)	3%	(20)	589
2012 Vote: Other	21%	(20)	26%	(25)	32%	(30)	11%	(10)	8%	(7)	2%	(2)	94
2012 Vote: Didn't Vote	29%	(186)	23%	(148)	34%	(218)	5%	(35)	4%	(24)	6%	(36)	647

Continued on next page

Table BRD1_10: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
George Clooney

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	27%	(586)	26%	(565)	31%	(674)	7%	(153)	6%	(141)	4%	(82)	2201
4-Region: Northeast	23%	(90)	27%	(106)	36%	(141)	6%	(23)	5%	(21)	3%	(13)	393
4-Region: Midwest	22%	(113)	27%	(136)	34%	(172)	7%	(34)	6%	(28)	4%	(22)	506
4-Region: South	30%	(249)	24%	(198)	26%	(215)	8%	(67)	7%	(61)	4%	(31)	822
4-Region: West	28%	(134)	26%	(125)	30%	(146)	6%	(29)	6%	(31)	3%	(16)	481
Favorable of Trump	23%	(217)	21%	(194)	32%	(295)	9%	(83)	12%	(108)	3%	(29)	925
Unfavorable of Trump	29%	(334)	31%	(350)	30%	(342)	5%	(55)	3%	(29)	3%	(34)	1145
Very Favorable of Trump	25%	(130)	17%	(92)	27%	(142)	11%	(59)	17%	(91)	3%	(15)	528
Somewhat Favorable of Trump	22%	(87)	26%	(102)	39%	(153)	6%	(24)	4%	(17)	4%	(14)	397
Somewhat Unfavorable of Trump	31%	(71)	29%	(65)	31%	(70)	6%	(15)	1%	(2)	2%	(4)	227
Very Unfavorable of Trump	29%	(263)	31%	(285)	30%	(272)	4%	(40)	3%	(27)	3%	(30)	918

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

Table BRD1_11: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Gal Gadot

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	14% (306)	14% (304)	49% (1069)	5% (118)	5% (108)	13% (296)	2201
Gender: Male	21% (218)	16% (167)	44% (454)	6% (58)	3% (32)	10% (101)	1030
Gender: Female	8% (89)	12% (136)	53% (616)	5% (60)	6% (75)	17% (195)	1171
Age: 18-29	23% (95)	15% (62)	34% (139)	5% (20)	4% (16)	18% (75)	407
Age: 30-44	18% (88)	16% (78)	46% (221)	4% (18)	3% (15)	13% (60)	480
Age: 45-54	12% (49)	16% (66)	50% (210)	5% (21)	3% (11)	15% (63)	420
Age: 55-64	8% (31)	13% (51)	56% (213)	7% (27)	3% (12)	13% (49)	382
Age: 65+	9% (44)	9% (46)	56% (287)	6% (31)	11% (55)	10% (49)	512
Generation Z: 18-21	21% (32)	11% (17)	35% (54)	6% (8)	4% (6)	23% (35)	153
Millennial: Age 22-37	22% (115)	17% (88)	39% (206)	4% (22)	4% (22)	14% (73)	525
Generation X: Age 38-53	14% (82)	16% (95)	49% (288)	5% (29)	2% (13)	15% (87)	593
Boomers: Age 54-72	8% (67)	11% (88)	56% (443)	6% (51)	6% (48)	12% (92)	789
PID: Dem (no lean)	16% (121)	16% (123)	46% (350)	4% (31)	5% (35)	13% (100)	761
PID: Ind (no lean)	14% (80)	14% (83)	49% (281)	6% (34)	4% (26)	13% (75)	579
PID: Rep (no lean)	12% (106)	11% (97)	51% (437)	6% (52)	5% (47)	14% (121)	861
PID/Gender: Dem Men	29% (90)	20% (62)	37% (114)	4% (13)	2% (5)	8% (24)	308
PID/Gender: Dem Women	7% (31)	14% (61)	52% (237)	4% (19)	7% (30)	17% (76)	453
PID/Gender: Ind Men	19% (58)	15% (45)	45% (137)	6% (17)	5% (15)	12% (36)	308
PID/Gender: Ind Women	8% (22)	14% (38)	53% (144)	6% (17)	4% (11)	14% (39)	271
PID/Gender: Rep Men	17% (70)	15% (61)	49% (203)	7% (28)	3% (13)	10% (41)	414
PID/Gender: Rep Women	8% (36)	8% (37)	53% (235)	5% (25)	8% (34)	18% (80)	447
Ideo: Liberal (1-3)	18% (128)	16% (118)	46% (332)	3% (24)	3% (22)	13% (95)	719
Ideo: Moderate (4)	13% (62)	13% (63)	53% (258)	4% (21)	5% (26)	12% (58)	489
Ideo: Conservative (5-7)	10% (71)	13% (91)	52% (372)	8% (56)	6% (45)	11% (79)	713

Continued on next page

Table BRD1_11: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Gal Gadot

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	14%	(306)	14%	(304)	49%	(1069)	5%	(118)	5%	(108)	13%	(296)	2201
Educ: College	15%	(201)	14%	(198)	45%	(628)	6%	(82)	5%	(67)	15%	(208)	1384
Educ: Bachelors degree	13%	(66)	13%	(67)	55%	(286)	4%	(22)	6%	(33)	9%	(47)	521
Educ: Post-grad	13%	(39)	13%	(39)	52%	(155)	5%	(14)	3%	(9)	14%	(41)	296
Income: Under 50k	14%	(176)	13%	(157)	46%	(565)	6%	(73)	6%	(70)	15%	(191)	1231
Income: 50k-100k	14%	(97)	15%	(103)	51%	(356)	5%	(31)	5%	(31)	11%	(75)	694
Income: 100k+	12%	(34)	16%	(44)	54%	(148)	5%	(13)	2%	(6)	11%	(31)	276
Ethnicity: White	12%	(209)	12%	(221)	53%	(935)	6%	(99)	5%	(87)	13%	(229)	1780
Ethnicity: Hispanic	25%	(54)	15%	(31)	42%	(90)	5%	(10)	4%	(8)	10%	(20)	213
Ethnicity: Afr. Am.	18%	(51)	21%	(58)	32%	(89)	4%	(11)	7%	(19)	18%	(51)	279
Ethnicity: Other	33%	(46)	17%	(24)	32%	(46)	5%	(7)	2%	(2)	12%	(16)	142
Relig: Protestant	11%	(59)	13%	(74)	53%	(291)	6%	(32)	7%	(40)	9%	(52)	547
Relig: Roman Catholic	15%	(58)	10%	(37)	56%	(218)	5%	(19)	4%	(15)	10%	(41)	388
Relig: Something Else	14%	(29)	14%	(29)	47%	(96)	4%	(8)	4%	(8)	17%	(34)	206
Relig: Evangelical	14%	(107)	12%	(95)	53%	(417)	5%	(41)	5%	(41)	11%	(88)	789
Relig: Non-Evang. Catholics	11%	(39)	13%	(45)	54%	(189)	5%	(18)	6%	(23)	11%	(38)	352
Relig: All Christian	13%	(146)	12%	(141)	53%	(606)	5%	(59)	6%	(64)	11%	(127)	1141
Relig: All Non-Christian	15%	(40)	19%	(51)	42%	(112)	5%	(14)	4%	(10)	16%	(42)	268
Community: Urban	17%	(85)	13%	(66)	45%	(233)	6%	(30)	4%	(18)	16%	(82)	514
Community: Suburban	13%	(135)	15%	(149)	51%	(516)	4%	(42)	5%	(48)	11%	(114)	1004
Community: Rural	13%	(86)	13%	(90)	47%	(320)	7%	(46)	6%	(42)	15%	(99)	683
Employ: Private Sector	17%	(115)	15%	(97)	49%	(326)	4%	(26)	4%	(23)	11%	(75)	663
Employ: Government	9%	(15)	21%	(33)	51%	(82)	4%	(7)	3%	(4)	12%	(19)	161
Employ: Self-Employed	12%	(23)	16%	(29)	44%	(81)	11%	(21)	2%	(4)	15%	(28)	185
Employ: Homemaker	9%	(13)	11%	(15)	50%	(71)	7%	(10)	4%	(5)	20%	(29)	143
Employ: Student	25%	(22)	18%	(16)	32%	(28)	4%	(3)	4%	(3)	17%	(15)	88
Employ: Retired	9%	(52)	10%	(53)	57%	(315)	6%	(32)	9%	(52)	9%	(51)	555
Employ: Unemployed	15%	(27)	12%	(21)	44%	(78)	6%	(11)	5%	(9)	18%	(33)	179
Employ: Other	18%	(40)	17%	(38)	38%	(88)	3%	(8)	3%	(8)	20%	(47)	228

Continued on next page

Table BRD1_11: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Gal Gadot

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	14% (306)	14% (304)	49% (1069)	5% (118)	5% (108)	13% (296)	2201
Military HH: Yes	14% (61)	14% (61)	51% (225)	8% (36)	6% (25)	8% (36)	445
Military HH: No	14% (245)	14% (243)	48% (844)	5% (81)	5% (83)	15% (260)	1756
RD/WT: Right Direction	14% (123)	13% (115)	50% (447)	6% (58)	5% (48)	12% (112)	901
RD/WT: Wrong Track	14% (184)	15% (189)	48% (623)	5% (60)	5% (60)	14% (184)	1300
Trump Job Approve	12% (115)	12% (118)	50% (477)	6% (58)	7% (63)	12% (118)	949
Trump Job Disapprove	15% (171)	15% (174)	48% (542)	5% (55)	4% (41)	13% (143)	1126
Trump Job Strongly Approve	14% (66)	10% (49)	49% (240)	6% (30)	9% (46)	11% (55)	487
Trump Job Somewhat Approve	11% (49)	15% (68)	51% (238)	6% (27)	4% (17)	13% (62)	462
Trump Job Somewhat Disapprove	15% (44)	16% (45)	52% (149)	5% (14)	2% (5)	10% (27)	284
Trump Job Strongly Disapprove	15% (127)	15% (129)	47% (393)	5% (41)	4% (36)	14% (115)	842
#1 Issue: Economy	15% (93)	15% (90)	50% (304)	4% (26)	3% (16)	13% (78)	606
#1 Issue: Security	10% (41)	14% (55)	46% (186)	7% (29)	10% (42)	13% (52)	406
#1 Issue: Health Care	15% (65)	16% (68)	49% (212)	4% (16)	4% (18)	12% (54)	434
#1 Issue: Medicare / Social Security	12% (41)	10% (34)	52% (179)	8% (28)	6% (21)	13% (45)	347
#1 Issue: Women's Issues	12% (12)	13% (13)	49% (48)	3% (3)	1% (1)	21% (20)	97
#1 Issue: Education	19% (27)	15% (21)	47% (69)	2% (3)	3% (5)	14% (20)	145
#1 Issue: Energy	13% (9)	11% (7)	45% (31)	13% (9)	5% (3)	13% (9)	68
#1 Issue: Other	19% (18)	15% (15)	42% (41)	4% (4)	2% (2)	18% (18)	97
2016 Vote: Hillary Clinton	14% (98)	17% (123)	49% (352)	3% (25)	4% (28)	13% (90)	717
2016 Vote: Donald Trump	13% (102)	11% (81)	52% (397)	7% (52)	6% (46)	11% (86)	765
2016 Vote: Someone else	14% (26)	16% (30)	45% (85)	8% (16)	3% (5)	14% (27)	189
2016 Vote: Didn't Vote	15% (79)	13% (68)	44% (233)	5% (25)	5% (28)	18% (93)	527
Voted in 2014: Yes	12% (182)	14% (207)	51% (744)	5% (77)	5% (74)	12% (177)	1461
Voted in 2014: No	17% (124)	13% (97)	44% (325)	5% (40)	5% (34)	16% (119)	740
2012 Vote: Barack Obama	13% (112)	15% (128)	51% (439)	4% (37)	5% (40)	13% (108)	865
2012 Vote: Mitt Romney	11% (67)	11% (65)	54% (318)	7% (44)	6% (35)	10% (61)	589
2012 Vote: Other	7% (7)	16% (15)	48% (45)	6% (6)	4% (3)	20% (18)	94
2012 Vote: Didn't Vote	19% (120)	15% (94)	41% (264)	5% (31)	5% (30)	17% (108)	647

Continued on next page

Table BRD1_11: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?
Gal Gadot*

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	14% (306)	14% (304)	49% (1069)	5% (118)	5% (108)	13% (296)	2201
4-Region: Northeast	11% (42)	15% (59)	52% (205)	6% (22)	5% (19)	12% (46)	393
4-Region: Midwest	11% (57)	14% (69)	55% (277)	4% (19)	3% (17)	13% (67)	506
4-Region: South	17% (141)	12% (101)	45% (366)	6% (48)	5% (45)	15% (120)	822
4-Region: West	14% (67)	16% (75)	46% (221)	6% (28)	6% (27)	13% (62)	481
Favorable of Trump	13% (119)	12% (115)	50% (460)	6% (57)	6% (60)	12% (113)	925
Unfavorable of Trump	14% (162)	15% (177)	49% (561)	5% (55)	4% (42)	13% (148)	1145
Very Favorable of Trump	15% (80)	10% (53)	48% (252)	7% (37)	9% (46)	12% (61)	528
Somewhat Favorable of Trump	10% (40)	16% (62)	52% (208)	5% (20)	4% (14)	13% (52)	397
Somewhat Unfavorable of Trump	10% (23)	20% (46)	50% (114)	5% (12)	2% (5)	12% (27)	227
Very Unfavorable of Trump	15% (139)	14% (131)	49% (447)	5% (43)	4% (37)	13% (121)	918

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

Table BRD1_12: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Melissa Mccarthy

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (610)	23% (503)	32% (700)	6% (131)	6% (132)	6% (126)	2201
Gender: Male	22% (226)	22% (231)	34% (353)	7% (75)	8% (81)	6% (65)	1030
Gender: Female	33% (384)	23% (271)	30% (347)	5% (56)	4% (51)	5% (61)	1171
Age: 18-29	36% (147)	22% (88)	23% (95)	7% (27)	4% (16)	8% (33)	407
Age: 30-44	34% (165)	24% (115)	29% (140)	4% (18)	4% (21)	4% (21)	480
Age: 45-54	28% (119)	24% (102)	31% (131)	6% (24)	4% (17)	6% (27)	420
Age: 55-64	23% (88)	23% (89)	37% (140)	8% (30)	5% (19)	4% (15)	382
Age: 65+	18% (92)	21% (108)	38% (193)	6% (32)	11% (59)	6% (29)	512
Generation Z: 18-21	36% (55)	21% (33)	23% (35)	4% (6)	5% (7)	11% (16)	153
Millennial: Age 22-37	36% (190)	22% (116)	26% (138)	6% (32)	4% (20)	6% (29)	525
Generation X: Age 38-53	30% (180)	25% (148)	29% (175)	5% (30)	4% (26)	6% (35)	593
Boomers: Age 54-72	20% (160)	23% (179)	37% (295)	7% (52)	8% (65)	5% (38)	789
PID: Dem (no lean)	34% (261)	25% (189)	27% (208)	5% (37)	4% (34)	4% (32)	761
PID: Ind (no lean)	27% (154)	24% (140)	32% (183)	6% (35)	6% (34)	6% (33)	579
PID: Rep (no lean)	23% (194)	20% (174)	36% (309)	7% (59)	7% (64)	7% (61)	861
PID/Gender: Dem Men	31% (94)	27% (84)	28% (86)	6% (20)	4% (12)	4% (13)	308
PID/Gender: Dem Women	37% (167)	23% (105)	27% (123)	4% (17)	5% (22)	4% (19)	453
PID/Gender: Ind Men	22% (67)	23% (71)	32% (98)	6% (19)	10% (30)	8% (23)	308
PID/Gender: Ind Women	32% (87)	25% (69)	31% (84)	6% (16)	1% (4)	4% (10)	271
PID/Gender: Rep Men	16% (65)	19% (77)	41% (169)	9% (36)	9% (38)	7% (29)	414
PID/Gender: Rep Women	29% (129)	22% (98)	31% (140)	5% (23)	6% (25)	7% (32)	447
Ideo: Liberal (1-3)	33% (239)	24% (172)	30% (218)	5% (36)	3% (18)	5% (36)	719
Ideo: Moderate (4)	31% (150)	25% (123)	31% (151)	4% (21)	5% (22)	4% (22)	489
Ideo: Conservative (5-7)	18% (129)	21% (152)	36% (256)	9% (64)	11% (80)	4% (31)	713

