



National Tracking Poll #181206
December 06-09, 2018

Crosstabulation Results

Methodology:

This poll was conducted from December 06-09, 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 HR1_1: *In general, how often do you watch the following annual awards shows?
Academy Awards (Oscars)*

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	10%	(218)	14%	(306)	25%	(555)	19%	(415)	32%	(707)	2201
Gender: Male	9%	(95)	14%	(145)	23%	(232)	19%	(195)	35%	(363)	1030
Gender: Female	11%	(123)	14%	(161)	28%	(323)	19%	(219)	29%	(344)	1171
Age: 18-29	7%	(27)	15%	(59)	27%	(108)	19%	(73)	32%	(128)	395
Age: 30-44	12%	(57)	12%	(58)	24%	(118)	21%	(102)	32%	(156)	492
Age: 45-54	7%	(27)	16%	(59)	28%	(102)	15%	(54)	34%	(125)	368
Age: 55-64	10%	(43)	14%	(60)	25%	(110)	18%	(78)	33%	(143)	434
Age: 65+	12%	(63)	14%	(70)	23%	(117)	21%	(107)	30%	(154)	512
Generation Z: 18-21	8%	(10)	11%	(14)	32%	(41)	21%	(26)	28%	(36)	128
Millennial: Age 22-37	8%	(45)	15%	(77)	25%	(132)	19%	(99)	33%	(178)	532
Generation X: Age 38-53	10%	(54)	14%	(78)	26%	(142)	18%	(99)	32%	(179)	551
Boomers: Age 54-72	10%	(89)	14%	(117)	25%	(219)	18%	(154)	33%	(282)	862
PID: Dem (no lean)	15%	(110)	19%	(145)	28%	(210)	16%	(122)	21%	(159)	747
PID: Ind (no lean)	8%	(62)	11%	(85)	24%	(191)	19%	(148)	38%	(294)	781
PID: Rep (no lean)	7%	(46)	11%	(76)	23%	(154)	21%	(145)	38%	(253)	673
PID/Gender: Dem Men	14%	(45)	21%	(67)	25%	(79)	17%	(54)	24%	(77)	321
PID/Gender: Dem Women	15%	(65)	18%	(79)	31%	(131)	16%	(68)	19%	(83)	426
PID/Gender: Ind Men	8%	(28)	10%	(37)	22%	(77)	20%	(70)	41%	(145)	357
PID/Gender: Ind Women	8%	(34)	11%	(48)	27%	(114)	18%	(78)	35%	(149)	423
PID/Gender: Rep Men	6%	(22)	12%	(42)	22%	(76)	20%	(71)	40%	(141)	352
PID/Gender: Rep Women	8%	(24)	11%	(34)	24%	(78)	23%	(73)	35%	(112)	321
Ideo: Liberal (1-3)	16%	(107)	17%	(114)	26%	(176)	19%	(126)	22%	(145)	669
Ideo: Moderate (4)	10%	(50)	18%	(89)	28%	(141)	17%	(86)	27%	(134)	500
Ideo: Conservative (5-7)	6%	(45)	11%	(80)	21%	(154)	20%	(144)	41%	(298)	721
Educ: < College	8%	(106)	13%	(178)	26%	(366)	19%	(258)	34%	(477)	1384
Educ: Bachelors degree	13%	(67)	17%	(88)	25%	(129)	18%	(95)	27%	(141)	521
Educ: Post-grad	15%	(46)	14%	(41)	20%	(60)	21%	(62)	30%	(88)	296

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**Table HR1_1: In general, how often do you watch the following annual awards shows?
Academy Awards (Oscars)**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	10%	(218)	14%	(306)	25%	(555)	19%	(415)	32%	(707)	2201
Income: Under 50k	9%	(116)	12%	(152)	26%	(333)	19%	(237)	34%	(432)	1270
Income: 50k-100k	10%	(70)	15%	(104)	25%	(168)	21%	(141)	29%	(201)	684
Income: 100k+	13%	(32)	20%	(51)	22%	(55)	15%	(37)	30%	(73)	247
Ethnicity: White	9%	(169)	13%	(228)	26%	(463)	19%	(337)	33%	(582)	1780
Ethnicity: Hispanic	12%	(26)	19%	(40)	24%	(51)	20%	(42)	26%	(55)	213
Ethnicity: Afr. Am.	15%	(41)	19%	(54)	20%	(56)	16%	(44)	30%	(85)	279
Ethnicity: Other	6%	(8)	17%	(24)	25%	(36)	23%	(33)	28%	(40)	142
Relig: Protestant	8%	(42)	14%	(71)	25%	(128)	20%	(103)	33%	(170)	514
Relig: Roman Catholic	13%	(55)	15%	(63)	32%	(135)	17%	(70)	23%	(98)	421
Relig: Something Else	10%	(22)	12%	(27)	29%	(66)	20%	(46)	30%	(69)	229
Relig: Jewish	29%	(17)	13%	(7)	32%	(19)	15%	(9)	10%	(6)	59
Relig: Evangelical	11%	(92)	13%	(108)	29%	(242)	19%	(157)	27%	(226)	825
Relig: Non-Evang. Catholics	8%	(27)	15%	(52)	25%	(86)	18%	(62)	33%	(111)	339
Relig: All Christian	10%	(119)	14%	(161)	28%	(328)	19%	(219)	29%	(337)	1164
Relig: All Non-Christian	10%	(28)	15%	(40)	21%	(57)	18%	(47)	36%	(98)	270
Community: Urban	10%	(51)	15%	(79)	26%	(136)	17%	(88)	32%	(168)	522
Community: Suburban	12%	(126)	16%	(161)	26%	(262)	18%	(181)	28%	(289)	1017
Community: Rural	6%	(41)	10%	(67)	24%	(157)	22%	(146)	38%	(250)	662
Employ: Private Sector	9%	(61)	16%	(106)	25%	(166)	19%	(127)	30%	(194)	655
Employ: Government	6%	(9)	14%	(21)	24%	(38)	21%	(33)	35%	(55)	157
Employ: Self-Employed	8%	(16)	13%	(25)	28%	(52)	22%	(41)	28%	(53)	186
Employ: Homemaker	13%	(19)	16%	(22)	23%	(32)	21%	(29)	28%	(39)	141
Employ: Student	13%	(11)	11%	(10)	28%	(25)	19%	(18)	29%	(26)	90
Employ: Retired	14%	(80)	13%	(74)	23%	(129)	18%	(99)	32%	(178)	559
Employ: Unemployed	7%	(13)	10%	(20)	28%	(56)	19%	(38)	36%	(71)	198
Employ: Other	4%	(9)	13%	(28)	27%	(58)	14%	(30)	42%	(90)	214
Military HH: Yes	9%	(40)	14%	(58)	23%	(95)	19%	(81)	35%	(146)	419
Military HH: No	10%	(179)	14%	(248)	26%	(460)	19%	(334)	31%	(561)	1782
RD/WT: Right Direction	9%	(82)	12%	(111)	25%	(235)	19%	(176)	35%	(323)	928
RD/WT: Wrong Track	11%	(136)	15%	(195)	25%	(320)	19%	(238)	30%	(384)	1273