Continued on next page

Table BRD1_12: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Melissa Mccarthy

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(610)	23%	(503)	32%	(700)	6%	(131)	6%	(132)	6%	(126)	2201
Educ: College	30%	(417)	22%	(304)	31%	(422)	5%	(70)	6%	(83)	6%	(87)	1384
Educ: Bachelors degree	23%	(122)	24%	(127)	33%	(173)	9%	(45)	6%	(31)	4%	(23)	521
Educ: Post-grad	24%	(72)	24%	(71)	36%	(105)	5%	(15)	6%	(17)	5%	(16)	296
Income: Under 50k	29%	(362)	23%	(278)	30%	(373)	5%	(66)	6%	(71)	7%	(81)	1231
Income: 50k-100k	26%	(179)	22%	(151)	34%	(235)	7%	(47)	7%	(47)	5%	(35)	694
Income: 100k+	25%	(69)	27%	(74)	33%	(92)	6%	(17)	5%	(14)	4%	(10)	276
Ethnicity: White	26%	(455)	24%	(424)	33%	(588)	6%	(110)	6%	(111)	5%	(92)	1780
Ethnicity: Hispanic	32%	(67)	25%	(54)	31%	(67)	4%	(9)	3%	(6)	5%	(10)	213
Ethnicity: Afr. Am.	40%	(110)	19%	(54)	25%	(70)	3%	(9)	4%	(13)	8%	(24)	279
Ethnicity: Other	31%	(44)	18%	(25)	30%	(43)	8%	(12)	6%	(8)	7%	(10)	142
Relig: Protestant	21%	(114)	22%	(120)	36%	(199)	8%	(42)	9%	(48)	4%	(23)	547
Relig: Roman Catholic	28%	(110)	22%	(85)	36%	(140)	4%	(17)	5%	(20)	4%	(17)	388
Relig: Something Else	34%	(71)	24%	(50)	28%	(57)	6%	(12)	4%	(7)	4%	(9)	206
Relig: Evangelical	29%	(230)	23%	(181)	34%	(267)	5%	(42)	5%	(41)	3%	(27)	789
Relig: Non-Evang. Catholics	18%	(64)	21%	(73)	37%	(129)	8%	(30)	10%	(34)	6%	(22)	352
Relig: All Christian	26%	(294)	22%	(255)	35%	(396)	6%	(72)	7%	(76)	4%	(49)	1141
Relig: All Non-Christian	32%	(85)	22%	(59)	31%	(83)	3%	(9)	5%	(15)	7%	(18)	268
Community: Urban	29%	(150)	21%	(107)	34%	(172)	5%	(27)	3%	(17)	8%	(41)	514
Community: Suburban	26%	(265)	23%	(235)	33%	(331)	7%	(72)	7%	(65)	3%	(35)	1004
Community: Rural	29%	(195)	24%	(161)	29%	(197)	5%	(31)	7%	(49)	7%	(50)	683
Employ: Private Sector	26%	(173)	23%	(151)	35%	(233)	7%	(48)	6%	(37)	3%	(21)	663
Employ: Government	27%	(43)	30%	(48)	29%	(47)	4%	(6)	4%	(7)	5%	(9)	161
Employ: Self-Employed	29%	(53)	21%	(40)	32%	(60)	5%	(9)	4%	(7)	9%	(16)	185
Employ: Homemaker	42%	(60)	22%	(31)	22%	(32)	7%	(9)	3%	(4)	5%	(7)	143
Employ: Student	39%	(34)	24%	(22)	23%	(20)	4%	(3)	5%	(4)	6%	(5)	88
Employ: Retired	20%	(113)	21%	(117)	36%	(202)	7%	(39)	10%	(57)	5%	(27)	555
Employ: Unemployed	28%	(50)	29%	(51)	27%	(49)	3%	(5)	5%	(9)	8%	(14)	179
Employ: Other	36%	(83)	19%	(43)	25%	(57)	5%	(10)	3%	(8)	12%	(27)	228

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Table BRD1_12: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Melissa Mccarthy

Demographic	Much more likely to watch	Somewhat more likely watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (610)	23% (503)	32% (700)	6% (131)	6% (132)	6% (126)	2201
Military HH: Yes	26% (114)	22% (99)	34% (150)	8% (34)	7% (30)	4% (18)	445
Military HH: No	28% (496)	23% (403)	31% (550)	5% (96)	6% (102)	6% (108)	1756
RD/WT: Right Direction	23% (205)	23% (208)	34% (304)	7% (62)	9% (77)	5% (44)	901
RD/WT: Wrong Track	31% (405)	23% (295)	30% (396)	5% (68)	4% (54)	6% (82)	1300
Trump Job Approve	22% (207)	22% (212)	34% (324)	8% (72)	9% (88)	5% (46)	949
Trump Job Disapprove	32% (363)	23% (257)	31% (350)	5% (55)	4% (43)	5% (59)	1126
Trump Job Strongly Approve	20% (97)	21% (102)	32% (157)	7% (34)	14% (68)	6% (28)	487
Trump Job Somewhat Approve	24% (109)	24% (110)	36% (167)	8% (38)	4% (20)	4% (18)	462
Trump Job Somewhat Disapprove	32% (91)	22% (63)	35% (99)	4% (12)	2% (6)	5% (13)	284
Trump Job Strongly Disapprove	32% (273)	23% (194)	30% (251)	5% (43)	4% (37)	5% (45)	842
#1 Issue: Economy	26% (158)	25% (154)	32% (193)	6% (35)	6% (36)	5% (30)	606
#1 Issue: Security	21% (87)	20% (79)	35% (141)	6% (26)	12% (47)	6% (25)	406
#1 Issue: Health Care	33% (143)	26% (111)	27% (118)	7% (31)	3% (11)	4% (19)	434
#1 Issue: Medicare / Social Security	26% (91)	19% (65)	37% (128)	5% (16)	7% (25)	6% (20)	347
#1 Issue: Women's Issues	35% (35)	23% (22)	25% (24)	8% (8)	3% (3)	6% (5)	97
#1 Issue: Education	38% (56)	24% (34)	24% (35)	5% (7)	2% (3)	7% (10)	145
#1 Issue: Energy	22% (15)	21% (14)	44% (30)	5% (3)	4% (3)	4% (3)	68
#1 Issue: Other	27% (26)	23% (22)	30% (29)	4% (4)	3% (3)	13% (13)	97
2016 Vote: Hillary Clinton	33% (234)	25% (179)	30% (214)	4% (30)	4% (26)	5% (34)	717
2016 Vote: Donald Trump	19% (144)	22% (171)	36% (272)	8% (63)	10% (78)	5% (38)	765
2016 Vote: Someone else	25% (47)	25% (47)	38% (72)	4% (7)	4% (8)	5% (9)	189
2016 Vote: Didn't Vote	35% (183)	20% (107)	27% (142)	6% (31)	4% (20)	8% (44)	527
Voted in 2014: Yes	25% (369)	23% (340)	34% (491)	6% (89)	7% (99)	5% (74)	1461
Voted in 2014: No	33% (241)	22% (163)	28% (210)	6% (41)	4% (32)	7% (52)	740
2012 Vote: Barack Obama	31% (270)	24% (204)	31% (265)	5% (44)	4% (39)	5% (44)	865
2012 Vote: Mitt Romney	16% (94)	22% (132)	39% (227)	8% (49)	11% (63)	4% (25)	589
2012 Vote: Other	21% (19)	22% (21)	36% (34)	5% (5)	6% (6)	10% (9)	94
2012 Vote: Didn't Vote	35% (226)	23% (146)	26% (170)	5% (33)	4% (24)	7% (48)	647

Continued on next page

Table BRD1_12: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Melissa Mccarthy

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (610)	23% (503)	32% (700)	6% (131)	6% (132)	6% (126)	2201
4-Region: Northeast	25% (97)	23% (92)	39% (152)	4% (18)	4% (16)	5% (19)	393
4-Region: Midwest	28% (142)	23% (118)	30% (153)	6% (28)	6% (30)	7% (34)	506
4-Region: South	30% (244)	22% (177)	29% (237)	7% (58)	7% (55)	6% (50)	822
4-Region: West	26% (127)	24% (116)	33% (158)	6% (27)	7% (31)	5% (23)	481
Favorable of Trump	22% (204)	22% (208)	34% (317)	7% (68)	9% (86)	5% (42)	925
Unfavorable of Trump	32% (367)	24% (270)	30% (349)	5% (56)	4% (43)	5% (60)	1145
Very Favorable of Trump	24% (124)	21% (113)	31% (165)	6% (31)	13% (67)	5% (29)	528
Somewhat Favorable of Trump	20% (80)	24% (94)	38% (152)	10% (38)	5% (19)	3% (13)	397
Somewhat Unfavorable of Trump	32% (74)	23% (51)	33% (74)	5% (11)	1% (3)	6% (13)	227
Very Unfavorable of Trump	32% (293)	24% (218)	30% (275)	5% (45)	4% (39)	5% (47)	918

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

Table BRD1_13: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Cate Blanchett

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	11% (238)	18% (387)	52% (1136)	6% (133)	5% (101)	9% (206)	2201
Gender: Male	13% (130)	18% (190)	49% (506)	7% (72)	4% (45)	9% (88)	1030
Gender: Female	9% (108)	17% (197)	54% (630)	5% (61)	5% (57)	10% (118)	1171
Age: 18-29	8% (31)	16% (65)	45% (183)	8% (31)	6% (25)	18% (73)	407
Age: 30-44	12% (57)	19% (92)	54% (259)	6% (28)	3% (14)	6% (30)	480
Age: 45-54	10% (42)	18% (76)	54% (225)	4% (17)	4% (16)	10% (44)	420
Age: 55-64	11% (43)	18% (68)	55% (211)	7% (26)	2% (8)	7% (25)	382
Age: 65+	13% (66)	17% (86)	50% (258)	6% (31)	7% (38)	7% (34)	512
Generation Z: 18-21	6% (9)	12% (18)	44% (68)	8% (12)	7% (10)	24% (36)	153
Millennial: Age 22-37	10% (53)	19% (98)	49% (258)	7% (34)	5% (26)	11% (56)	525
Generation X: Age 38-53	11% (64)	19% (111)	54% (321)	5% (29)	3% (17)	9% (51)	593
Boomers: Age 54-72	11% (87)	18% (140)	54% (423)	7% (51)	5% (37)	6% (50)	789
PID: Dem (no lean)	14% (108)	20% (154)	49% (372)	5% (35)	4% (29)	8% (63)	761
PID: Ind (no lean)	9% (54)	18% (104)	52% (299)	7% (39)	5% (30)	9% (53)	579
PID: Rep (no lean)	9% (76)	15% (129)	54% (465)	7% (59)	5% (42)	10% (90)	861
PID/Gender: Dem Men	19% (58)	23% (70)	46% (143)	4% (13)	1% (4)	7% (20)	308
PID/Gender: Dem Women	11% (50)	18% (84)	51% (229)	5% (22)	6% (25)	9% (43)	453
PID/Gender: Ind Men	10% (30)	18% (55)	49% (151)	8% (24)	7% (21)	9% (28)	308
PID/Gender: Ind Women	9% (24)	18% (49)	55% (149)	6% (15)	3% (9)	9% (25)	271
PID/Gender: Rep Men	10% (42)	16% (65)	51% (212)	8% (35)	5% (20)	10% (40)	414
PID/Gender: Rep Women	8% (34)	14% (64)	56% (252)	5% (24)	5% (22)	11% (50)	447
Ideo: Liberal (1-3)	16% (115)	19% (135)	48% (346)	5% (38)	3% (24)	9% (61)	719
Ideo: Moderate (4)	11% (55)	19% (93)	54% (264)	5% (24)	4% (22)	6% (30)	489
Ideo: Conservative (5-7)	7% (47)	17% (118)	55% (396)	8% (57)	6% (43)	7% (52)	713

Continued on next page

Table BRD1_13: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Cate Blanchett

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	11% (238)	18% (387)	52% (1136)	6% (133)	5% (101)	9% (206)	2201
Educ: College	10% (144)	17% (234)	51% (702)	6% (82)	5% (66)	11% (158)	1384
Educ: Bachelors degree	10% (55)	18% (92)	55% (287)	6% (34)	5% (26)	5% (26)	521
Educ: Post-grad	14% (40)	21% (61)	50% (147)	6% (17)	3% (9)	7% (22)	296
Income: Under 50k	11% (140)	17% (206)	49% (597)	6% (69)	6% (74)	12% (144)	1231
Income: 50k-100k	11% (75)	18% (122)	56% (387)	6% (43)	3% (21)	7% (46)	694
Income: 100k+	8% (23)	22% (60)	55% (152)	7% (20)	2% (6)	6% (16)	276
Ethnicity: White	10% (184)	17% (301)	54% (961)	6% (103)	4% (76)	9% (155)	1780
Ethnicity: Hispanic	17% (36)	18% (39)	45% (95)	5% (11)	5% (10)	10% (22)	213
Ethnicity: Afr. Am.	11% (30)	22% (61)	39% (109)	7% (19)	7% (20)	14% (39)	279
Ethnicity: Other	17% (24)	18% (25)	46% (65)	7% (10)	3% (5)	9% (12)	142
Relig: Protestant	8% (42)	20% (109)	56% (304)	6% (31)	6% (33)	5% (28)	547
Relig: Roman Catholic	13% (49)	19% (75)	53% (207)	5% (19)	2% (9)	7% (29)	388
Relig: Something Else	10% (21)	19% (38)	49% (101)	7% (15)	3% (5)	12% (25)	206
Relig: Evangelical	11% (91)	20% (154)	53% (417)	6% (44)	3% (27)	7% (56)	789
Relig: Non-Evang. Catholics	6% (22)	19% (68)	55% (195)	6% (20)	6% (21)	8% (27)	352
Relig: All Christian	10% (112)	20% (223)	54% (611)	6% (65)	4% (48)	7% (83)	1141
Relig: All Non-Christian	13% (35)	16% (42)	48% (128)	6% (17)	6% (17)	11% (30)	268
Community: Urban	12% (61)	18% (92)	49% (254)	6% (29)	3% (15)	12% (63)	514
Community: Suburban	11% (107)	18% (182)	54% (540)	7% (68)	4% (41)	7% (66)	1004
Community: Rural	10% (69)	17% (113)	50% (342)	5% (36)	7% (45)	11% (78)	683
Employ: Private Sector	11% (75)	20% (130)	55% (367)	5% (33)	3% (22)	5% (36)	663
Employ: Government	4% (7)	16% (25)	61% (99)	7% (11)	3% (5)	8% (14)	161
Employ: Self-Employed	13% (25)	19% (35)	48% (89)	8% (14)	2% (4)	10% (19)	185
Employ: Homemaker	6% (9)	16% (23)	53% (76)	4% (6)	7% (10)	13% (19)	143
Employ: Student	9% (8)	14% (13)	48% (42)	7% (6)	4% (3)	18% (16)	88
Employ: Retired	13% (70)	16% (89)	51% (282)	7% (39)	6% (34)	7% (40)	555
Employ: Unemployed	12% (22)	17% (30)	47% (84)	5% (10)	6% (11)	13% (23)	179
Employ: Other	10% (23)	18% (42)	43% (98)	6% (13)	5% (12)	18% (40)	228

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Table BRD1_13: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*

Cate Blanchett

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	11% (238)	18% (387)	52% (1136)	6% (133)	5% (101)	9% (206)	2201
Military HH: Yes	10% (46)	21% (92)	51% (229)	7% (33)	5% (22)	5% (24)	445
Military HH: No	11% (192)	17% (295)	52% (907)	6% (100)	5% (79)	10% (182)	1756
RD/WT: Right Direction	9% (78)	18% (163)	52% (469)	7% (64)	6% (52)	8% (74)	901
RD/WT: Wrong Track	12% (160)	17% (224)	51% (667)	5% (68)	4% (49)	10% (132)	1300
Trump Job Approve	8% (77)	17% (158)	53% (504)	8% (72)	6% (61)	8% (77)	949
Trump Job Disapprove	13% (147)	19% (210)	52% (582)	5% (53)	3% (38)	9% (96)	1126
Trump Job Strongly Approve	10% (46)	15% (74)	49% (237)	9% (44)	8% (41)	9% (45)	487
Trump Job Somewhat Approve	7% (31)	18% (85)	58% (266)	6% (28)	4% (20)	7% (32)	462
Trump Job Somewhat Disapprove	10% (29)	17% (47)	61% (173)	4% (11)	2% (6)	6% (17)	284
Trump Job Strongly Disapprove	14% (118)	19% (163)	48% (408)	5% (42)	4% (32)	9% (79)	842
#1 Issue: Economy	9% (52)	18% (107)	57% (347)	5% (31)	3% (16)	9% (54)	606
#1 Issue: Security	8% (33)	15% (60)	50% (201)	9% (37)	9% (37)	9% (38)	406
#1 Issue: Health Care	12% (53)	20% (87)	53% (228)	6% (27)	3% (11)	6% (27)	434
#1 Issue: Medicare / Social Security	16% (57)	18% (61)	48% (166)	5% (17)	4% (16)	9% (30)	347
#1 Issue: Women's Issues	9% (9)	20% (19)	50% (49)	3% (3)	5% (5)	13% (13)	97
#1 Issue: Education	14% (20)	15% (21)	47% (67)	5% (8)	4% (6)	15% (22)	145
#1 Issue: Energy	12% (8)	19% (13)	49% (34)	5% (3)	9% (6)	5% (4)	68
#1 Issue: Other	7% (7)	19% (19)	44% (43)	7% (7)	4% (4)	19% (18)	97
2016 Vote: Hillary Clinton	14% (104)	21% (149)	50% (359)	5% (33)	3% (18)	8% (54)	717
2016 Vote: Donald Trump	9% (66)	15% (115)	55% (417)	9% (65)	6% (46)	7% (55)	765
2016 Vote: Someone else	12% (22)	17% (31)	55% (105)	2% (4)	5% (9)	9% (17)	189
2016 Vote: Didn't Vote	9% (45)	18% (92)	48% (253)	6% (29)	5% (27)	15% (79)	527
Voted in 2014: Yes	12% (175)	19% (272)	52% (764)	5% (76)	5% (69)	7% (105)	1461
Voted in 2014: No	8% (63)	16% (115)	50% (372)	8% (57)	4% (32)	14% (101)	740
2012 Vote: Barack Obama	15% (129)	19% (164)	52% (446)	5% (39)	3% (25)	7% (61)	865
2012 Vote: Mitt Romney	7% (39)	16% (93)	56% (331)	8% (47)	6% (36)	7% (44)	589
2012 Vote: Other	9% (9)	15% (14)	48% (45)	6% (6)	7% (7)	15% (14)	94
2012 Vote: Didn't Vote	9% (60)	18% (116)	48% (309)	6% (41)	5% (33)	14% (87)	647

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Table BRD1_13: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Cate Blanchett

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	11% (238)	18% (387)	52% (1136)	6% (133)	5% (101)	9% (206)	2201
4-Region: Northeast	10% (39)	16% (63)	55% (216)	6% (23)	4% (15)	9% (36)	393
4-Region: Midwest	6% (31)	17% (87)	58% (292)	7% (33)	5% (23)	8% (40)	506
4-Region: South	13% (104)	18% (150)	46% (378)	7% (58)	5% (40)	11% (92)	822
4-Region: West	13% (64)	18% (87)	52% (250)	4% (19)	5% (23)	8% (38)	481
Favorable of Trump	9% (82)	17% (154)	53% (492)	7% (67)	6% (56)	8% (75)	925
Unfavorable of Trump	13% (145)	19% (214)	52% (596)	5% (57)	3% (37)	8% (96)	1145
Very Favorable of Trump	11% (58)	17% (88)	49% (258)	8% (41)	7% (39)	8% (44)	528
Somewhat Favorable of Trump	6% (23)	17% (66)	59% (234)	7% (26)	4% (17)	8% (30)	397
Somewhat Unfavorable of Trump	9% (20)	19% (42)	58% (132)	5% (10)	3% (7)	6% (15)	227
Very Unfavorable of Trump	14% (125)	19% (172)	51% (464)	5% (47)	3% (30)	9% (81)	918

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

Table BRD1_14: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Julia Roberts

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	26% (572)	28% (619)	33% (717)	5% (111)	4% (95)	4% (88)	2201
Gender: Male	21% (221)	27% (277)	36% (372)	6% (58)	6% (58)	4% (44)	1030
Gender: Female	30% (351)	29% (341)	29% (345)	4% (53)	3% (37)	4% (44)	1171
Age: 18-29	20% (82)	24% (98)	36% (146)	6% (24)	5% (22)	9% (35)	407
Age: 30-44	27% (132)	27% (129)	34% (162)	5% (24)	4% (18)	3% (15)	480
Age: 45-54	30% (124)	28% (116)	31% (129)	6% (26)	3% (13)	3% (12)	420
Age: 55-64	29% (109)	30% (115)	31% (117)	5% (19)	3% (13)	2% (8)	382
Age: 65+	24% (124)	31% (161)	32% (164)	3% (18)	6% (29)	3% (17)	512
Generation Z: 18-21	16% (24)	23% (35)	38% (58)	6% (9)	4% (6)	13% (19)	153
Millennial: Age 22-37	25% (132)	27% (139)	33% (173)	5% (28)	5% (25)	5% (27)	525
Generation X: Age 38-53	29% (175)	27% (158)	33% (195)	5% (31)	3% (20)	2% (15)	593
Boomers: Age 54-72	25% (195)	31% (243)	32% (253)	5% (40)	5% (38)	2% (19)	789
PID: Dem (no lean)	31% (233)	26% (198)	32% (245)	5% (34)	3% (24)	4% (27)	761
PID: Ind (no lean)	23% (131)	30% (175)	32% (184)	5% (31)	5% (26)	5% (32)	579
PID: Rep (no lean)	24% (208)	29% (246)	33% (287)	5% (46)	5% (44)	3% (29)	861
PID/Gender: Dem Men	30% (92)	29% (88)	31% (95)	4% (14)	3% (10)	3% (9)	308
PID/Gender: Dem Women	31% (141)	24% (109)	33% (150)	5% (21)	3% (14)	4% (18)	453
PID/Gender: Ind Men	15% (46)	28% (85)	38% (117)	5% (16)	6% (19)	8% (25)	308
PID/Gender: Ind Women	31% (85)	33% (90)	25% (68)	5% (15)	3% (7)	2% (7)	271
PID/Gender: Rep Men	20% (84)	25% (104)	39% (160)	7% (29)	7% (28)	3% (10)	414
PID/Gender: Rep Women	28% (125)	32% (142)	29% (128)	4% (17)	4% (16)	4% (19)	447
Ideo: Liberal (1-3)	27% (197)	25% (182)	33% (241)	6% (44)	4% (30)	3% (24)	719
Ideo: Moderate (4)	31% (154)	30% (149)	28% (135)	5% (25)	3% (13)	3% (12)	489
Ideo: Conservative (5-7)	21% (152)	31% (221)	34% (241)	5% (35)	6% (40)	3% (24)	713

Continued on next page

Table BRD1_14: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Julia Roberts

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	26%	(572)	28%	(619)	33%	(717)	5%	(111)	4%	(95)	4%	(88)	2201
Educ: College	29%	(396)	26%	(364)	32%	(440)	5%	(69)	4%	(53)	5%	(62)	1384
Educ: Bachelors degree	21%	(111)	31%	(161)	35%	(180)	4%	(20)	6%	(34)	3%	(15)	521
Educ: Post-grad	22%	(65)	32%	(94)	33%	(97)	7%	(22)	3%	(8)	3%	(10)	296
Income: Under 50k	28%	(344)	25%	(314)	31%	(385)	5%	(63)	5%	(62)	5%	(63)	1231
Income: 50k-100k	26%	(181)	30%	(210)	34%	(233)	4%	(30)	3%	(23)	2%	(17)	694
Income: 100k+	17%	(46)	34%	(95)	36%	(99)	6%	(18)	3%	(10)	3%	(8)	276
Ethnicity: White	25%	(441)	29%	(521)	33%	(584)	5%	(94)	4%	(78)	4%	(63)	1780
Ethnicity: Hispanic	30%	(65)	25%	(54)	30%	(64)	4%	(9)	4%	(9)	6%	(13)	213
Ethnicity: Afr. Am.	35%	(97)	22%	(60)	30%	(84)	3%	(8)	4%	(11)	7%	(19)	279
Ethnicity: Other	24%	(34)	27%	(38)	35%	(49)	7%	(9)	4%	(5)	4%	(6)	142
Relig: Protestant	23%	(126)	37%	(201)	29%	(159)	5%	(27)	4%	(24)	2%	(11)	547
Relig: Roman Catholic	29%	(111)	33%	(128)	28%	(108)	5%	(20)	3%	(10)	3%	(11)	388
Relig: Something Else	26%	(53)	27%	(55)	39%	(80)	4%	(9)	2%	(4)	3%	(5)	206
Relig: Evangelical	27%	(213)	32%	(255)	30%	(239)	5%	(40)	3%	(26)	2%	(17)	789
Relig: Non-Evang. Catholics	22%	(77)	37%	(129)	30%	(107)	5%	(16)	3%	(12)	3%	(10)	352
Relig: All Christian	25%	(290)	34%	(384)	30%	(346)	5%	(56)	3%	(38)	2%	(27)	1141
Relig: All Non-Christian	35%	(93)	22%	(60)	32%	(87)	3%	(7)	5%	(12)	3%	(9)	268
Community: Urban	26%	(135)	27%	(137)	34%	(173)	5%	(26)	3%	(13)	6%	(29)	514
Community: Suburban	26%	(258)	29%	(291)	33%	(331)	5%	(51)	5%	(48)	2%	(25)	1004
Community: Rural	26%	(178)	28%	(191)	31%	(213)	5%	(34)	5%	(34)	5%	(33)	683
Employ: Private Sector	24%	(159)	29%	(195)	34%	(224)	6%	(39)	4%	(30)	3%	(17)	663
Employ: Government	19%	(31)	35%	(56)	32%	(52)	8%	(13)	4%	(7)	2%	(3)	161
Employ: Self-Employed	23%	(43)	26%	(48)	33%	(61)	8%	(16)	4%	(7)	5%	(10)	185
Employ: Homemaker	32%	(46)	28%	(41)	28%	(40)	4%	(5)	3%	(5)	5%	(7)	143
Employ: Student	19%	(16)	25%	(22)	42%	(37)	5%	(4)	2%	(2)	7%	(6)	88
Employ: Retired	26%	(144)	31%	(172)	32%	(175)	3%	(18)	5%	(27)	3%	(18)	555
Employ: Unemployed	33%	(58)	15%	(28)	37%	(66)	4%	(8)	4%	(6)	7%	(13)	179
Employ: Other	32%	(73)	26%	(59)	28%	(63)	4%	(8)	5%	(11)	6%	(14)	228

Continued on next page

Table BRD1_14: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*

Julia Roberts

Demographic	Much more likely to watch		Somewhat more likely watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(572)	28%	(619)	33%	(717)	5%	(111)	4%	(95)	4%	(88)	2201
Military HH: Yes	25%	(111)	32%	(141)	33%	(149)	4%	(19)	4%	(16)	2%	(9)	445
Military HH: No	26%	(461)	27%	(478)	32%	(568)	5%	(92)	5%	(79)	4%	(78)	1756
RD/WT: Right Direction	25%	(226)	30%	(271)	32%	(285)	5%	(46)	5%	(45)	3%	(27)	901
RD/WT: Wrong Track	27%	(345)	27%	(347)	33%	(432)	5%	(65)	4%	(50)	5%	(60)	1300
Trump Job Approve	24%	(224)	29%	(280)	33%	(309)	6%	(58)	5%	(52)	3%	(27)	949
Trump Job Disapprove	28%	(313)	28%	(313)	33%	(368)	4%	(50)	3%	(37)	4%	(45)	1126
Trump Job Strongly Approve	23%	(112)	27%	(133)	34%	(166)	6%	(28)	6%	(31)	4%	(17)	487
Trump Job Somewhat Approve	24%	(112)	32%	(146)	31%	(143)	7%	(30)	5%	(21)	2%	(10)	462
Trump Job Somewhat Disapprove	30%	(86)	32%	(90)	30%	(85)	4%	(10)	2%	(5)	3%	(8)	284
Trump Job Strongly Disapprove	27%	(227)	27%	(223)	34%	(283)	5%	(40)	4%	(31)	4%	(37)	842
#1 Issue: Economy	23%	(141)	29%	(176)	36%	(218)	5%	(27)	4%	(22)	4%	(21)	606
#1 Issue: Security	23%	(94)	29%	(119)	31%	(125)	5%	(20)	7%	(29)	5%	(19)	406
#1 Issue: Health Care	28%	(119)	29%	(125)	32%	(138)	5%	(23)	3%	(15)	3%	(13)	434
#1 Issue: Medicare / Social Security	30%	(106)	30%	(103)	29%	(101)	4%	(15)	4%	(13)	3%	(9)	347
#1 Issue: Women's Issues	19%	(19)	18%	(17)	33%	(32)	12%	(12)	9%	(9)	9%	(9)	97
#1 Issue: Education	37%	(53)	28%	(41)	23%	(33)	4%	(6)	2%	(3)	5%	(8)	145
#1 Issue: Energy	14%	(10)	26%	(18)	50%	(34)	7%	(5)	1%	(1)	2%	(1)	68
#1 Issue: Other	30%	(29)	21%	(21)	36%	(35)	4%	(3)	3%	(2)	7%	(7)	97
2016 Vote: Hillary Clinton	29%	(210)	27%	(196)	31%	(222)	6%	(42)	3%	(22)	4%	(25)	717
2016 Vote: Donald Trump	24%	(180)	31%	(238)	33%	(253)	5%	(36)	5%	(42)	2%	(16)	765
2016 Vote: Someone else	23%	(44)	24%	(45)	41%	(78)	4%	(8)	4%	(7)	4%	(7)	189
2016 Vote: Didn't Vote	26%	(137)	26%	(138)	31%	(164)	5%	(25)	5%	(24)	7%	(39)	527
Voted in 2014: Yes	27%	(389)	30%	(432)	32%	(467)	5%	(71)	4%	(63)	3%	(40)	1461
Voted in 2014: No	25%	(183)	25%	(187)	34%	(250)	5%	(40)	4%	(32)	6%	(47)	740
2012 Vote: Barack Obama	29%	(254)	27%	(232)	32%	(280)	5%	(43)	3%	(28)	3%	(27)	865
2012 Vote: Mitt Romney	21%	(125)	32%	(190)	34%	(203)	5%	(28)	5%	(31)	2%	(13)	589
2012 Vote: Other	26%	(25)	34%	(32)	27%	(26)	3%	(3)	6%	(6)	4%	(4)	94
2012 Vote: Didn't Vote	26%	(168)	25%	(164)	31%	(204)	6%	(38)	5%	(30)	7%	(44)	647