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**Table HR1_1: In general, how often do you watch the following annual awards shows?
Academy Awards (Oscars)**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	10%	(218)	14%	(306)	25%	(555)	19%	(415)	32%	(707)	2201
Trump Job Approve	8%	(74)	11%	(110)	25%	(238)	20%	(191)	36%	(349)	962
Trump Job Disapprove	12%	(138)	17%	(186)	25%	(284)	19%	(209)	27%	(299)	1116
Trump Job Strongly Approve	7%	(37)	9%	(47)	23%	(115)	21%	(107)	39%	(199)	506
Trump Job Somewhat Approve	8%	(37)	14%	(63)	27%	(122)	18%	(84)	33%	(150)	456
Trump Job Somewhat Disapprove	13%	(36)	14%	(40)	27%	(76)	19%	(55)	27%	(78)	285
Trump Job Strongly Disapprove	12%	(102)	18%	(146)	25%	(209)	18%	(153)	27%	(221)	831
#1 Issue: Economy	9%	(51)	12%	(72)	28%	(166)	18%	(103)	33%	(192)	584
#1 Issue: Security	8%	(29)	11%	(43)	23%	(89)	19%	(73)	39%	(151)	385
#1 Issue: Health Care	15%	(51)	14%	(47)	24%	(84)	17%	(58)	31%	(108)	347
#1 Issue: Medicare / Social Security	11%	(41)	15%	(59)	24%	(92)	21%	(81)	28%	(107)	380
#1 Issue: Women's Issues	12%	(14)	16%	(19)	18%	(21)	21%	(25)	32%	(38)	117
#1 Issue: Education	9%	(12)	17%	(23)	29%	(40)	15%	(20)	30%	(42)	138
#1 Issue: Energy	9%	(10)	22%	(24)	24%	(26)	18%	(20)	26%	(28)	108
#1 Issue: Other	8%	(11)	13%	(18)	26%	(36)	25%	(35)	29%	(41)	142
2018 House Vote: Democrat	15%	(127)	18%	(151)	26%	(217)	17%	(141)	23%	(187)	823
2018 House Vote: Republican	7%	(54)	12%	(89)	23%	(177)	21%	(156)	37%	(279)	755
2018 House Vote: Someone else	6%	(6)	6%	(6)	20%	(20)	16%	(16)	51%	(49)	96
2018 House Vote: Didnt Vote	6%	(31)	11%	(60)	27%	(141)	19%	(102)	36%	(191)	525
2016 Vote: Hillary Clinton	16%	(110)	19%	(132)	26%	(183)	18%	(127)	21%	(148)	700
2016 Vote: Donald Trump	6%	(48)	12%	(87)	24%	(183)	20%	(150)	37%	(280)	749
2016 Vote: Someone else	7%	(15)	11%	(21)	20%	(39)	17%	(33)	46%	(90)	199
2016 Vote: Didnt Vote	8%	(44)	12%	(65)	27%	(148)	19%	(105)	34%	(187)	548
Voted in 2014: Yes	11%	(163)	15%	(226)	24%	(361)	18%	(270)	31%	(456)	1475
Voted in 2014: No	8%	(56)	11%	(81)	27%	(194)	20%	(145)	35%	(251)	726
2012 Vote: Barack Obama	14%	(123)	18%	(155)	28%	(242)	18%	(160)	22%	(190)	869
2012 Vote: Mitt Romney	6%	(37)	13%	(79)	21%	(126)	20%	(124)	40%	(244)	611
2012 Vote: Other	3%	(3)	2%	(2)	17%	(15)	15%	(13)	62%	(54)	87
2012 Vote: Didn't Vote	8%	(53)	11%	(69)	27%	(172)	19%	(118)	35%	(219)	631

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**Table HR1_1: In general, how often do you watch the following annual awards shows?
Academy Awards (Oscars)**

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	10%	(218)	14%	(306)	25%	(555)	19%	(415)	32%	(707)	2201
4-Region: Northeast	15%	(59)	13%	(50)	26%	(102)	18%	(72)	28%	(110)	393
4-Region: Midwest	7%	(35)	16%	(81)	25%	(126)	18%	(93)	34%	(170)	506
4-Region: South	10%	(83)	14%	(112)	25%	(203)	19%	(157)	32%	(267)	822
4-Region: West	8%	(41)	13%	(64)	26%	(124)	19%	(93)	33%	(159)	481
Favorable of Trump	8%	(74)	11%	(97)	25%	(227)	20%	(180)	37%	(336)	915
Unfavorable of Trump	12%	(139)	18%	(199)	25%	(289)	19%	(214)	26%	(296)	1136
Very Favorable of Trump	8%	(43)	9%	(49)	23%	(121)	19%	(97)	40%	(211)	521
Somewhat Favorable of Trump	8%	(32)	12%	(48)	27%	(106)	21%	(83)	32%	(126)	394
Somewhat Unfavorable of Trump	14%	(31)	16%	(37)	24%	(53)	18%	(40)	29%	(65)	227
Very Unfavorable of Trump	12%	(107)	18%	(162)	26%	(235)	19%	(173)	25%	(231)	909
Frequent TV watchers	13%	(144)	14%	(159)	26%	(294)	19%	(216)	28%	(311)	1123
Frequent movie watchers	16%	(68)	16%	(66)	27%	(109)	13%	(55)	27%	(113)	410
Film: An avid fan	20%	(142)	21%	(150)	24%	(173)	13%	(93)	22%	(158)	716
Film: A casual fan	5%	(64)	12%	(147)	29%	(347)	22%	(265)	32%	(384)	1207
Film: Not a fan	5%	(13)	3%	(9)	13%	(36)	21%	(57)	59%	(164)	279
TV: An avid fan	15%	(155)	18%	(189)	25%	(264)	16%	(165)	26%	(276)	1049
TV: A casual fan	6%	(55)	11%	(111)	28%	(274)	23%	(227)	33%	(328)	996
TV: Not a fan	5%	(8)	4%	(6)	11%	(17)	15%	(23)	66%	(103)	156
Music: An avid fan	13%	(142)	17%	(194)	26%	(297)	18%	(203)	25%	(286)	1123
Music: A casual fan	7%	(66)	11%	(101)	25%	(240)	21%	(195)	37%	(349)	952
Music: Not a fan	8%	(10)	9%	(11)	14%	(18)	13%	(16)	57%	(71)	126
Fashion: An avid fan	22%	(61)	19%	(53)	24%	(65)	14%	(38)	20%	(55)	272
Fashion: A casual fan	12%	(110)	18%	(160)	30%	(272)	18%	(159)	22%	(198)	900
Fashion: Not a fan	5%	(48)	9%	(93)	21%	(218)	21%	(217)	44%	(453)	1029

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

Table HR1_4: *In general, how often do you watch the following annual awards shows?*
Grammy Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(181)	14%	(303)	24%	(529)	21%	(463)	33%	(725)	2201
Gender: Male	7%	(71)	13%	(138)	21%	(218)	21%	(219)	37%	(384)	1030
Gender: Female	9%	(110)	14%	(166)	27%	(311)	21%	(244)	29%	(340)	1171
Age: 18-29	8%	(33)	16%	(65)	23%	(90)	21%	(81)	32%	(127)	395
Age: 30-44	12%	(60)	13%	(64)	25%	(123)	20%	(97)	30%	(149)	492
Age: 45-54	8%	(30)	14%	(50)	28%	(104)	17%	(62)	33%	(122)	368
Age: 55-64	5%	(24)	15%	(67)	25%	(109)	18%	(78)	36%	(157)	434
Age: 65+	7%	(35)	11%	(58)	20%	(103)	28%	(146)	33%	(171)	512
Generation Z: 18-21	11%	(14)	17%	(22)	18%	(23)	22%	(28)	32%	(41)	128
Millennial: Age 22-37	10%	(51)	15%	(79)	25%	(132)	20%	(107)	31%	(164)	532
Generation X: Age 38-53	10%	(56)	13%	(73)	28%	(152)	17%	(93)	32%	(177)	551
Boomers: Age 54-72	6%	(54)	14%	(117)	23%	(200)	22%	(189)	35%	(301)	862
PID: Dem (no lean)	12%	(86)	19%	(145)	29%	(214)	18%	(137)	22%	(165)	747
PID: Ind (no lean)	7%	(56)	10%	(82)	22%	(173)	21%	(166)	39%	(303)	781
PID: Rep (no lean)	6%	(39)	11%	(77)	21%	(141)	24%	(160)	38%	(257)	673
PID/Gender: Dem Men	11%	(35)	18%	(59)	24%	(76)	20%	(66)	27%	(86)	321
PID/Gender: Dem Women	12%	(51)	20%	(86)	32%	(138)	17%	(71)	19%	(80)	426
PID/Gender: Ind Men	6%	(20)	10%	(36)	20%	(72)	20%	(73)	44%	(157)	357
PID/Gender: Ind Women	9%	(37)	11%	(46)	24%	(101)	22%	(94)	34%	(146)	423
PID/Gender: Rep Men	5%	(16)	12%	(43)	20%	(69)	23%	(81)	40%	(142)	352
PID/Gender: Rep Women	7%	(22)	10%	(33)	22%	(72)	25%	(79)	36%	(115)	321
Ideo: Liberal (1-3)	13%	(85)	18%	(120)	24%	(164)	20%	(134)	25%	(165)	669
Ideo: Moderate (4)	8%	(40)	14%	(72)	28%	(143)	22%	(109)	27%	(136)	500
Ideo: Conservative (5-7)	5%	(34)	11%	(77)	20%	(147)	23%	(166)	41%	(297)	721
Educ: < College	8%	(109)	13%	(183)	25%	(346)	20%	(272)	34%	(473)	1384
Educ: Bachelors degree	9%	(49)	17%	(88)	22%	(116)	23%	(120)	28%	(147)	521
Educ: Post-grad	8%	(23)	11%	(32)	22%	(66)	24%	(71)	35%	(104)	296

Continued on next page

Table HR1_4: In general, how often do you watch the following annual awards shows?
Grammy Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	8%	(181)	14%	(303)	24%	(529)	21%	(463)	33%	(725)	2201
Income: Under 50k	8%	(104)	13%	(168)	25%	(312)	20%	(255)	34%	(432)	1270
Income: 50k-100k	8%	(55)	14%	(98)	24%	(167)	22%	(149)	31%	(215)	684
Income: 100k+	9%	(23)	15%	(37)	20%	(50)	24%	(60)	31%	(77)	247
Ethnicity: White	7%	(118)	12%	(220)	24%	(430)	22%	(395)	35%	(617)	1780
Ethnicity: Hispanic	13%	(27)	14%	(31)	26%	(55)	20%	(43)	27%	(57)	213
Ethnicity: Afr. Am.	19%	(54)	20%	(57)	24%	(68)	12%	(35)	24%	(66)	279
Ethnicity: Other	7%	(9)	19%	(27)	22%	(31)	24%	(34)	29%	(41)	142
Relig: Protestant	6%	(30)	13%	(68)	24%	(126)	22%	(115)	34%	(175)	514
Relig: Roman Catholic	8%	(33)	18%	(76)	29%	(120)	19%	(81)	26%	(111)	421
Relig: Something Else	11%	(26)	12%	(27)	27%	(63)	20%	(46)	30%	(68)	229
Relig: Jewish	14%	(8)	20%	(12)	14%	(8)	38%	(22)	13%	(8)	59
Relig: Evangelical	8%	(67)	15%	(120)	26%	(218)	21%	(175)	30%	(246)	825
Relig: Non-Evang. Catholics	7%	(22)	15%	(50)	27%	(91)	20%	(68)	32%	(108)	339
Relig: All Christian	8%	(89)	15%	(170)	27%	(309)	21%	(242)	30%	(353)	1164
Relig: All Non-Christian	14%	(38)	14%	(39)	23%	(62)	16%	(43)	33%	(88)	270
Community: Urban	10%	(52)	14%	(71)	26%	(138)	17%	(87)	33%	(175)	522
Community: Suburban	9%	(90)	16%	(161)	24%	(249)	22%	(219)	29%	(298)	1017
Community: Rural	6%	(39)	11%	(71)	21%	(142)	24%	(158)	38%	(252)	662
Employ: Private Sector	8%	(53)	15%	(96)	24%	(160)	22%	(145)	31%	(201)	655
Employ: Government	6%	(9)	12%	(19)	26%	(40)	21%	(33)	35%	(55)	157
Employ: Self-Employed	9%	(17)	15%	(28)	28%	(52)	20%	(37)	28%	(51)	186
Employ: Homemaker	14%	(19)	14%	(19)	23%	(32)	20%	(28)	30%	(42)	141
Employ: Student	10%	(9)	14%	(13)	21%	(19)	19%	(17)	35%	(32)	90
Employ: Retired	8%	(42)	13%	(71)	21%	(115)	24%	(135)	35%	(195)	559
Employ: Unemployed	8%	(16)	13%	(25)	27%	(53)	20%	(39)	33%	(66)	198
Employ: Other	7%	(16)	15%	(32)	26%	(56)	13%	(28)	38%	(82)	214
Military HH: Yes	6%	(26)	14%	(61)	22%	(91)	23%	(96)	35%	(145)	419
Military HH: No	9%	(155)	14%	(243)	25%	(438)	21%	(367)	33%	(579)	1782
RD/WT: Right Direction	8%	(77)	12%	(112)	23%	(214)	21%	(195)	36%	(330)	928
RD/WT: Wrong Track	8%	(104)	15%	(192)	25%	(315)	21%	(268)	31%	(394)	1273