Continued on next page

Table BRD1_14: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Julia Roberts

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	26%	(572)	28%	(619)	33%	(717)	5%	(111)	4%	(95)	4%	(88)	2201
4-Region: Northeast	26%	(100)	30%	(117)	35%	(136)	2%	(9)	5%	(19)	3%	(12)	393
4-Region: Midwest	22%	(109)	27%	(138)	35%	(176)	8%	(38)	5%	(23)	4%	(22)	506
4-Region: South	30%	(246)	30%	(247)	28%	(234)	5%	(38)	3%	(26)	4%	(31)	822
4-Region: West	24%	(116)	24%	(118)	36%	(171)	5%	(26)	6%	(27)	5%	(23)	481
Favorable of Trump	24%	(226)	30%	(273)	32%	(299)	6%	(52)	6%	(52)	2%	(23)	925
Unfavorable of Trump	28%	(317)	28%	(317)	33%	(376)	5%	(55)	3%	(34)	4%	(47)	1145
Very Favorable of Trump	26%	(136)	27%	(143)	33%	(176)	5%	(25)	6%	(33)	3%	(16)	528
Somewhat Favorable of Trump	23%	(91)	33%	(130)	31%	(122)	7%	(27)	5%	(20)	2%	(7)	397
Somewhat Unfavorable of Trump	31%	(71)	30%	(68)	31%	(70)	3%	(8)	1%	(2)	3%	(8)	227
Very Unfavorable of Trump	27%	(246)	27%	(248)	33%	(306)	5%	(47)	3%	(31)	4%	(39)	918

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

Table BRD1_15: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Mila Kunis

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	22% (492)	22% (474)	40% (888)	4% (92)	5% (101)	7% (153)	2201
Gender: Male	27% (280)	22% (229)	38% (393)	4% (39)	4% (38)	5% (51)	1030
Gender: Female	18% (213)	21% (245)	42% (495)	5% (54)	5% (63)	9% (102)	1171
Age: 18-29	40% (163)	25% (100)	22% (90)	3% (13)	2% (7)	8% (33)	407
Age: 30-44	32% (153)	26% (124)	32% (155)	4% (17)	2% (9)	5% (22)	480
Age: 45-54	19% (80)	27% (114)	40% (168)	4% (15)	3% (13)	7% (30)	420
Age: 55-64	15% (57)	19% (72)	51% (193)	4% (17)	4% (17)	7% (26)	382
Age: 65+	8% (39)	12% (64)	55% (282)	6% (30)	11% (55)	8% (43)	512
Generation Z: 18-21	32% (49)	23% (35)	28% (43)	5% (7)	1% (1)	11% (17)	153
Millennial: Age 22-37	40% (208)	25% (131)	25% (129)	3% (14)	3% (14)	6% (30)	525
Generation X: Age 38-53	23% (137)	28% (167)	37% (218)	4% (24)	2% (11)	6% (37)	593
Boomers: Age 54-72	11% (89)	16% (128)	52% (412)	5% (43)	7% (56)	8% (62)	789
PID: Dem (no lean)	27% (203)	22% (170)	38% (287)	3% (26)	4% (33)	5% (41)	761
PID: Ind (no lean)	19% (108)	24% (140)	41% (238)	5% (27)	4% (25)	7% (41)	579
PID: Rep (no lean)	21% (181)	19% (164)	42% (363)	5% (39)	5% (43)	8% (71)	861
PID/Gender: Dem Men	37% (114)	22% (67)	34% (106)	3% (9)	1% (3)	3% (9)	308
PID/Gender: Dem Women	20% (89)	23% (103)	40% (181)	4% (17)	7% (30)	7% (32)	453
PID/Gender: Ind Men	19% (59)	25% (78)	38% (117)	5% (15)	7% (20)	6% (18)	308
PID/Gender: Ind Women	18% (49)	23% (62)	45% (121)	4% (12)	2% (5)	9% (23)	271
PID/Gender: Rep Men	26% (106)	20% (84)	41% (170)	3% (14)	4% (15)	6% (24)	414
PID/Gender: Rep Women	17% (75)	18% (80)	43% (193)	6% (25)	6% (28)	10% (46)	447
Ideo: Liberal (1-3)	26% (185)	23% (163)	39% (281)	4% (26)	3% (21)	6% (43)	719
Ideo: Moderate (4)	21% (104)	20% (98)	44% (214)	4% (20)	4% (22)	6% (31)	489
Ideo: Conservative (5-7)	15% (109)	23% (162)	45% (318)	6% (40)	6% (42)	6% (42)	713

Continued on next page

Table BRD1_15: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Mila Kunis

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	22%	(492)	22%	(474)	40%	(888)	4%	(92)	5%	(101)	7%	(153)	2201
Educ: College	26%	(354)	23%	(317)	36%	(495)	4%	(56)	5%	(63)	7%	(99)	1384
Educ: Bachelors degree	19%	(99)	20%	(104)	45%	(236)	4%	(21)	5%	(27)	6%	(33)	521
Educ: Post-grad	13%	(39)	18%	(53)	53%	(157)	5%	(15)	4%	(11)	7%	(21)	296
Income: Under 50k	25%	(311)	21%	(263)	36%	(439)	4%	(51)	6%	(68)	8%	(98)	1231
Income: 50k-100k	19%	(134)	21%	(147)	46%	(316)	4%	(29)	4%	(26)	6%	(40)	694
Income: 100k+	17%	(47)	23%	(63)	48%	(132)	4%	(12)	2%	(6)	6%	(15)	276
Ethnicity: White	20%	(358)	22%	(394)	43%	(763)	4%	(75)	4%	(73)	7%	(117)	1780
Ethnicity: Hispanic	33%	(71)	27%	(57)	27%	(58)	3%	(6)	3%	(7)	6%	(14)	213
Ethnicity: Afr. Am.	33%	(91)	18%	(49)	29%	(80)	4%	(12)	8%	(22)	9%	(25)	279
Ethnicity: Other	31%	(43)	22%	(31)	31%	(44)	4%	(5)	4%	(6)	8%	(11)	142
Relig: Protestant	15%	(82)	18%	(97)	52%	(284)	4%	(23)	7%	(37)	5%	(26)	547
Relig: Roman Catholic	20%	(78)	23%	(91)	45%	(174)	3%	(11)	3%	(13)	5%	(21)	388
Relig: Something Else	27%	(56)	25%	(51)	33%	(67)	4%	(7)	4%	(9)	7%	(15)	206
Relig: Evangelical	22%	(172)	22%	(175)	44%	(344)	3%	(26)	4%	(33)	5%	(39)	789
Relig: Non-Evang. Catholics	12%	(44)	18%	(63)	51%	(181)	4%	(15)	7%	(26)	7%	(24)	352
Relig: All Christian	19%	(216)	21%	(239)	46%	(525)	4%	(41)	5%	(59)	5%	(62)	1141
Relig: All Non-Christian	27%	(74)	25%	(66)	30%	(80)	3%	(9)	4%	(12)	10%	(28)	268
Community: Urban	30%	(154)	19%	(95)	38%	(196)	4%	(20)	2%	(11)	7%	(38)	514
Community: Suburban	19%	(192)	23%	(227)	43%	(436)	4%	(42)	5%	(51)	6%	(56)	1004
Community: Rural	21%	(147)	22%	(152)	37%	(256)	4%	(31)	6%	(39)	9%	(59)	683
Employ: Private Sector	27%	(177)	24%	(158)	39%	(258)	3%	(22)	3%	(21)	4%	(27)	663
Employ: Government	22%	(36)	21%	(33)	43%	(70)	6%	(9)	3%	(4)	6%	(9)	161
Employ: Self-Employed	21%	(39)	22%	(41)	42%	(78)	5%	(9)	3%	(5)	7%	(14)	185
Employ: Homemaker	22%	(32)	23%	(33)	40%	(56)	5%	(7)	3%	(5)	8%	(11)	143
Employ: Student	38%	(33)	29%	(25)	21%	(18)	3%	(2)	3%	(2)	8%	(7)	88
Employ: Retired	9%	(52)	15%	(84)	54%	(299)	6%	(31)	8%	(47)	8%	(42)	555
Employ: Unemployed	29%	(52)	24%	(43)	29%	(51)	3%	(6)	5%	(9)	9%	(17)	179
Employ: Other	32%	(73)	25%	(56)	25%	(57)	2%	(6)	4%	(8)	12%	(27)	228

Continued on next page

Table BRD1_15: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*

Mila Kunis

Demographic	Much more likely to watch	Somewhat more likely watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	22% (492)	22% (474)	40% (888)	4% (92)	5% (101)	7% (153)	2201
Military HH: Yes	21% (95)	20% (88)	43% (191)	4% (19)	5% (21)	7% (32)	445
Military HH: No	23% (398)	22% (386)	40% (697)	4% (73)	5% (80)	7% (122)	1756
RD/WT: Right Direction	22% (202)	20% (181)	41% (368)	5% (48)	4% (40)	7% (62)	901
RD/WT: Wrong Track	22% (291)	23% (293)	40% (520)	3% (44)	5% (61)	7% (92)	1300
Trump Job Approve	21% (196)	21% (199)	42% (395)	5% (43)	6% (57)	6% (59)	949
Trump Job Disapprove	23% (257)	21% (241)	41% (467)	4% (45)	4% (42)	7% (74)	1126
Trump Job Strongly Approve	21% (100)	18% (87)	42% (203)	5% (22)	8% (39)	7% (34)	487
Trump Job Somewhat Approve	21% (96)	24% (111)	41% (191)	4% (21)	4% (17)	5% (25)	462
Trump Job Somewhat Disapprove	25% (72)	21% (60)	42% (120)	5% (15)	1% (3)	5% (14)	284
Trump Job Strongly Disapprove	22% (185)	21% (180)	41% (347)	4% (30)	5% (39)	7% (59)	842
#1 Issue: Economy	25% (155)	23% (138)	40% (243)	3% (18)	2% (15)	6% (37)	606
#1 Issue: Security	16% (63)	18% (73)	43% (174)	6% (23)	11% (46)	7% (28)	406
#1 Issue: Health Care	22% (96)	26% (111)	41% (178)	5% (21)	2% (7)	4% (19)	434
#1 Issue: Medicare / Social Security	17% (60)	17% (58)	45% (156)	6% (19)	7% (24)	9% (30)	347
#1 Issue: Women's Issues	27% (26)	16% (16)	35% (34)	4% (3)	4% (4)	15% (14)	97
#1 Issue: Education	34% (49)	27% (39)	30% (44)	2% (3)	1% (1)	6% (9)	145
#1 Issue: Energy	26% (18)	27% (19)	39% (27)	3% (2)	— (0)	5% (3)	68
#1 Issue: Other	26% (26)	22% (21)	32% (31)	2% (2)	4% (4)	13% (13)	97
2016 Vote: Hillary Clinton	22% (155)	23% (167)	42% (298)	3% (24)	4% (26)	6% (46)	717
2016 Vote: Donald Trump	18% (139)	19% (148)	45% (345)	6% (44)	6% (44)	6% (44)	765
2016 Vote: Someone else	21% (40)	20% (37)	46% (88)	2% (4)	5% (10)	5% (10)	189
2016 Vote: Didn't Vote	30% (157)	23% (121)	30% (156)	4% (19)	4% (22)	10% (53)	527
Voted in 2014: Yes	19% (280)	20% (296)	44% (649)	5% (69)	5% (78)	6% (89)	1461
Voted in 2014: No	29% (212)	24% (178)	32% (239)	3% (23)	3% (23)	9% (64)	740
2012 Vote: Barack Obama	22% (187)	20% (177)	43% (373)	4% (31)	5% (43)	6% (53)	865
2012 Vote: Mitt Romney	14% (84)	20% (115)	48% (282)	7% (39)	6% (38)	5% (32)	589
2012 Vote: Other	19% (18)	21% (20)	40% (38)	5% (5)	4% (4)	11% (10)	94
2012 Vote: Didn't Vote	31% (201)	25% (162)	30% (192)	3% (17)	2% (16)	9% (59)	647

Continued on next page

Table BRD1_15: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Mila Kunis

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	22% (492)	22% (474)	40% (888)	4% (92)	5% (101)	7% (153)	2201
4-Region: Northeast	21% (82)	20% (79)	45% (175)	3% (13)	5% (20)	6% (25)	393
4-Region: Midwest	21% (104)	21% (106)	44% (225)	4% (22)	3% (14)	7% (34)	506
4-Region: South	25% (207)	21% (174)	37% (302)	4% (32)	5% (41)	8% (67)	822
4-Region: West	21% (99)	24% (116)	39% (186)	5% (25)	6% (27)	6% (27)	481
Favorable of Trump	21% (195)	21% (197)	42% (385)	4% (41)	6% (54)	6% (53)	925
Unfavorable of Trump	23% (259)	22% (252)	41% (471)	4% (47)	3% (40)	7% (76)	1145
Very Favorable of Trump	22% (117)	19% (100)	40% (211)	5% (25)	7% (40)	7% (36)	528
Somewhat Favorable of Trump	20% (78)	24% (97)	44% (174)	4% (16)	4% (14)	4% (17)	397
Somewhat Unfavorable of Trump	22% (50)	22% (51)	42% (95)	5% (12)	1% (3)	7% (16)	227
Very Unfavorable of Trump	23% (208)	22% (201)	41% (376)	4% (35)	4% (37)	7% (60)	918

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

Table BRD1_16: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Reese Witherspoon

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	25% (541)	28% (625)	34% (752)	5% (106)	4% (81)	4% (96)	2201
Gender: Male	23% (236)	24% (245)	39% (403)	5% (55)	4% (42)	5% (49)	1030
Gender: Female	26% (305)	32% (380)	30% (349)	4% (51)	3% (39)	4% (47)	1171
Age: 18-29	28% (115)	27% (109)	26% (107)	6% (23)	3% (14)	10% (39)	407
Age: 30-44	31% (148)	26% (123)	33% (161)	5% (26)	2% (10)	3% (12)	480
Age: 45-54	28% (118)	30% (125)	31% (132)	5% (19)	3% (11)	3% (15)	420
Age: 55-64	20% (76)	34% (128)	36% (138)	6% (22)	2% (8)	3% (10)	382
Age: 65+	16% (84)	27% (140)	42% (215)	3% (15)	7% (38)	4% (20)	512
Generation Z: 18-21	20% (31)	21% (32)	35% (53)	8% (12)	3% (5)	13% (20)	153
Millennial: Age 22-37	32% (169)	27% (140)	28% (145)	5% (24)	3% (17)	6% (30)	525
Generation X: Age 38-53	29% (175)	29% (171)	32% (188)	5% (32)	2% (13)	2% (14)	593
Boomers: Age 54-72	17% (131)	32% (252)	40% (312)	5% (36)	4% (33)	3% (24)	789
PID: Dem (no lean)	29% (218)	28% (213)	32% (246)	5% (34)	3% (22)	4% (28)	761
PID: Ind (no lean)	23% (134)	29% (169)	34% (197)	7% (38)	3% (19)	4% (23)	579
PID: Rep (no lean)	22% (189)	28% (242)	36% (310)	4% (33)	5% (40)	5% (46)	861
PID/Gender: Dem Men	33% (102)	22% (67)	36% (110)	4% (14)	2% (7)	3% (8)	308
PID/Gender: Dem Women	26% (116)	32% (146)	30% (136)	5% (21)	3% (15)	4% (19)	453
PID/Gender: Ind Men	18% (57)	28% (86)	37% (113)	7% (21)	5% (15)	5% (16)	308
PID/Gender: Ind Women	28% (77)	31% (83)	31% (84)	6% (17)	1% (4)	3% (7)	271
PID/Gender: Rep Men	19% (78)	22% (92)	43% (180)	5% (20)	5% (20)	6% (25)	414
PID/Gender: Rep Women	25% (112)	34% (150)	29% (130)	3% (14)	5% (20)	5% (21)	447
Ideo: Liberal (1-3)	25% (182)	30% (214)	32% (226)	6% (46)	3% (20)	4% (31)	719
Ideo: Moderate (4)	28% (136)	30% (149)	31% (152)	5% (24)	4% (19)	2% (10)	489
Ideo: Conservative (5-7)	19% (139)	28% (203)	40% (285)	4% (27)	5% (34)	4% (25)	713