Continued on next page

Table HR1_4: In general, how often do you watch the following annual awards shows?
Grammy Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(181)	14%	(303)	24%	(529)	21%	(463)	33%	(725)	2201
Trump Job Approve	7%	(64)	12%	(115)	23%	(224)	21%	(203)	37%	(356)	962
Trump Job Disapprove	10%	(111)	16%	(176)	25%	(274)	22%	(243)	28%	(312)	1116
Trump Job Strongly Approve	5%	(28)	10%	(48)	22%	(112)	23%	(117)	40%	(201)	506
Trump Job Somewhat Approve	8%	(37)	15%	(67)	25%	(112)	19%	(86)	34%	(154)	456
Trump Job Somewhat Disapprove	10%	(29)	16%	(45)	24%	(69)	22%	(63)	28%	(79)	285
Trump Job Strongly Disapprove	10%	(82)	16%	(132)	25%	(205)	22%	(180)	28%	(233)	831
#1 Issue: Economy	8%	(49)	13%	(79)	25%	(148)	20%	(117)	33%	(192)	584
#1 Issue: Security	5%	(18)	11%	(40)	24%	(92)	22%	(83)	39%	(152)	385
#1 Issue: Health Care	10%	(35)	15%	(53)	24%	(83)	19%	(67)	31%	(109)	347
#1 Issue: Medicare / Social Security	8%	(32)	15%	(58)	24%	(89)	23%	(89)	29%	(112)	380
#1 Issue: Women's Issues	14%	(17)	13%	(15)	19%	(22)	24%	(27)	30%	(35)	117
#1 Issue: Education	9%	(13)	19%	(26)	27%	(37)	14%	(19)	31%	(43)	138
#1 Issue: Energy	7%	(7)	20%	(21)	25%	(27)	20%	(22)	28%	(30)	108
#1 Issue: Other	7%	(11)	8%	(11)	21%	(30)	27%	(38)	37%	(52)	142
2018 House Vote: Democrat	11%	(90)	17%	(143)	26%	(214)	21%	(175)	24%	(200)	823
2018 House Vote: Republican	6%	(43)	11%	(83)	22%	(167)	22%	(169)	39%	(293)	755
2018 House Vote: Someone else	7%	(7)	8%	(8)	18%	(17)	17%	(16)	50%	(48)	96
2018 House Vote: Didnt Vote	8%	(42)	13%	(70)	25%	(130)	19%	(102)	35%	(182)	525
2016 Vote: Hillary Clinton	12%	(85)	17%	(122)	27%	(187)	21%	(150)	22%	(156)	700
2016 Vote: Donald Trump	5%	(36)	12%	(88)	23%	(171)	22%	(168)	38%	(285)	749
2016 Vote: Someone else	7%	(13)	8%	(15)	18%	(37)	20%	(40)	47%	(94)	199
2016 Vote: Didnt Vote	9%	(47)	14%	(77)	24%	(132)	19%	(105)	34%	(188)	548
Voted in 2014: Yes	8%	(123)	14%	(209)	24%	(348)	22%	(320)	32%	(475)	1475
Voted in 2014: No	8%	(58)	13%	(94)	25%	(181)	20%	(143)	34%	(249)	726
2012 Vote: Barack Obama	11%	(95)	17%	(147)	27%	(233)	22%	(187)	24%	(206)	869
2012 Vote: Mitt Romney	4%	(26)	11%	(69)	20%	(124)	23%	(140)	41%	(252)	611
2012 Vote: Other	3%	(3)	3%	(3)	15%	(13)	19%	(17)	60%	(52)	87
2012 Vote: Didn't Vote	9%	(58)	13%	(81)	25%	(158)	19%	(119)	34%	(215)	631

Continued on next page

Table HR1_4: In general, how often do you watch the following annual awards shows?
Grammy Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	8%	(181)	14%	(303)	24%	(529)	21%	(463)	33%	(725)	2201
4-Region: Northeast	11%	(45)	15%	(61)	25%	(96)	20%	(77)	29%	(114)	393
4-Region: Midwest	5%	(27)	15%	(74)	23%	(114)	22%	(109)	36%	(181)	506
4-Region: South	10%	(79)	13%	(106)	25%	(203)	21%	(175)	31%	(259)	822
4-Region: West	6%	(31)	13%	(62)	24%	(115)	21%	(103)	35%	(170)	481
Favorable of Trump	7%	(63)	11%	(104)	23%	(208)	22%	(198)	37%	(342)	915
Unfavorable of Trump	9%	(107)	17%	(190)	25%	(283)	21%	(243)	28%	(313)	1136
Very Favorable of Trump	6%	(34)	11%	(56)	21%	(109)	22%	(117)	40%	(206)	521
Somewhat Favorable of Trump	7%	(29)	12%	(48)	25%	(100)	21%	(82)	34%	(135)	394
Somewhat Unfavorable of Trump	13%	(30)	18%	(40)	22%	(49)	20%	(46)	27%	(61)	227
Very Unfavorable of Trump	8%	(77)	16%	(149)	26%	(233)	22%	(197)	28%	(252)	909
Frequent TV watchers	10%	(117)	15%	(166)	25%	(277)	22%	(245)	28%	(318)	1123
Frequent movie watchers	15%	(61)	18%	(73)	23%	(94)	17%	(70)	27%	(113)	410
Film: An avid fan	15%	(110)	19%	(138)	24%	(173)	18%	(127)	24%	(168)	716
Film: A casual fan	5%	(60)	13%	(155)	26%	(314)	24%	(289)	32%	(389)	1207
Film: Not a fan	4%	(12)	4%	(11)	15%	(41)	17%	(47)	60%	(167)	279
TV: An avid fan	13%	(131)	18%	(187)	24%	(255)	19%	(201)	26%	(274)	1049
TV: A casual fan	4%	(42)	11%	(112)	26%	(255)	24%	(241)	35%	(346)	996
TV: Not a fan	5%	(8)	3%	(4)	12%	(18)	14%	(21)	67%	(104)	156
Music: An avid fan	12%	(138)	19%	(214)	25%	(280)	19%	(214)	25%	(277)	1123
Music: A casual fan	4%	(36)	8%	(80)	24%	(233)	24%	(230)	39%	(373)	952
Music: Not a fan	6%	(7)	7%	(9)	13%	(16)	16%	(20)	59%	(74)	126
Fashion: An avid fan	25%	(68)	22%	(59)	22%	(59)	14%	(39)	17%	(47)	272
Fashion: A casual fan	9%	(82)	20%	(179)	29%	(263)	20%	(184)	21%	(192)	900
Fashion: Not a fan	3%	(31)	6%	(65)	20%	(207)	23%	(240)	47%	(485)	1029

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

Table HR1_5: In general, how often do you watch the following annual awards shows?
Golden Globe Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
Adults	7%	(147)	12%	(261)	24%	(517)	22%	(495)	36%	(781)	2201
Gender: Male	6%	(59)	11%	(118)	20%	(211)	23%	(240)	39%	(402)	1030
Gender: Female	8%	(88)	12%	(143)	26%	(306)	22%	(254)	32%	(379)	1171
Age: 18-29	7%	(27)	11%	(44)	26%	(101)	22%	(87)	34%	(135)	395
Age: 30-44	8%	(37)	12%	(61)	24%	(117)	22%	(107)	34%	(170)	492
Age: 45-54	6%	(22)	13%	(48)	25%	(93)	17%	(64)	38%	(139)	368
Age: 55-64	5%	(22)	12%	(52)	24%	(106)	20%	(88)	38%	(166)	434
Age: 65+	7%	(38)	11%	(55)	19%	(100)	29%	(149)	33%	(171)	512
Generation Z: 18-21	7%	(10)	9%	(12)	24%	(31)	25%	(32)	34%	(44)	128
Millennial: Age 22-37	7%	(37)	12%	(63)	26%	(136)	22%	(116)	34%	(179)	532
Generation X: Age 38-53	7%	(38)	13%	(74)	24%	(134)	19%	(102)	37%	(203)	551
Boomers: Age 54-72	7%	(57)	11%	(95)	23%	(199)	23%	(196)	37%	(316)	862
PID: Dem (no lean)	9%	(66)	18%	(132)	28%	(211)	21%	(156)	24%	(183)	747
PID: Ind (no lean)	6%	(44)	9%	(68)	21%	(167)	23%	(177)	42%	(324)	781
PID: Rep (no lean)	6%	(37)	9%	(61)	21%	(140)	24%	(161)	41%	(274)	673
PID/Gender: Dem Men	7%	(24)	17%	(56)	26%	(82)	22%	(69)	28%	(90)	321
PID/Gender: Dem Women	10%	(42)	18%	(76)	30%	(128)	20%	(87)	22%	(93)	426
PID/Gender: Ind Men	4%	(15)	7%	(26)	20%	(70)	23%	(84)	46%	(163)	357
PID/Gender: Ind Women	7%	(28)	10%	(42)	23%	(97)	22%	(94)	38%	(162)	423
PID/Gender: Rep Men	6%	(19)	10%	(36)	17%	(59)	25%	(87)	43%	(150)	352
PID/Gender: Rep Women	6%	(18)	8%	(25)	25%	(81)	23%	(74)	39%	(124)	321
Ideo: Liberal (1-3)	10%	(68)	18%	(117)	25%	(170)	23%	(151)	24%	(162)	669
Ideo: Moderate (4)	7%	(34)	10%	(51)	29%	(146)	23%	(117)	30%	(152)	500
Ideo: Conservative (5-7)	5%	(33)	10%	(69)	19%	(136)	22%	(161)	45%	(322)	721
Educ: < College	6%	(79)	11%	(152)	24%	(331)	22%	(303)	38%	(520)	1384
Educ: Bachelors degree	8%	(41)	14%	(70)	26%	(134)	23%	(120)	30%	(155)	521
Educ: Post-grad	9%	(27)	13%	(39)	18%	(53)	24%	(71)	36%	(107)	296