Continued on next page

Table BRD1_16: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Reese Witherspoon

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(541)	28%	(625)	34%	(752)	5%	(106)	4%	(81)	4%	(96)	2201
Educ: College	28%	(392)	28%	(382)	31%	(427)	5%	(66)	3%	(46)	5%	(71)	1384
Educ: Bachelors degree	19%	(100)	29%	(151)	39%	(202)	5%	(26)	5%	(26)	3%	(16)	521
Educ: Post-grad	16%	(49)	31%	(92)	42%	(124)	5%	(14)	3%	(9)	3%	(9)	296
Income: Under 50k	27%	(335)	27%	(338)	30%	(371)	6%	(68)	4%	(49)	6%	(70)	1231
Income: 50k-100k	23%	(157)	28%	(196)	40%	(281)	3%	(22)	3%	(22)	2%	(17)	694
Income: 100k+	18%	(49)	33%	(91)	36%	(100)	6%	(16)	4%	(10)	3%	(9)	276
Ethnicity: White	23%	(417)	29%	(518)	35%	(631)	5%	(81)	4%	(66)	4%	(68)	1780
Ethnicity: Hispanic	32%	(69)	26%	(55)	27%	(58)	7%	(15)	3%	(6)	5%	(10)	213
Ethnicity: Afr. Am.	30%	(83)	25%	(70)	27%	(75)	6%	(18)	4%	(12)	8%	(21)	279
Ethnicity: Other	29%	(42)	26%	(37)	33%	(47)	5%	(7)	2%	(3)	5%	(7)	142
Relig: Protestant	21%	(116)	29%	(160)	38%	(211)	4%	(22)	4%	(21)	3%	(18)	547
Relig: Roman Catholic	30%	(117)	31%	(119)	30%	(117)	3%	(11)	3%	(11)	3%	(14)	388
Relig: Something Else	23%	(47)	31%	(64)	35%	(72)	5%	(10)	1%	(3)	4%	(9)	206
Relig: Evangelical	26%	(208)	30%	(238)	33%	(264)	4%	(31)	3%	(22)	3%	(26)	789
Relig: Non-Evang. Catholics	20%	(72)	30%	(105)	39%	(136)	3%	(12)	4%	(13)	4%	(14)	352
Relig: All Christian	25%	(280)	30%	(343)	35%	(400)	4%	(43)	3%	(35)	4%	(40)	1141
Relig: All Non-Christian	34%	(90)	26%	(70)	27%	(71)	4%	(12)	4%	(11)	5%	(13)	268
Community: Urban	26%	(134)	28%	(142)	33%	(169)	5%	(25)	2%	(10)	7%	(34)	514
Community: Suburban	22%	(226)	29%	(290)	37%	(372)	5%	(45)	4%	(37)	3%	(34)	1004
Community: Rural	27%	(182)	28%	(193)	31%	(212)	5%	(35)	5%	(34)	4%	(27)	683
Employ: Private Sector	24%	(161)	31%	(207)	35%	(231)	4%	(29)	3%	(19)	2%	(16)	663
Employ: Government	21%	(33)	30%	(48)	39%	(63)	3%	(5)	3%	(4)	4%	(7)	161
Employ: Self-Employed	22%	(41)	29%	(55)	31%	(57)	10%	(18)	3%	(5)	5%	(9)	185
Employ: Homemaker	35%	(50)	32%	(46)	23%	(33)	3%	(5)	2%	(4)	4%	(6)	143
Employ: Student	27%	(24)	29%	(25)	29%	(25)	3%	(2)	6%	(5)	7%	(6)	88
Employ: Retired	18%	(102)	27%	(149)	41%	(226)	5%	(25)	6%	(31)	4%	(21)	555
Employ: Unemployed	25%	(45)	24%	(42)	35%	(63)	7%	(12)	3%	(5)	7%	(12)	179
Employ: Other	37%	(85)	23%	(53)	24%	(55)	4%	(9)	3%	(8)	8%	(18)	228

Continued on next page

Table BRD1_16: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Reese Witherspoon

Demographic	Much more likely to watch		Somewhat more likely watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	25%	(541)	28%	(625)	34%	(752)	5%	(106)	4%	(81)	4%	(96)	2201
Military HH: Yes	23%	(101)	29%	(129)	36%	(161)	5%	(21)	5%	(20)	3%	(12)	445
Military HH: No	25%	(440)	28%	(495)	34%	(591)	5%	(85)	3%	(61)	5%	(84)	1756
RD/WT: Right Direction	22%	(202)	29%	(262)	36%	(324)	4%	(39)	4%	(39)	4%	(34)	901
RD/WT: Wrong Track	26%	(339)	28%	(362)	33%	(428)	5%	(67)	3%	(42)	5%	(62)	1300
Trump Job Approve	22%	(205)	29%	(271)	37%	(347)	5%	(46)	5%	(45)	4%	(35)	949
Trump Job Disapprove	27%	(299)	29%	(325)	33%	(371)	5%	(56)	3%	(31)	4%	(44)	1126
Trump Job Strongly Approve	20%	(98)	25%	(123)	41%	(197)	3%	(16)	6%	(30)	5%	(22)	487
Trump Job Somewhat Approve	23%	(106)	32%	(148)	32%	(150)	7%	(30)	3%	(16)	3%	(13)	462
Trump Job Somewhat Disapprove	29%	(81)	30%	(86)	33%	(95)	4%	(13)	1%	(4)	2%	(5)	284
Trump Job Strongly Disapprove	26%	(218)	28%	(238)	33%	(276)	5%	(44)	3%	(28)	5%	(38)	842
#1 Issue: Economy	24%	(145)	32%	(191)	33%	(203)	3%	(18)	4%	(25)	4%	(25)	606
#1 Issue: Security	19%	(75)	25%	(102)	38%	(155)	6%	(26)	6%	(26)	5%	(21)	406
#1 Issue: Health Care	26%	(112)	30%	(132)	33%	(143)	7%	(30)	2%	(7)	2%	(10)	434
#1 Issue: Medicare / Social Security	27%	(94)	27%	(93)	35%	(122)	5%	(16)	3%	(11)	3%	(11)	347
#1 Issue: Women's Issues	23%	(23)	23%	(23)	34%	(33)	6%	(6)	5%	(5)	8%	(8)	97
#1 Issue: Education	38%	(55)	27%	(39)	26%	(37)	4%	(6)	2%	(3)	4%	(5)	145
#1 Issue: Energy	19%	(13)	29%	(20)	42%	(29)	3%	(2)	3%	(2)	5%	(3)	68
#1 Issue: Other	25%	(24)	26%	(25)	32%	(31)	2%	(2)	3%	(3)	12%	(12)	97
2016 Vote: Hillary Clinton	26%	(188)	30%	(216)	33%	(237)	5%	(36)	2%	(16)	3%	(24)	717
2016 Vote: Donald Trump	19%	(145)	28%	(217)	39%	(300)	5%	(39)	5%	(40)	3%	(24)	765
2016 Vote: Someone else	24%	(46)	32%	(61)	31%	(58)	5%	(10)	3%	(7)	4%	(7)	189
2016 Vote: Didn't Vote	31%	(161)	24%	(129)	30%	(156)	4%	(21)	4%	(19)	8%	(41)	527
Voted in 2014: Yes	23%	(333)	29%	(422)	36%	(532)	5%	(72)	4%	(58)	3%	(45)	1461
Voted in 2014: No	28%	(208)	27%	(202)	30%	(221)	5%	(34)	3%	(23)	7%	(51)	740
2012 Vote: Barack Obama	25%	(214)	29%	(251)	35%	(300)	5%	(45)	3%	(26)	3%	(29)	865
2012 Vote: Mitt Romney	18%	(108)	29%	(170)	41%	(239)	5%	(27)	4%	(27)	3%	(19)	589
2012 Vote: Other	21%	(19)	34%	(32)	31%	(29)	6%	(5)	6%	(6)	3%	(3)	94
2012 Vote: Didn't Vote	31%	(200)	27%	(172)	28%	(180)	4%	(28)	4%	(23)	7%	(45)	647

Continued on next page

Table BRD1_16: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Reese Witherspoon

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	25%	(541)	28%	(625)	34%	(752)	5%	(106)	4%	(81)	4%	(96)	2201
4-Region: Northeast	18%	(73)	30%	(117)	40%	(159)	6%	(24)	2%	(8)	3%	(12)	393
4-Region: Midwest	23%	(117)	28%	(144)	36%	(182)	4%	(20)	4%	(19)	5%	(24)	506
4-Region: South	29%	(242)	27%	(219)	30%	(247)	5%	(38)	4%	(36)	5%	(40)	822
4-Region: West	23%	(110)	30%	(145)	34%	(165)	5%	(23)	4%	(18)	4%	(20)	481
Favorable of Trump	23%	(209)	28%	(260)	37%	(338)	4%	(42)	5%	(44)	4%	(33)	925
Unfavorable of Trump	26%	(292)	30%	(339)	33%	(380)	5%	(58)	3%	(31)	4%	(45)	1145
Very Favorable of Trump	23%	(124)	25%	(130)	39%	(206)	3%	(18)	6%	(29)	4%	(21)	528
Somewhat Favorable of Trump	21%	(85)	33%	(130)	33%	(133)	6%	(24)	4%	(15)	3%	(12)	397
Somewhat Unfavorable of Trump	24%	(55)	30%	(68)	36%	(81)	5%	(12)	2%	(5)	2%	(5)	227
Very Unfavorable of Trump	26%	(237)	29%	(271)	33%	(299)	5%	(46)	3%	(26)	4%	(40)	918

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

Table BRD1_17: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Jennifer Lawrence

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	19% (428)	21% (463)	41% (913)	5% (109)	7% (146)	6% (142)	2201
Gender: Male	22% (227)	21% (220)	40% (407)	5% (49)	7% (73)	5% (54)	1030
Gender: Female	17% (201)	21% (244)	43% (506)	5% (60)	6% (72)	7% (88)	1171
Age: 18-29	34% (138)	26% (105)	23% (92)	6% (23)	4% (15)	8% (34)	407
Age: 30-44	21% (102)	22% (104)	41% (199)	4% (18)	5% (25)	7% (32)	480
Age: 45-54	18% (74)	22% (91)	43% (179)	6% (25)	6% (24)	7% (28)	420
Age: 55-64	16% (60)	18% (69)	49% (188)	6% (23)	5% (20)	6% (22)	382
Age: 65+	10% (53)	19% (95)	50% (255)	4% (21)	12% (62)	5% (27)	512
Generation Z: 18-21	35% (53)	23% (34)	26% (39)	7% (11)	2% (2)	8% (13)	153
Millennial: Age 22-37	27% (144)	25% (133)	30% (157)	4% (21)	6% (30)	7% (39)	525
Generation X: Age 38-53	19% (112)	21% (126)	43% (255)	6% (33)	5% (29)	7% (39)	593
Boomers: Age 54-72	13% (99)	18% (145)	50% (396)	5% (43)	8% (61)	6% (46)	789
PID: Dem (no lean)	23% (172)	24% (183)	41% (309)	4% (28)	4% (34)	5% (35)	761
PID: Ind (no lean)	20% (114)	22% (127)	39% (227)	5% (27)	7% (42)	7% (41)	579
PID: Rep (no lean)	16% (141)	18% (153)	44% (377)	6% (54)	8% (70)	8% (66)	861
PID/Gender: Dem Men	29% (88)	26% (80)	37% (114)	2% (6)	3% (8)	4% (12)	308
PID/Gender: Dem Women	19% (84)	23% (103)	43% (194)	5% (22)	6% (26)	5% (23)	453
PID/Gender: Ind Men	20% (62)	20% (63)	37% (113)	6% (17)	11% (33)	6% (20)	308
PID/Gender: Ind Women	19% (53)	24% (64)	42% (114)	4% (10)	3% (8)	8% (22)	271
PID/Gender: Rep Men	19% (77)	19% (77)	43% (180)	6% (26)	8% (32)	5% (23)	414
PID/Gender: Rep Women	14% (64)	17% (76)	44% (197)	6% (28)	9% (38)	10% (43)	447
Ideo: Liberal (1-3)	23% (166)	24% (169)	41% (292)	4% (27)	3% (24)	6% (40)	719
Ideo: Moderate (4)	21% (103)	20% (99)	44% (218)	4% (21)	5% (26)	4% (22)	489
Ideo: Conservative (5-7)	14% (101)	20% (140)	43% (308)	7% (52)	11% (78)	5% (35)	713

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Table BRD1_17: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Jennifer Lawrence

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(428)	21%	(463)	41%	(913)	5%	(109)	7%	(146)	6%	(142)	2201
Educ: College	21%	(295)	20%	(279)	39%	(546)	6%	(80)	6%	(81)	7%	(104)	1384
Educ: Bachelors degree	17%	(90)	24%	(126)	40%	(206)	4%	(21)	10%	(54)	4%	(22)	521
Educ: Post-grad	14%	(42)	20%	(58)	54%	(161)	3%	(8)	4%	(10)	5%	(16)	296
Income: Under 50k	20%	(248)	20%	(244)	40%	(495)	5%	(63)	7%	(84)	8%	(97)	1231
Income: 50k-100k	20%	(137)	21%	(144)	44%	(306)	4%	(31)	7%	(45)	4%	(31)	694
Income: 100k+	16%	(43)	27%	(75)	41%	(113)	5%	(15)	6%	(17)	5%	(14)	276
Ethnicity: White	19%	(330)	21%	(369)	43%	(774)	5%	(85)	7%	(120)	6%	(103)	1780
Ethnicity: Hispanic	30%	(64)	23%	(49)	32%	(69)	6%	(13)	5%	(10)	5%	(10)	213
Ethnicity: Afr. Am.	21%	(60)	21%	(58)	35%	(97)	5%	(15)	7%	(19)	11%	(30)	279
Ethnicity: Other	27%	(38)	26%	(36)	30%	(42)	7%	(10)	5%	(6)	7%	(10)	142
Relig: Protestant	15%	(82)	21%	(117)	44%	(243)	7%	(37)	8%	(46)	4%	(22)	547
Relig: Roman Catholic	23%	(87)	22%	(84)	43%	(166)	3%	(12)	6%	(22)	4%	(17)	388
Relig: Something Else	21%	(43)	18%	(38)	40%	(82)	8%	(17)	6%	(12)	7%	(15)	206
Relig: Evangelical	21%	(169)	21%	(168)	42%	(328)	5%	(41)	6%	(48)	4%	(35)	789
Relig: Non-Evang. Catholics	13%	(44)	20%	(71)	46%	(163)	7%	(25)	9%	(31)	5%	(17)	352
Relig: All Christian	19%	(213)	21%	(239)	43%	(491)	6%	(66)	7%	(80)	5%	(53)	1141
Relig: All Non-Christian	17%	(47)	19%	(52)	41%	(110)	6%	(15)	7%	(18)	10%	(27)	268
Community: Urban	23%	(116)	19%	(97)	41%	(209)	5%	(26)	4%	(20)	9%	(46)	514
Community: Suburban	18%	(182)	24%	(244)	41%	(416)	5%	(52)	6%	(65)	4%	(44)	1004
Community: Rural	19%	(129)	18%	(122)	42%	(289)	5%	(31)	9%	(60)	8%	(52)	683
Employ: Private Sector	20%	(133)	24%	(157)	41%	(274)	6%	(40)	5%	(31)	4%	(29)	663
Employ: Government	20%	(32)	26%	(42)	42%	(68)	4%	(7)	4%	(6)	4%	(6)	161
Employ: Self-Employed	21%	(38)	18%	(34)	43%	(79)	9%	(16)	3%	(5)	7%	(14)	185
Employ: Homemaker	19%	(27)	15%	(21)	43%	(61)	4%	(6)	9%	(12)	11%	(15)	143
Employ: Student	39%	(34)	25%	(22)	22%	(20)	7%	(6)	2%	(2)	4%	(4)	88
Employ: Retired	11%	(61)	19%	(107)	49%	(274)	4%	(21)	12%	(64)	5%	(29)	555
Employ: Unemployed	21%	(37)	16%	(29)	41%	(74)	4%	(8)	6%	(10)	12%	(21)	179
Employ: Other	29%	(65)	23%	(52)	28%	(64)	3%	(6)	7%	(16)	11%	(25)	228