Continued on next page

Table HR1_5: In general, how often do you watch the following annual awards shows?
Golden Globe Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(147)	12%	(261)	24%	(517)	22%	(495)	36%	(781)	2201
Income: Under 50k	6%	(82)	11%	(144)	23%	(294)	22%	(281)	37%	(468)	1270
Income: 50k-100k	7%	(48)	12%	(79)	24%	(166)	23%	(161)	34%	(230)	684
Income: 100k+	7%	(17)	15%	(37)	23%	(57)	22%	(53)	34%	(83)	247
Ethnicity: White	6%	(109)	11%	(191)	24%	(419)	23%	(412)	36%	(649)	1780
Ethnicity: Hispanic	11%	(23)	15%	(33)	24%	(51)	25%	(53)	25%	(53)	213
Ethnicity: Afr. Am.	12%	(33)	18%	(49)	23%	(63)	16%	(44)	32%	(90)	279
Ethnicity: Other	4%	(6)	14%	(20)	25%	(35)	27%	(39)	30%	(42)	142
Relig: Protestant	5%	(28)	10%	(50)	23%	(116)	26%	(133)	36%	(187)	514
Relig: Roman Catholic	8%	(36)	15%	(62)	28%	(117)	21%	(89)	28%	(116)	421
Relig: Something Else	7%	(16)	9%	(21)	29%	(66)	23%	(52)	32%	(74)	229
Relig: Jewish	14%	(8)	12%	(7)	30%	(18)	32%	(19)	13%	(7)	59
Relig: Evangelical	7%	(57)	12%	(95)	27%	(219)	24%	(198)	31%	(257)	825
Relig: Non-Evang. Catholics	7%	(23)	11%	(39)	24%	(80)	23%	(77)	36%	(120)	339
Relig: All Christian	7%	(80)	11%	(134)	26%	(299)	24%	(275)	32%	(377)	1164
Relig: All Non-Christian	8%	(22)	14%	(39)	21%	(56)	18%	(47)	39%	(106)	270
Community: Urban	8%	(41)	12%	(63)	25%	(133)	19%	(101)	35%	(184)	522
Community: Suburban	8%	(78)	15%	(150)	24%	(246)	22%	(223)	32%	(320)	1017
Community: Rural	4%	(28)	7%	(48)	21%	(138)	26%	(171)	42%	(277)	662
Employ: Private Sector	7%	(48)	15%	(96)	24%	(159)	21%	(140)	32%	(212)	655
Employ: Government	6%	(9)	13%	(20)	18%	(28)	27%	(43)	37%	(58)	157
Employ: Self-Employed	3%	(6)	12%	(22)	29%	(53)	23%	(42)	33%	(62)	186
Employ: Homemaker	11%	(15)	12%	(17)	26%	(36)	19%	(27)	32%	(46)	141
Employ: Student	8%	(7)	9%	(8)	24%	(21)	23%	(21)	36%	(33)	90
Employ: Retired	8%	(44)	11%	(59)	20%	(114)	26%	(146)	35%	(197)	559
Employ: Unemployed	5%	(11)	8%	(17)	27%	(54)	19%	(39)	40%	(79)	198
Employ: Other	3%	(7)	10%	(21)	24%	(51)	18%	(38)	45%	(96)	214
Military HH: Yes	7%	(29)	10%	(42)	22%	(93)	23%	(96)	38%	(158)	419
Military HH: No	7%	(118)	12%	(218)	24%	(424)	22%	(398)	35%	(624)	1782
RD/WT: Right Direction	6%	(59)	10%	(95)	23%	(211)	22%	(201)	39%	(361)	928
RD/WT: Wrong Track	7%	(88)	13%	(166)	24%	(306)	23%	(294)	33%	(420)	1273

Continued on next page

Table HR1_5: In general, how often do you watch the following annual awards shows?
Golden Globe Awards

Demographic	I always watch	I usually watch	I sometimes watch	I do not usually watch	I never watch	Total N
Adults	7% (147)	12% (261)	24% (517)	22% (495)	36% (781)	2201
Trump Job Approve	6% (58)	9% (89)	23% (224)	21% (205)	40% (386)	962
Trump Job Disapprove	8% (86)	15% (163)	24% (269)	24% (267)	30% (331)	1116
Trump Job Strongly Approve	4% (22)	8% (39)	22% (110)	22% (111)	44% (224)	506
Trump Job Somewhat Approve	8% (36)	11% (51)	25% (114)	20% (93)	36% (162)	456
Trump Job Somewhat Disapprove	7% (21)	15% (42)	22% (64)	28% (80)	28% (79)	285
Trump Job Strongly Disapprove	8% (65)	15% (121)	25% (205)	22% (187)	30% (252)	831
#1 Issue: Economy	6% (34)	12% (70)	24% (139)	21% (123)	37% (217)	584
#1 Issue: Security	4% (16)	11% (40)	21% (80)	23% (90)	41% (159)	385
#1 Issue: Health Care	9% (31)	13% (47)	24% (83)	20% (68)	34% (118)	347
#1 Issue: Medicare / Social Security	8% (30)	12% (47)	23% (88)	25% (96)	31% (119)	380
#1 Issue: Women's Issues	9% (11)	8% (10)	24% (28)	25% (29)	34% (39)	117
#1 Issue: Education	7% (10)	12% (17)	26% (36)	21% (29)	34% (47)	138
#1 Issue: Energy	8% (8)	14% (15)	28% (31)	24% (26)	26% (28)	108
#1 Issue: Other	4% (6)	11% (15)	23% (33)	24% (34)	38% (54)	142
2018 House Vote: Democrat	9% (76)	17% (138)	26% (210)	23% (190)	25% (208)	823
2018 House Vote: Republican	5% (40)	9% (69)	22% (168)	23% (176)	40% (301)	755
2018 House Vote: Someone else	4% (4)	5% (5)	22% (21)	16% (15)	54% (52)	96
2018 House Vote: Didnt Vote	5% (27)	9% (48)	22% (117)	22% (114)	42% (220)	525
2016 Vote: Hillary Clinton	10% (70)	17% (120)	25% (178)	23% (164)	24% (168)	700
2016 Vote: Donald Trump	5% (37)	8% (63)	23% (173)	23% (174)	40% (301)	749
2016 Vote: Someone else	5% (10)	9% (17)	14% (29)	24% (47)	48% (96)	199
2016 Vote: Didnt Vote	5% (29)	11% (59)	25% (137)	20% (108)	39% (216)	548
Voted in 2014: Yes	7% (108)	13% (189)	23% (340)	23% (339)	34% (499)	1475
Voted in 2014: No	5% (39)	10% (72)	24% (177)	21% (156)	39% (282)	726
2012 Vote: Barack Obama	9% (81)	17% (146)	25% (218)	23% (202)	26% (222)	869
2012 Vote: Mitt Romney	5% (30)	8% (51)	20% (123)	24% (146)	43% (260)	611
2012 Vote: Other	2% (2)	4% (3)	11% (10)	20% (17)	63% (55)	87
2012 Vote: Didn't Vote	5% (35)	9% (59)	26% (163)	20% (129)	39% (245)	631

Continued on next page

Table HR1_5: In general, how often do you watch the following annual awards shows?
Golden Globe Awards

Demographic	I always watch		I usually watch		I sometimes watch		I do not usually watch		I never watch		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	7%	(147)	12%	(261)	24%	(517)	22%	(495)	36%	(781)	2201
4-Region: Northeast	11%	(43)	10%	(39)	25%	(98)	22%	(88)	32%	(126)	393
4-Region: Midwest	5%	(24)	13%	(68)	23%	(114)	21%	(107)	38%	(193)	506
4-Region: South	7%	(59)	11%	(94)	22%	(180)	24%	(193)	36%	(296)	822
4-Region: West	4%	(21)	12%	(59)	26%	(126)	22%	(107)	35%	(167)	481
Favorable of Trump	6%	(56)	9%	(78)	22%	(206)	22%	(203)	41%	(373)	915
Unfavorable of Trump	7%	(85)	15%	(172)	25%	(282)	24%	(270)	29%	(327)	1136
Very Favorable of Trump	5%	(28)	8%	(41)	21%	(107)	22%	(115)	44%	(230)	521
Somewhat Favorable of Trump	7%	(27)	9%	(36)	25%	(99)	22%	(88)	36%	(143)	394
Somewhat Unfavorable of Trump	9%	(22)	16%	(37)	22%	(49)	25%	(56)	28%	(63)	227
Very Unfavorable of Trump	7%	(63)	15%	(135)	26%	(233)	24%	(214)	29%	(264)	909
Frequent TV watchers	9%	(96)	13%	(141)	24%	(270)	23%	(263)	31%	(352)	1123
Frequent movie watchers	12%	(51)	14%	(59)	24%	(100)	19%	(77)	30%	(124)	410
Film: An avid fan	13%	(91)	20%	(142)	26%	(183)	17%	(123)	25%	(176)	716
Film: A casual fan	4%	(47)	9%	(106)	25%	(304)	27%	(328)	35%	(421)	1207
Film: Not a fan	3%	(8)	5%	(13)	11%	(30)	15%	(43)	66%	(184)	279
TV: An avid fan	10%	(107)	17%	(179)	25%	(265)	19%	(195)	29%	(303)	1049
TV: A casual fan	3%	(30)	7%	(74)	24%	(243)	28%	(275)	37%	(373)	996
TV: Not a fan	6%	(10)	5%	(8)	6%	(9)	16%	(25)	67%	(105)	156
Music: An avid fan	9%	(103)	15%	(171)	26%	(287)	22%	(241)	29%	(321)	1123
Music: A casual fan	4%	(34)	9%	(82)	22%	(213)	25%	(234)	41%	(389)	952
Music: Not a fan	8%	(10)	6%	(7)	14%	(17)	15%	(19)	57%	(72)	126
Fashion: An avid fan	18%	(48)	22%	(61)	21%	(58)	17%	(46)	22%	(59)	272
Fashion: A casual fan	7%	(65)	16%	(140)	30%	(272)	22%	(199)	25%	(225)	900
Fashion: Not a fan	3%	(34)	6%	(60)	18%	(187)	24%	(250)	48%	(498)	1029

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

Table HR2_x1: And, which option best describes how you typically watch each of the following awards shows?
Academy Awards (Oscars)

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	20% (297)	24% (356)	13% (199)	3% (44)	5% (67)	21% (312)	15% (219)	1494
Gender: Male	20% (130)	23% (152)	14% (93)	4% (28)	3% (22)	21% (139)	15% (103)	667
Gender: Female	20% (167)	25% (204)	13% (105)	2% (16)	6% (46)	21% (173)	14% (115)	827
Age: 18-29	15% (41)	24% (65)	19% (50)	4% (10)	5% (13)	20% (53)	13% (36)	267
Age: 30-44	17% (56)	20% (66)	15% (50)	3% (10)	7% (25)	23% (76)	16% (52)	336
Age: 45-54	22% (54)	27% (65)	11% (27)	3% (6)	5% (11)	20% (48)	13% (31)	242
Age: 55-64	23% (66)	25% (74)	13% (38)	4% (11)	3% (8)	21% (61)	11% (33)	291
Age: 65+	23% (81)	24% (86)	9% (33)	2% (7)	3% (10)	21% (74)	19% (67)	358
Generation Z: 18-21	10% (9)	24% (22)	25% (23)	2% (2)	4% (4)	19% (18)	16% (15)	92
Millennial: Age 22-37	18% (62)	21% (75)	16% (55)	4% (15)	7% (26)	20% (72)	14% (49)	354
Generation X: Age 38-53	19% (70)	26% (96)	11% (42)	2% (9)	5% (20)	22% (83)	14% (53)	372
Boomers: Age 54-72	23% (131)	24% (138)	12% (72)	3% (19)	3% (16)	22% (130)	13% (75)	580
PID: Dem (no lean)	23% (135)	28% (164)	13% (75)	4% (21)	5% (28)	17% (102)	11% (63)	588
PID: Ind (no lean)	18% (89)	22% (107)	14% (70)	2% (7)	5% (24)	24% (117)	15% (72)	486
PID: Rep (no lean)	17% (73)	20% (85)	13% (54)	4% (16)	4% (15)	22% (93)	20% (84)	421
PID/Gender: Dem Men	22% (54)	26% (64)	13% (32)	6% (15)	4% (9)	16% (40)	13% (31)	244
PID/Gender: Dem Women	24% (82)	29% (100)	12% (43)	2% (6)	6% (19)	18% (62)	9% (31)	343
PID/Gender: Ind Men	19% (39)	22% (47)	13% (27)	1% (3)	4% (8)	27% (57)	15% (31)	212
PID/Gender: Ind Women	18% (50)	22% (60)	16% (43)	2% (4)	6% (16)	22% (59)	15% (41)	274
PID/Gender: Rep Men	18% (37)	19% (41)	17% (35)	5% (11)	2% (5)	20% (42)	19% (41)	211
PID/Gender: Rep Women	17% (36)	21% (44)	9% (19)	3% (5)	5% (11)	25% (51)	21% (43)	210
Ideo: Liberal (1-3)	22% (117)	27% (142)	13% (66)	2% (11)	4% (24)	20% (105)	11% (59)	524
Ideo: Moderate (4)	23% (86)	25% (91)	14% (53)	4% (16)	6% (20)	16% (59)	11% (42)	366
Ideo: Conservative (5-7)	17% (74)	20% (84)	14% (61)	3% (12)	4% (15)	25% (107)	16% (69)	423

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**Table HR2_x1: And, which option best describes how you typically watch each of the following awards shows?
Academy Awards (Oscars)**