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Table BRD1_17: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Jennifer Lawrence

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	19% (428)	21% (463)	41% (913)	5% (109)	7% (146)	6% (142)	2201
Military HH: Yes	18% (81)	20% (90)	45% (201)	4% (20)	7% (33)	5% (20)	445
Military HH: No	20% (346)	21% (373)	41% (712)	5% (90)	6% (113)	7% (122)	1756
RD/WT: Right Direction	17% (150)	20% (179)	43% (389)	6% (55)	8% (70)	6% (56)	901
RD/WT: Wrong Track	21% (277)	22% (284)	40% (524)	4% (54)	6% (75)	7% (86)	1300
Trump Job Approve	16% (154)	20% (185)	43% (411)	6% (55)	10% (94)	5% (49)	949
Trump Job Disapprove	22% (250)	22% (247)	41% (461)	4% (49)	4% (47)	6% (72)	1126
Trump Job Strongly Approve	16% (77)	17% (84)	42% (204)	5% (27)	14% (67)	6% (28)	487
Trump Job Somewhat Approve	17% (77)	22% (102)	45% (207)	6% (29)	6% (26)	5% (22)	462
Trump Job Somewhat Disapprove	21% (61)	21% (59)	44% (124)	6% (17)	2% (6)	6% (17)	284
Trump Job Strongly Disapprove	22% (189)	22% (188)	40% (337)	4% (32)	5% (41)	6% (54)	842
#1 Issue: Economy	18% (107)	24% (145)	41% (249)	6% (34)	5% (29)	7% (43)	606
#1 Issue: Security	13% (51)	14% (57)	45% (183)	7% (28)	15% (59)	7% (27)	406
#1 Issue: Health Care	21% (93)	24% (104)	43% (184)	4% (17)	4% (16)	4% (19)	434
#1 Issue: Medicare / Social Security	21% (73)	17% (59)	43% (150)	5% (18)	8% (27)	6% (19)	347
#1 Issue: Women's Issues	24% (24)	22% (22)	32% (31)	6% (6)	8% (8)	7% (7)	97
#1 Issue: Education	28% (41)	26% (37)	35% (51)	3% (4)	2% (3)	5% (8)	145
#1 Issue: Energy	21% (15)	28% (19)	35% (24)	2% (2)	4% (3)	10% (7)	68
#1 Issue: Other	24% (23)	21% (20)	41% (40)	1% (1)	1% (1)	13% (12)	97
2016 Vote: Hillary Clinton	21% (149)	23% (168)	43% (305)	4% (27)	4% (28)	6% (39)	717
2016 Vote: Donald Trump	14% (105)	19% (144)	45% (342)	6% (49)	10% (79)	6% (45)	765
2016 Vote: Someone else	19% (36)	23% (43)	42% (79)	4% (8)	7% (13)	5% (10)	189
2016 Vote: Didn't Vote	26% (137)	20% (106)	35% (186)	5% (25)	5% (26)	9% (47)	527
Voted in 2014: Yes	17% (242)	21% (310)	44% (649)	5% (73)	7% (105)	6% (81)	1461
Voted in 2014: No	25% (185)	21% (153)	36% (264)	5% (36)	6% (41)	8% (61)	740
2012 Vote: Barack Obama	19% (164)	21% (185)	45% (391)	4% (39)	4% (37)	6% (50)	865
2012 Vote: Mitt Romney	12% (69)	19% (113)	48% (282)	5% (31)	12% (68)	4% (26)	589
2012 Vote: Other	14% (13)	23% (21)	35% (33)	9% (8)	8% (7)	12% (11)	94
2012 Vote: Didn't Vote	28% (181)	22% (142)	32% (204)	5% (31)	5% (33)	9% (55)	647

Continued on next page

Table BRD1_17: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?
 Jennifer Lawrence*

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	19% (428)	21% (463)	41% (913)	5% (109)	7% (146)	6% (142)	2201
4-Region: Northeast	16% (62)	27% (105)	41% (163)	5% (21)	6% (22)	5% (19)	393
4-Region: Midwest	19% (94)	21% (106)	43% (219)	5% (26)	5% (26)	7% (34)	506
4-Region: South	22% (178)	20% (162)	39% (321)	5% (43)	7% (55)	8% (62)	822
4-Region: West	19% (93)	19% (90)	44% (210)	4% (19)	9% (42)	6% (27)	481
Favorable of Trump	17% (155)	19% (177)	44% (408)	5% (50)	10% (89)	5% (46)	925
Unfavorable of Trump	21% (240)	23% (263)	41% (469)	4% (50)	4% (51)	6% (72)	1145
Very Favorable of Trump	18% (96)	16% (86)	43% (228)	6% (30)	11% (60)	6% (29)	528
Somewhat Favorable of Trump	15% (59)	23% (92)	45% (180)	5% (21)	7% (30)	4% (16)	397
Somewhat Unfavorable of Trump	16% (35)	23% (53)	44% (101)	6% (14)	3% (7)	7% (17)	227
Very Unfavorable of Trump	22% (205)	23% (210)	40% (368)	4% (36)	5% (44)	6% (55)	918

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

Table BRD1_18: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Jennifer Aniston

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	28% (612)	28% (609)	32% (693)	5% (103)	5% (101)	4% (82)	2201
Gender: Male	28% (287)	28% (291)	32% (325)	5% (51)	4% (39)	4% (37)	1030
Gender: Female	28% (324)	27% (318)	31% (368)	4% (52)	5% (62)	4% (45)	1171
Age: 18-29	39% (157)	27% (109)	21% (84)	5% (19)	3% (13)	6% (25)	407
Age: 30-44	33% (159)	27% (130)	28% (135)	5% (22)	4% (19)	3% (15)	480
Age: 45-54	31% (130)	28% (116)	32% (134)	3% (13)	4% (15)	3% (11)	420
Age: 55-64	23% (88)	29% (111)	36% (137)	7% (27)	2% (7)	3% (12)	382
Age: 65+	15% (77)	28% (142)	40% (202)	4% (23)	9% (48)	4% (20)	512
Generation Z: 18-21	38% (58)	24% (37)	23% (35)	4% (6)	3% (4)	8% (13)	153
Millennial: Age 22-37	36% (191)	28% (148)	22% (116)	5% (28)	4% (21)	4% (20)	525
Generation X: Age 38-53	32% (192)	27% (159)	32% (188)	3% (18)	4% (21)	3% (15)	593
Boomers: Age 54-72	18% (144)	27% (214)	40% (312)	6% (49)	5% (42)	3% (27)	789
PID: Dem (no lean)	29% (223)	27% (204)	30% (229)	6% (43)	5% (40)	3% (22)	761
PID: Ind (no lean)	25% (145)	28% (165)	34% (199)	4% (23)	4% (26)	4% (22)	579
PID: Rep (no lean)	28% (244)	28% (241)	31% (265)	4% (38)	4% (36)	4% (38)	861
PID/Gender: Dem Men	33% (102)	28% (85)	28% (87)	7% (21)	3% (8)	1% (4)	308
PID/Gender: Dem Women	27% (121)	26% (119)	31% (142)	5% (22)	7% (32)	4% (17)	453
PID/Gender: Ind Men	19% (59)	30% (94)	36% (111)	3% (10)	6% (19)	5% (15)	308
PID/Gender: Ind Women	32% (85)	26% (71)	32% (88)	5% (13)	2% (6)	3% (8)	271
PID/Gender: Rep Men	30% (126)	27% (112)	31% (127)	5% (20)	3% (12)	4% (18)	414
PID/Gender: Rep Women	26% (118)	29% (129)	31% (138)	4% (18)	5% (24)	5% (20)	447
Ideo: Liberal (1-3)	28% (199)	27% (193)	32% (227)	4% (31)	5% (36)	4% (32)	719
Ideo: Moderate (4)	30% (148)	29% (141)	32% (155)	3% (17)	4% (20)	2% (8)	489
Ideo: Conservative (5-7)	23% (163)	30% (213)	34% (243)	6% (40)	5% (33)	3% (20)	713

Continued on next page

Table BRD1_18: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Jennifer Aniston

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(612)	28%	(609)	32%	(693)	5%	(103)	5%	(101)	4%	(82)	2201
Educ: College	33%	(463)	26%	(365)	27%	(379)	5%	(70)	4%	(49)	4%	(58)	1384
Educ: Bachelors degree	19%	(98)	31%	(161)	37%	(192)	3%	(16)	8%	(40)	3%	(13)	521
Educ: Post-grad	17%	(50)	28%	(83)	41%	(122)	6%	(18)	4%	(11)	4%	(11)	296
Income: Under 50k	30%	(375)	27%	(327)	28%	(340)	5%	(64)	5%	(68)	5%	(57)	1231
Income: 50k-100k	27%	(186)	27%	(189)	36%	(249)	4%	(30)	3%	(24)	2%	(16)	694
Income: 100k+	19%	(51)	34%	(93)	38%	(104)	3%	(9)	3%	(9)	3%	(9)	276
Ethnicity: White	26%	(467)	29%	(509)	33%	(583)	5%	(88)	4%	(77)	3%	(57)	1780
Ethnicity: Hispanic	40%	(85)	21%	(45)	25%	(54)	4%	(9)	4%	(9)	5%	(11)	213
Ethnicity: Afr. Am.	33%	(91)	24%	(67)	27%	(76)	3%	(7)	7%	(18)	7%	(19)	279
Ethnicity: Other	38%	(54)	23%	(33)	24%	(34)	6%	(8)	4%	(6)	5%	(7)	142
Relig: Protestant	21%	(116)	29%	(157)	40%	(220)	3%	(19)	5%	(25)	2%	(10)	547
Relig: Roman Catholic	31%	(119)	30%	(117)	29%	(114)	4%	(17)	2%	(10)	3%	(11)	388
Relig: Something Else	33%	(68)	28%	(58)	27%	(55)	5%	(10)	5%	(11)	2%	(4)	206
Relig: Evangelical	28%	(219)	30%	(239)	31%	(246)	5%	(36)	4%	(33)	2%	(17)	789
Relig: Non-Evang. Catholics	24%	(84)	26%	(93)	41%	(143)	3%	(10)	4%	(13)	2%	(9)	352
Relig: All Christian	27%	(303)	29%	(332)	34%	(389)	4%	(46)	4%	(46)	2%	(26)	1141
Relig: All Non-Christian	37%	(99)	23%	(62)	25%	(67)	3%	(7)	7%	(20)	5%	(13)	268
Community: Urban	31%	(158)	27%	(136)	29%	(151)	4%	(22)	3%	(18)	6%	(29)	514
Community: Suburban	25%	(249)	29%	(292)	34%	(342)	4%	(44)	5%	(52)	3%	(26)	1004
Community: Rural	30%	(205)	27%	(181)	29%	(201)	5%	(37)	5%	(31)	4%	(27)	683
Employ: Private Sector	28%	(185)	30%	(198)	32%	(209)	5%	(32)	4%	(27)	2%	(11)	663
Employ: Government	25%	(40)	32%	(51)	31%	(49)	6%	(10)	5%	(7)	2%	(3)	161
Employ: Self-Employed	28%	(51)	32%	(59)	28%	(52)	6%	(11)	2%	(4)	4%	(8)	185
Employ: Homemaker	32%	(46)	23%	(33)	30%	(43)	4%	(6)	4%	(6)	6%	(8)	143
Employ: Student	38%	(33)	29%	(25)	24%	(21)	2%	(2)	5%	(4)	3%	(3)	88
Employ: Retired	19%	(106)	27%	(150)	39%	(218)	4%	(20)	7%	(38)	4%	(23)	555
Employ: Unemployed	36%	(65)	21%	(38)	28%	(50)	4%	(8)	4%	(7)	6%	(10)	179
Employ: Other	37%	(84)	24%	(55)	22%	(51)	6%	(13)	4%	(8)	7%	(16)	228

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Table BRD1_18: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Jennifer Aniston

Demographic	Much more likely to watch		Somewhat more likely watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	28%	(612)	28%	(609)	32%	(693)	5%	(103)	5%	(101)	4%	(82)	2201
Military HH: Yes	27%	(121)	28%	(126)	34%	(150)	6%	(29)	3%	(15)	1%	(4)	445
Military HH: No	28%	(490)	28%	(483)	31%	(543)	4%	(75)	5%	(86)	4%	(78)	1756
RD/WT: Right Direction	30%	(268)	28%	(249)	31%	(275)	5%	(45)	4%	(33)	3%	(30)	901
RD/WT: Wrong Track	26%	(343)	28%	(360)	32%	(418)	4%	(58)	5%	(68)	4%	(52)	1300
Trump Job Approve	29%	(273)	28%	(268)	31%	(292)	4%	(42)	5%	(45)	3%	(29)	949
Trump Job Disapprove	26%	(295)	28%	(314)	33%	(372)	5%	(54)	5%	(54)	3%	(38)	1126
Trump Job Strongly Approve	29%	(140)	25%	(124)	31%	(152)	4%	(20)	7%	(34)	4%	(17)	487
Trump Job Somewhat Approve	29%	(133)	31%	(144)	30%	(141)	5%	(22)	2%	(11)	2%	(11)	462
Trump Job Somewhat Disapprove	30%	(85)	29%	(82)	33%	(93)	4%	(12)	2%	(5)	3%	(8)	284
Trump Job Strongly Disapprove	25%	(210)	28%	(232)	33%	(279)	5%	(42)	6%	(49)	4%	(30)	842
#1 Issue: Economy	29%	(178)	31%	(188)	31%	(189)	3%	(18)	2%	(11)	4%	(22)	606
#1 Issue: Security	23%	(92)	26%	(107)	34%	(137)	5%	(22)	9%	(35)	3%	(14)	406
#1 Issue: Health Care	29%	(124)	28%	(122)	33%	(144)	5%	(20)	4%	(16)	2%	(8)	434
#1 Issue: Medicare / Social Security	24%	(83)	27%	(94)	34%	(118)	5%	(17)	5%	(19)	5%	(16)	347
#1 Issue: Women's Issues	24%	(23)	22%	(22)	26%	(25)	9%	(9)	14%	(14)	4%	(4)	97
#1 Issue: Education	41%	(59)	28%	(41)	21%	(30)	5%	(7)	2%	(3)	3%	(5)	145
#1 Issue: Energy	26%	(18)	29%	(20)	27%	(18)	9%	(6)	4%	(3)	5%	(3)	68
#1 Issue: Other	35%	(34)	15%	(15)	34%	(33)	4%	(4)	1%	(1)	11%	(11)	97
2016 Vote: Hillary Clinton	25%	(177)	28%	(200)	34%	(241)	5%	(36)	5%	(37)	4%	(25)	717
2016 Vote: Donald Trump	27%	(204)	29%	(219)	33%	(253)	4%	(34)	4%	(34)	3%	(20)	765
2016 Vote: Someone else	26%	(49)	28%	(54)	33%	(62)	3%	(6)	7%	(13)	3%	(6)	189
2016 Vote: Didn't Vote	34%	(181)	26%	(135)	26%	(136)	5%	(27)	3%	(17)	6%	(31)	527
Voted in 2014: Yes	25%	(363)	28%	(414)	34%	(491)	5%	(70)	5%	(77)	3%	(48)	1461
Voted in 2014: No	34%	(249)	26%	(196)	27%	(203)	5%	(34)	3%	(25)	5%	(34)	740
2012 Vote: Barack Obama	24%	(211)	27%	(237)	34%	(293)	5%	(46)	5%	(45)	4%	(33)	865
2012 Vote: Mitt Romney	23%	(136)	29%	(174)	36%	(212)	4%	(24)	5%	(28)	3%	(16)	589
2012 Vote: Other	25%	(24)	33%	(31)	29%	(27)	4%	(4)	6%	(5)	3%	(3)	94
2012 Vote: Didn't Vote	37%	(239)	26%	(168)	24%	(158)	4%	(29)	4%	(23)	5%	(30)	647

Continued on next page

Table BRD1_18: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Jennifer Aniston

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	28%	(612)	28%	(609)	32%	(693)	5%	(103)	5%	(101)	4%	(82)	2201
4-Region: Northeast	25%	(97)	30%	(118)	33%	(129)	6%	(25)	4%	(16)	2%	(9)	393
4-Region: Midwest	24%	(121)	30%	(150)	33%	(166)	4%	(20)	5%	(24)	5%	(25)	506
4-Region: South	34%	(276)	26%	(214)	29%	(237)	4%	(33)	4%	(30)	4%	(31)	822
4-Region: West	24%	(117)	27%	(128)	34%	(162)	5%	(26)	7%	(32)	3%	(16)	481
Favorable of Trump	29%	(265)	28%	(259)	31%	(288)	5%	(42)	5%	(45)	3%	(26)	925
Unfavorable of Trump	26%	(299)	29%	(327)	33%	(373)	5%	(54)	4%	(50)	4%	(41)	1145
Very Favorable of Trump	31%	(162)	24%	(129)	30%	(159)	5%	(25)	7%	(38)	3%	(15)	528
Somewhat Favorable of Trump	26%	(103)	33%	(131)	32%	(129)	4%	(17)	2%	(7)	3%	(11)	397
Somewhat Unfavorable of Trump	28%	(63)	32%	(74)	32%	(72)	4%	(10)	2%	(4)	2%	(4)	227
Very Unfavorable of Trump	26%	(236)	28%	(254)	33%	(301)	5%	(44)	5%	(46)	4%	(37)	918

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

Table BRD1_19: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Angelina Jolie

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	18% (395)	18% (406)	37% (825)	11% (241)	11% (240)	4% (92)	2201
Gender: Male	21% (215)	21% (217)	36% (374)	10% (107)	8% (84)	3% (34)	1030
Gender: Female	15% (181)	16% (189)	39% (451)	12% (135)	13% (156)	5% (59)	1171
Age: 18-29	28% (116)	24% (96)	28% (115)	7% (28)	5% (22)	8% (31)	407
Age: 30-44	21% (100)	19% (92)	39% (186)	9% (41)	9% (45)	3% (16)	480
Age: 45-54	18% (76)	16% (67)	38% (161)	13% (54)	12% (48)	3% (14)	420
Age: 55-64	12% (45)	17% (64)	40% (153)	16% (62)	11% (43)	4% (13)	382
Age: 65+	11% (58)	17% (87)	41% (210)	11% (56)	16% (83)	4% (18)	512
Generation Z: 18-21	27% (41)	19% (29)	32% (48)	9% (14)	3% (5)	10% (15)	153
Millennial: Age 22-37	27% (140)	23% (118)	31% (164)	7% (37)	7% (39)	5% (27)	525
Generation X: Age 38-53	18% (105)	18% (104)	39% (229)	12% (70)	12% (68)	3% (17)	593
Boomers: Age 54-72	11% (86)	16% (129)	41% (327)	14% (109)	14% (109)	4% (28)	789
PID: Dem (no lean)	23% (173)	20% (151)	34% (261)	10% (78)	9% (70)	3% (26)	761
PID: Ind (no lean)	16% (92)	19% (111)	37% (215)	12% (72)	11% (63)	5% (27)	579
PID: Rep (no lean)	15% (130)	17% (145)	41% (349)	11% (91)	13% (108)	4% (39)	861
PID/Gender: Dem Men	29% (90)	23% (70)	32% (98)	10% (32)	4% (11)	2% (6)	308
PID/Gender: Dem Women	18% (83)	18% (81)	36% (163)	10% (47)	13% (59)	5% (20)	453
PID/Gender: Ind Men	16% (51)	21% (66)	35% (108)	10% (32)	12% (37)	5% (14)	308
PID/Gender: Ind Women	15% (42)	17% (45)	39% (107)	15% (39)	9% (26)	5% (13)	271
PID/Gender: Rep Men	18% (74)	20% (81)	40% (167)	10% (43)	9% (36)	3% (13)	414
PID/Gender: Rep Women	13% (56)	14% (63)	41% (182)	11% (49)	16% (72)	6% (25)	447
Ideo: Liberal (1-3)	22% (156)	20% (146)	36% (255)	11% (82)	7% (51)	4% (28)	719
Ideo: Moderate (4)	20% (100)	17% (83)	39% (191)	10% (47)	11% (56)	2% (11)	489
Ideo: Conservative (5-7)	11% (81)	18% (126)	40% (282)	13% (95)	15% (110)	3% (18)	713

Continued on next page

Table BRD1_19: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Angelina Jolie

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(395)	18%	(406)	37%	(825)	11%	(241)	11%	(240)	4%	(92)	2201
Educ: College	21%	(294)	18%	(254)	35%	(485)	10%	(145)	10%	(138)	5%	(69)	1384
Educ: Bachelors degree	9%	(49)	22%	(112)	40%	(209)	13%	(66)	14%	(72)	2%	(13)	521
Educ: Post-grad	17%	(52)	14%	(40)	44%	(132)	10%	(31)	10%	(31)	4%	(11)	296
Income: Under 50k	21%	(260)	18%	(221)	35%	(430)	10%	(126)	10%	(127)	5%	(67)	1231
Income: 50k-100k	16%	(109)	20%	(136)	41%	(284)	10%	(72)	11%	(73)	3%	(20)	694
Income: 100k+	10%	(27)	18%	(49)	40%	(111)	16%	(44)	15%	(40)	2%	(5)	276
Ethnicity: White	14%	(247)	18%	(329)	40%	(714)	12%	(213)	12%	(212)	4%	(66)	1780
Ethnicity: Hispanic	30%	(64)	21%	(45)	27%	(57)	8%	(16)	10%	(22)	4%	(8)	213
Ethnicity: Afr. Am.	39%	(110)	16%	(45)	24%	(68)	8%	(22)	6%	(17)	6%	(18)	279
Ethnicity: Other	27%	(38)	23%	(32)	31%	(44)	5%	(7)	8%	(12)	6%	(8)	142
Relig: Protestant	14%	(75)	20%	(109)	40%	(221)	11%	(61)	13%	(69)	2%	(12)	547
Relig: Roman Catholic	15%	(59)	20%	(79)	37%	(145)	14%	(55)	10%	(39)	3%	(12)	388
Relig: Something Else	20%	(41)	19%	(40)	33%	(68)	14%	(28)	10%	(22)	3%	(7)	206
Relig: Evangelical	15%	(118)	21%	(169)	37%	(292)	13%	(100)	12%	(91)	2%	(19)	789
Relig: Non-Evang. Catholics	16%	(58)	17%	(59)	40%	(141)	13%	(45)	11%	(38)	3%	(11)	352
Relig: All Christian	15%	(176)	20%	(228)	38%	(434)	13%	(145)	11%	(130)	3%	(30)	1141
Relig: All Non-Christian	25%	(67)	19%	(51)	32%	(86)	8%	(21)	11%	(28)	6%	(15)	268
Community: Urban	25%	(129)	17%	(85)	36%	(188)	8%	(42)	7%	(39)	6%	(33)	514
Community: Suburban	14%	(145)	18%	(181)	39%	(393)	13%	(135)	12%	(121)	3%	(28)	1004
Community: Rural	18%	(121)	21%	(140)	36%	(244)	9%	(65)	12%	(81)	5%	(31)	683
Employ: Private Sector	17%	(114)	19%	(127)	39%	(261)	12%	(77)	10%	(67)	2%	(16)	663
Employ: Government	16%	(26)	19%	(31)	43%	(70)	6%	(9)	11%	(18)	4%	(7)	161
Employ: Self-Employed	22%	(41)	19%	(36)	35%	(64)	13%	(24)	6%	(12)	5%	(9)	185
Employ: Homemaker	13%	(19)	17%	(25)	39%	(55)	11%	(16)	16%	(23)	4%	(5)	143
Employ: Student	32%	(28)	22%	(19)	31%	(27)	9%	(8)	2%	(2)	4%	(4)	88
Employ: Retired	13%	(70)	16%	(87)	41%	(230)	13%	(70)	14%	(78)	4%	(20)	555
Employ: Unemployed	22%	(40)	15%	(27)	36%	(65)	11%	(20)	8%	(14)	8%	(13)	179
Employ: Other	25%	(58)	24%	(55)	23%	(54)	7%	(17)	12%	(27)	8%	(18)	228

Continued on next page

Table BRD1_19: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Angelina Jolie

Demographic	Much more likely to watch		Somewhat more likely watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	18%	(395)	18%	(406)	37%	(825)	11%	(241)	11%	(240)	4%	(92)	2201
Military HH: Yes	18%	(80)	24%	(106)	35%	(157)	9%	(40)	12%	(52)	2%	(10)	445
Military HH: No	18%	(315)	17%	(300)	38%	(668)	11%	(202)	11%	(189)	5%	(83)	1756
RD/WT: Right Direction	16%	(141)	19%	(171)	39%	(352)	11%	(102)	12%	(110)	3%	(25)	901
RD/WT: Wrong Track	20%	(254)	18%	(235)	36%	(473)	11%	(139)	10%	(131)	5%	(68)	1300
Trump Job Approve	14%	(134)	19%	(178)	38%	(363)	12%	(114)	14%	(131)	3%	(29)	949
Trump Job Disapprove	20%	(231)	18%	(207)	38%	(423)	11%	(123)	8%	(96)	4%	(47)	1126
Trump Job Strongly Approve	15%	(72)	17%	(81)	38%	(183)	9%	(45)	18%	(89)	4%	(17)	487
Trump Job Somewhat Approve	13%	(62)	21%	(96)	39%	(180)	15%	(69)	9%	(43)	3%	(12)	462
Trump Job Somewhat Disapprove	21%	(59)	18%	(53)	38%	(107)	11%	(30)	9%	(26)	4%	(10)	284
Trump Job Strongly Disapprove	20%	(172)	18%	(155)	38%	(316)	11%	(93)	8%	(70)	4%	(37)	842
#1 Issue: Economy	19%	(115)	19%	(116)	38%	(232)	10%	(61)	10%	(61)	3%	(21)	606
#1 Issue: Security	14%	(58)	14%	(58)	39%	(157)	10%	(42)	18%	(71)	5%	(19)	406
#1 Issue: Health Care	17%	(72)	20%	(86)	39%	(168)	14%	(60)	9%	(39)	2%	(9)	434
#1 Issue: Medicare / Social Security	20%	(68)	17%	(57)	35%	(123)	13%	(46)	11%	(39)	4%	(14)	347
#1 Issue: Women's Issues	21%	(20)	17%	(16)	36%	(36)	8%	(8)	7%	(7)	11%	(11)	97
#1 Issue: Education	22%	(31)	27%	(40)	28%	(41)	8%	(12)	10%	(14)	5%	(7)	145
#1 Issue: Energy	17%	(12)	21%	(15)	45%	(31)	9%	(6)	5%	(4)	2%	(1)	68
#1 Issue: Other	19%	(18)	20%	(19)	38%	(37)	6%	(6)	6%	(6)	10%	(10)	97
2016 Vote: Hillary Clinton	22%	(156)	19%	(134)	37%	(265)	11%	(76)	9%	(61)	3%	(25)	717
2016 Vote: Donald Trump	12%	(94)	18%	(139)	39%	(301)	12%	(93)	15%	(117)	3%	(21)	765
2016 Vote: Someone else	11%	(20)	17%	(31)	46%	(87)	12%	(23)	11%	(22)	3%	(5)	189
2016 Vote: Didn't Vote	23%	(123)	19%	(102)	33%	(171)	9%	(49)	8%	(40)	8%	(41)	527
Voted in 2014: Yes	16%	(236)	18%	(263)	38%	(548)	12%	(176)	13%	(190)	3%	(48)	1461
Voted in 2014: No	22%	(160)	19%	(144)	37%	(277)	9%	(65)	7%	(51)	6%	(44)	740
2012 Vote: Barack Obama	19%	(168)	20%	(171)	35%	(307)	11%	(98)	11%	(91)	3%	(29)	865
2012 Vote: Mitt Romney	10%	(60)	17%	(99)	42%	(248)	13%	(77)	16%	(92)	2%	(14)	589
2012 Vote: Other	10%	(10)	11%	(10)	47%	(44)	15%	(15)	11%	(10)	6%	(6)	94
2012 Vote: Didn't Vote	24%	(157)	19%	(124)	34%	(223)	8%	(52)	7%	(47)	7%	(44)	647

Continued on next page

Table BRD1_19: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Angelina Jolie

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
Adults	18%	(395)	18%	(406)	37%	(825)	11%	(241)	11%	(240)	4%	(92)	2201
4-Region: Northeast	19%	(74)	17%	(65)	42%	(165)	9%	(35)	9%	(36)	4%	(16)	393
4-Region: Midwest	13%	(64)	19%	(96)	41%	(206)	14%	(73)	9%	(45)	4%	(21)	506
4-Region: South	21%	(169)	19%	(160)	33%	(272)	12%	(98)	11%	(92)	4%	(31)	822
4-Region: West	18%	(87)	18%	(85)	38%	(181)	7%	(35)	14%	(68)	5%	(24)	481
Favorable of Trump	16%	(145)	18%	(170)	37%	(347)	11%	(105)	14%	(133)	3%	(26)	925
Unfavorable of Trump	19%	(222)	19%	(214)	38%	(440)	11%	(127)	8%	(97)	4%	(45)	1145
Very Favorable of Trump	18%	(93)	17%	(88)	37%	(196)	9%	(50)	16%	(84)	3%	(18)	528
Somewhat Favorable of Trump	13%	(51)	21%	(82)	38%	(150)	14%	(56)	12%	(49)	2%	(9)	397
Somewhat Unfavorable of Trump	16%	(36)	20%	(46)	40%	(91)	13%	(29)	9%	(20)	2%	(5)	227
Very Unfavorable of Trump	20%	(186)	18%	(168)	38%	(348)	11%	(97)	8%	(78)	4%	(40)	918

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

Table BRD1_20: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
Scarlett Johansson

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	20% (442)	24% (519)	40% (882)	5% (115)	5% (99)	7% (144)	2201
Gender: Male	27% (281)	25% (255)	34% (350)	5% (52)	4% (42)	5% (50)	1030
Gender: Female	14% (161)	23% (264)	45% (532)	5% (62)	5% (58)	8% (94)	1171
Age: 18-29	33% (134)	25% (101)	26% (106)	4% (15)	3% (13)	9% (38)	407
Age: 30-44	25% (120)	25% (121)	37% (179)	3% (16)	4% (19)	5% (25)	480
Age: 45-54	21% (89)	24% (100)	39% (163)	6% (25)	4% (16)	6% (27)	420
Age: 55-64	13% (50)	24% (93)	48% (182)	7% (27)	2% (7)	6% (23)	382
Age: 65+	10% (49)	20% (103)	49% (253)	6% (32)	9% (45)	6% (31)	512
Generation Z: 18-21	29% (44)	26% (40)	24% (37)	4% (6)	3% (5)	14% (21)	153
Millennial: Age 22-37	31% (164)	24% (125)	31% (165)	4% (19)	4% (19)	6% (32)	525
Generation X: Age 38-53	22% (130)	25% (150)	38% (227)	5% (29)	4% (23)	6% (34)	593
Boomers: Age 54-72	11% (86)	22% (174)	49% (389)	6% (51)	5% (40)	6% (48)	789
PID: Dem (no lean)	26% (201)	24% (182)	37% (283)	4% (29)	3% (23)	6% (44)	761
PID: Ind (no lean)	18% (102)	27% (158)	40% (230)	6% (35)	4% (21)	6% (33)	579
PID: Rep (no lean)	16% (139)	21% (179)	43% (370)	6% (51)	6% (55)	8% (67)	861
PID/Gender: Dem Men	40% (124)	24% (73)	29% (89)	2% (7)	2% (5)	3% (10)	308
PID/Gender: Dem Women	17% (77)	24% (109)	43% (194)	5% (22)	4% (18)	7% (33)	453
PID/Gender: Ind Men	21% (66)	26% (82)	34% (105)	7% (22)	5% (15)	6% (18)	308
PID/Gender: Ind Women	13% (36)	28% (76)	46% (124)	5% (13)	2% (6)	6% (16)	271
PID/Gender: Rep Men	22% (92)	24% (100)	38% (156)	6% (23)	5% (22)	5% (22)	414
PID/Gender: Rep Women	11% (47)	18% (79)	48% (214)	6% (28)	7% (33)	10% (45)	447
Ideo: Liberal (1-3)	24% (175)	25% (183)	37% (267)	4% (30)	2% (18)	6% (46)	719
Ideo: Moderate (4)	20% (97)	23% (111)	44% (213)	5% (27)	4% (18)	5% (23)	489
Ideo: Conservative (5-7)	13% (95)	25% (179)	43% (304)	8% (55)	7% (47)	5% (33)	713

Continued on next page

Table BRD1_20: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Scarlett Johansson

Demographic	Much more likely to watch		Somewhat more likely to watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(442)	24%	(519)	40%	(882)	5%	(115)	5%	(99)	7%	(144)	2201
Educ: College	22%	(310)	23%	(312)	38%	(531)	5%	(73)	4%	(55)	7%	(103)	1384
Educ: Bachelors degree	15%	(79)	27%	(138)	42%	(218)	5%	(28)	6%	(33)	5%	(24)	521
Educ: Post-grad	18%	(53)	23%	(68)	45%	(134)	5%	(14)	4%	(11)	6%	(17)	296
Income: Under 50k	21%	(265)	21%	(262)	39%	(478)	5%	(67)	5%	(59)	8%	(102)	1231
Income: 50k-100k	18%	(127)	28%	(191)	41%	(286)	5%	(31)	4%	(30)	4%	(29)	694
Income: 100k+	18%	(51)	24%	(66)	43%	(119)	6%	(16)	4%	(11)	5%	(14)	276
Ethnicity: White	17%	(304)	24%	(430)	43%	(768)	5%	(97)	4%	(80)	6%	(101)	1780
Ethnicity: Hispanic	34%	(74)	18%	(39)	30%	(63)	6%	(13)	5%	(10)	7%	(15)	213
Ethnicity: Afr. Am.	33%	(92)	17%	(49)	27%	(77)	3%	(10)	7%	(19)	12%	(33)	279
Ethnicity: Other	32%	(45)	28%	(40)	27%	(38)	6%	(8)	—	(1)	7%	(10)	142
Relig: Protestant	14%	(74)	23%	(126)	48%	(264)	4%	(24)	6%	(34)	4%	(24)	547
Relig: Roman Catholic	20%	(77)	25%	(98)	42%	(163)	4%	(17)	4%	(14)	5%	(20)	388
Relig: Something Else	21%	(43)	27%	(55)	35%	(72)	8%	(16)	3%	(7)	6%	(13)	206
Relig: Evangelical	19%	(152)	25%	(201)	41%	(327)	5%	(42)	4%	(30)	5%	(37)	789
Relig: Non-Evang. Catholics	12%	(42)	22%	(78)	49%	(172)	5%	(16)	7%	(24)	6%	(20)	352
Relig: All Christian	17%	(194)	24%	(279)	44%	(499)	5%	(58)	5%	(55)	5%	(56)	1141
Relig: All Non-Christian	26%	(69)	22%	(59)	35%	(94)	4%	(10)	5%	(14)	8%	(23)	268
Community: Urban	26%	(132)	20%	(101)	38%	(194)	4%	(21)	3%	(15)	10%	(51)	514
Community: Suburban	18%	(183)	26%	(258)	42%	(424)	6%	(60)	4%	(39)	4%	(40)	1004
Community: Rural	19%	(126)	23%	(159)	39%	(265)	5%	(34)	7%	(45)	8%	(53)	683
Employ: Private Sector	24%	(160)	26%	(171)	40%	(263)	4%	(26)	3%	(18)	4%	(25)	663
Employ: Government	17%	(28)	23%	(37)	50%	(80)	3%	(5)	2%	(3)	5%	(8)	161
Employ: Self-Employed	20%	(36)	20%	(37)	39%	(73)	9%	(17)	4%	(7)	8%	(15)	185
Employ: Homemaker	16%	(23)	27%	(38)	35%	(50)	5%	(7)	7%	(9)	11%	(15)	143
Employ: Student	37%	(33)	26%	(23)	22%	(19)	7%	(6)	1%	(1)	7%	(6)	88
Employ: Retired	11%	(61)	23%	(127)	47%	(262)	6%	(32)	7%	(41)	6%	(32)	555
Employ: Unemployed	23%	(40)	24%	(44)	37%	(65)	4%	(7)	4%	(7)	8%	(15)	179
Employ: Other	26%	(60)	18%	(42)	31%	(70)	6%	(15)	6%	(13)	12%	(27)	228

Continued on next page

Table BRD1_20: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*

Scarlett Johansson

Demographic	Much more likely to watch		Somewhat more likely watch		No impact on my likelihood to watch		Somewhat less likely to watch		Much less likely to watch		Don't know/No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(442)	24%	(519)	40%	(882)	5%	(115)	5%	(99)	7%	(144)	2201
Military HH: Yes	19%	(85)	27%	(119)	39%	(174)	4%	(19)	6%	(26)	5%	(22)	445
Military HH: No	20%	(357)	23%	(399)	40%	(708)	5%	(96)	4%	(73)	7%	(122)	1756
RD/WT: Right Direction	18%	(158)	24%	(212)	41%	(367)	7%	(62)	6%	(52)	6%	(50)	901
RD/WT: Wrong Track	22%	(284)	24%	(307)	40%	(515)	4%	(53)	4%	(47)	7%	(94)	1300
Trump Job Approve	16%	(150)	23%	(216)	43%	(405)	7%	(63)	7%	(65)	5%	(50)	949
Trump Job Disapprove	23%	(259)	24%	(274)	39%	(442)	4%	(47)	3%	(31)	6%	(73)	1126
Trump Job Strongly Approve	17%	(83)	19%	(94)	41%	(200)	8%	(37)	9%	(43)	6%	(29)	487
Trump Job Somewhat Approve	14%	(67)	26%	(121)	44%	(205)	6%	(26)	5%	(22)	4%	(21)	462
Trump Job Somewhat Disapprove	23%	(65)	25%	(70)	43%	(123)	4%	(11)	2%	(6)	3%	(7)	284
Trump Job Strongly Disapprove	23%	(194)	24%	(204)	38%	(318)	4%	(36)	3%	(25)	8%	(65)	842
#1 Issue: Economy	23%	(140)	25%	(150)	38%	(230)	5%	(31)	3%	(17)	6%	(39)	606
#1 Issue: Security	14%	(57)	21%	(84)	42%	(169)	7%	(28)	11%	(43)	6%	(26)	406
#1 Issue: Health Care	20%	(86)	27%	(117)	42%	(184)	3%	(14)	3%	(14)	4%	(19)	434
#1 Issue: Medicare / Social Security	20%	(68)	21%	(71)	42%	(146)	6%	(22)	5%	(16)	7%	(23)	347
#1 Issue: Women's Issues	19%	(18)	17%	(16)	43%	(42)	10%	(10)	2%	(2)	10%	(10)	97
#1 Issue: Education	28%	(40)	27%	(40)	34%	(50)	2%	(3)	2%	(2)	7%	(10)	145
#1 Issue: Energy	22%	(15)	18%	(12)	43%	(29)	4%	(3)	4%	(3)	10%	(7)	68
#1 Issue: Other	19%	(18)	29%	(28)	34%	(33)	4%	(3)	2%	(2)	13%	(13)	97
2016 Vote: Hillary Clinton	23%	(166)	24%	(174)	40%	(284)	5%	(33)	3%	(18)	6%	(42)	717
2016 Vote: Donald Trump	14%	(108)	22%	(165)	45%	(344)	7%	(56)	7%	(55)	5%	(37)	765
2016 Vote: Someone else	16%	(30)	29%	(54)	41%	(78)	4%	(8)	4%	(8)	6%	(12)	189
2016 Vote: Didn't Vote	26%	(136)	24%	(125)	33%	(176)	3%	(18)	3%	(18)	10%	(53)	527
Voted in 2014: Yes	18%	(269)	23%	(333)	43%	(628)	5%	(80)	5%	(77)	5%	(75)	1461
Voted in 2014: No	23%	(172)	25%	(186)	34%	(255)	5%	(35)	3%	(23)	9%	(69)	740
2012 Vote: Barack Obama	22%	(190)	22%	(192)	43%	(368)	4%	(36)	3%	(28)	6%	(51)	865
2012 Vote: Mitt Romney	12%	(69)	24%	(139)	47%	(274)	7%	(43)	7%	(40)	4%	(25)	589
2012 Vote: Other	11%	(11)	26%	(24)	38%	(36)	8%	(7)	8%	(7)	9%	(9)	94
2012 Vote: Didn't Vote	26%	(171)	25%	(161)	31%	(201)	5%	(29)	4%	(25)	9%	(59)	647

Continued on next page

Table BRD1_20: *If each of the following appeared in a movie or TV show, would you be more or less likely to watch that movie or TV show?*
 Scarlett Johansson

Demographic	Much more likely to watch	Somewhat more likely to watch	No impact on my likelihood to watch	Somewhat less likely to watch	Much less likely to watch	Don't know/No Opinion	Total N
Adults	20% (442)	24% (519)	40% (882)	5% (115)	5% (99)	7% (144)	2201
4-Region: Northeast	18% (71)	23% (89)	45% (177)	5% (18)	4% (15)	6% (22)	393
4-Region: Midwest	18% (92)	24% (123)	43% (217)	4% (21)	3% (18)	7% (34)	506
4-Region: South	23% (188)	22% (180)	36% (299)	6% (51)	5% (44)	7% (59)	822
4-Region: West	19% (90)	26% (127)	39% (189)	5% (24)	5% (22)	6% (29)	481
Favorable of Trump	18% (165)	22% (205)	42% (392)	6% (58)	7% (62)	5% (43)	925
Unfavorable of Trump	21% (246)	25% (287)	40% (452)	5% (55)	3% (30)	7% (75)	1145
Very Favorable of Trump	19% (102)	21% (108)	40% (209)	6% (33)	9% (47)	5% (29)	528
Somewhat Favorable of Trump	16% (63)	24% (97)	46% (182)	6% (25)	4% (15)	4% (15)	397
Somewhat Unfavorable of Trump	17% (39)	27% (61)	43% (98)	5% (12)	2% (5)	5% (11)	227
Very Unfavorable of Trump	23% (207)	25% (227)	39% (354)	5% (43)	3% (24)	7% (63)	918

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	1030	47%
	Gender: Female	1171	53%
	N	2201	
age5	Age: 18-29	407	18%
	Age: 30-44	480	22%
	Age: 45-54	420	19%
	Age: 55-64	382	17%
	Age: 65+	512	23%
	N	2201	
demAgeGeneration	Generation Z: 18-21	153	7%
	Millennial: Age 22-37	525	24%
	Generation X: Age 38-53	593	27%
	Boomers: Age 54-72	789	36%
	N	2060	
xpid3	PID: Dem (no lean)	761	35%
	PID: Ind (no lean)	579	26%
	PID: Rep (no lean)	861	39%
	N	2201	
xpidGender	PID/Gender: Dem Men	308	14%
	PID/Gender: Dem Women	453	21%
	PID/Gender: Ind Men	308	14%
	PID/Gender: Ind Women	271	12%
	PID/Gender: Rep Men	414	19%
	PID/Gender: Rep Women	447	20%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	719	33%
	Ideo: Moderate (4)	489	22%
	Ideo: Conservative (5-7)	713	32%
	N	1920	
xeduc3	Educ: College	1384	63%
	Educ: Bachelors degree	521	24%
	Educ: Post-grad	296	13%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1231	56%
	Income: 50k-100k	694	32%
	Income: 100k+	276	13%
	N	2201	
xdemWhite	Ethnicity: White	1780	81%
xdemHispBin	Ethnicity: Hispanic	213	10%
demBlackBin	Ethnicity: Afr. Am.	279	13%
demRaceOther	Ethnicity: Other	142	6%
xrelNet	Relig: Protestant	547	25%
	Relig: Roman Catholic	388	18%
	Relig: Something Else	206	9%
	N	1141	
xreligion1	Relig: Jewish	39	2%
xreligion2	Relig: Evangelical	789	36%
	Relig: Non-Evang. Catholics	352	16%
	N	1141	
xreligion3	Relig: All Christian	1141	52%
	Relig: All Non-Christian	268	12%
	N	1410	
xdemUsr	Community: Urban	514	23%
	Community: Suburban	1004	46%
	Community: Rural	683	31%
	N	2201	
xdemEmploy	Employ: Private Sector	663	30%
	Employ: Government	161	7%
	Employ: Self-Employed	185	8%
	Employ: Homemaker	143	6%
	Employ: Student	88	4%
	Employ: Retired	555	25%
	Employ: Unemployed	179	8%
	Employ: Other	228	10%
	N	2201	
xdemMilHH1	Military HH: Yes	445	20%
	Military HH: No	1756	80%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	901	41%
	RD/WT: Wrong Track	1300	59%
	N	2201	
Trump_Approve	Trump Job Approve	949	43%
	Trump Job Disapprove	1126	51%
	N	2075	
Trump_Approve2	Trump Job Strongly Approve	487	22%
	Trump Job Somewhat Approve	462	21%
	Trump Job Somewhat Disapprove	284	13%
	Trump Job Strongly Disapprove	842	38%
	N	2075	
xnr3	#1 Issue: Economy	606	28%
	#1 Issue: Security	406	18%
	#1 Issue: Health Care	434	20%
	#1 Issue: Medicare / Social Security	347	16%
	#1 Issue: Women's Issues	97	4%
	#1 Issue: Education	145	7%
	#1 Issue: Energy	68	3%
	#1 Issue: Other	97	4%
	N	2201	
xsubVote16O	2016 Vote: Hillary Clinton	717	33%
	2016 Vote: Donald Trump	765	35%
	2016 Vote: Someone else	189	9%
	2016 Vote: Didnt Vote	527	24%
	N	2197	
xsubVote14O	Voted in 2014: Yes	1461	66%
	Voted in 2014: No	740	34%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	865	39%
	2012 Vote: Mitt Romney	589	27%
	2012 Vote: Other	94	4%
	2012 Vote: Didn't Vote	647	29%
	N	2196	
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	506	23%
	4-Region: South	822	37%
	4-Region: West	481	22%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Fav	Favorable of Trump	925	42%
	Unfavorable of Trump	1145	52%
	N	2070	
Trump_Fav_FULL	Very Favorable of Trump	528	24%
	Somewhat Favorable of Trump	397	18%
	Somewhat Unfavorable of Trump	227	10%
	Very Unfavorable of Trump	918	42%
	N	2070	

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