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	20% (297)	24% (356)	13% (199)	3% (44)	5% (67)	21% (312)	15% (219)	1494
Educ: < College	18% (160)	24% (217)	13% (114)	3% (23)	5% (46)	20% (182)	18% (165)	907
Educ: Bachelors degree	24% (90)	23% (87)	15% (58)	3% (10)	4% (17)	22% (82)	9% (35)	379
Educ: Post-grad	23% (47)	25% (53)	13% (26)	5% (11)	2% (5)	23% (48)	9% (18)	208
Income: Under 50k	18% (147)	24% (201)	13% (108)	3% (23)	5% (43)	21% (177)	16% (138)	838
Income: 50k-100k	23% (110)	22% (105)	14% (65)	2% (11)	5% (22)	21% (103)	14% (66)	483
Income: 100k+	23% (40)	29% (50)	14% (25)	6% (11)	2% (3)	18% (32)	8% (14)	174
Ethnicity: White	19% (232)	23% (276)	14% (164)	3% (35)	4% (47)	22% (259)	15% (183)	1198
Ethnicity: Hispanic	20% (32)	23% (37)	20% (32)	5% (8)	6% (10)	16% (25)	10% (15)	158
Ethnicity: Afr. Am.	24% (48)	28% (55)	9% (18)	3% (7)	8% (15)	17% (33)	9% (18)	195
Ethnicity: Other	17% (17)	24% (24)	16% (16)	2% (2)	5% (5)	20% (20)	17% (17)	102
Relig: Protestant	19% (66)	24% (82)	14% (50)	1% (4)	3% (9)	25% (86)	14% (48)	344
Relig: Roman Catholic	23% (75)	22% (70)	14% (47)	4% (14)	6% (18)	20% (64)	11% (35)	323
Relig: Something Else	21% (34)	22% (36)	10% (16)	3% (5)	6% (10)	18% (29)	19% (31)	161
Relig: Jewish	26% (14)	31% (17)	11% (6)	7% (4)	6% (3)	10% (5)	8% (4)	53
Relig: Evangelical	22% (133)	22% (134)	13% (80)	3% (19)	5% (29)	20% (118)	14% (86)	599
Relig: Non-Evang. Catholics	19% (42)	23% (53)	14% (33)	2% (3)	4% (8)	26% (60)	12% (27)	228
Relig: All Christian	21% (175)	23% (188)	14% (113)	3% (22)	4% (37)	22% (179)	14% (114)	827
Relig: All Non-Christian	24% (41)	26% (45)	7% (13)	5% (8)	10% (16)	17% (29)	12% (20)	172
Community: Urban	23% (81)	22% (79)	13% (47)	4% (13)	6% (21)	20% (69)	12% (44)	354
Community: Suburban	20% (147)	26% (190)	13% (97)	2% (18)	4% (29)	20% (149)	14% (99)	729
Community: Rural	17% (69)	21% (87)	13% (55)	3% (13)	4% (18)	23% (94)	18% (76)	412

Continued on next page

**Table HR2_x1: And, which option best describes how you typically watch each of the following awards shows?
Academy Awards (Oscars)**

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	20% (297)	24% (356)	13% (199)	3% (44)	5% (67)	21% (312)	15% (219)	1494
Employ: Private Sector	20% (90)	26% (119)	14% (64)	3% (13)	4% (19)	21% (98)	13% (58)	460
Employ: Government	14% (15)	18% (19)	19% (19)	— (0)	10% (11)	29% (29)	10% (10)	102
Employ: Self-Employed	20% (27)	18% (24)	13% (18)	3% (4)	7% (9)	25% (33)	14% (19)	133
Employ: Homemaker	23% (23)	26% (27)	9% (9)	1% (1)	6% (6)	22% (23)	14% (14)	102
Employ: Student	15% (9)	17% (11)	24% (15)	5% (3)	5% (3)	21% (13)	13% (8)	64
Employ: Retired	24% (93)	24% (91)	12% (45)	3% (11)	2% (6)	18% (70)	17% (66)	381
Employ: Unemployed	16% (20)	30% (38)	10% (13)	2% (3)	6% (8)	16% (20)	20% (26)	128
Employ: Other	16% (20)	23% (28)	13% (16)	8% (9)	5% (6)	21% (26)	15% (19)	124
Military HH: Yes	17% (45)	21% (57)	14% (39)	3% (9)	5% (14)	25% (68)	15% (40)	273
Military HH: No	21% (252)	24% (299)	13% (159)	3% (35)	4% (53)	20% (244)	15% (178)	1221
RD/WT: Right Direction	19% (114)	21% (125)	15% (88)	3% (20)	5% (33)	21% (130)	16% (95)	605
RD/WT: Wrong Track	21% (184)	26% (231)	12% (110)	3% (24)	4% (35)	20% (182)	14% (124)	890
Trump Job Approve	19% (116)	20% (120)	13% (81)	4% (27)	5% (28)	23% (141)	16% (99)	613
Trump Job Disapprove	21% (174)	28% (226)	13% (108)	2% (15)	4% (35)	19% (157)	12% (102)	817
Trump Job Strongly Approve	19% (57)	18% (56)	9% (29)	5% (15)	5% (16)	24% (74)	19% (59)	307
Trump Job Somewhat Approve	19% (59)	21% (64)	17% (52)	4% (12)	4% (12)	22% (67)	13% (40)	306
Trump Job Somewhat Disapprove	18% (37)	30% (61)	15% (30)	1% (2)	7% (15)	17% (36)	13% (26)	208
Trump Job Strongly Disapprove	23% (138)	27% (165)	13% (77)	2% (13)	3% (20)	20% (121)	12% (75)	609
#1 Issue: Economy	19% (76)	21% (83)	14% (54)	4% (14)	6% (23)	23% (89)	13% (52)	392
#1 Issue: Security	19% (44)	23% (53)	12% (28)	3% (8)	3% (6)	23% (53)	18% (42)	234
#1 Issue: Health Care	22% (53)	28% (68)	12% (29)	3% (8)	4% (10)	17% (40)	13% (32)	240
#1 Issue: Medicare / Social Security	20% (53)	26% (70)	13% (35)	2% (6)	4% (10)	18% (50)	18% (48)	272
#1 Issue: Women's Issues	18% (14)	24% (19)	11% (9)	3% (3)	4% (3)	29% (23)	11% (9)	79
#1 Issue: Education	14% (13)	30% (28)	21% (20)	— (0)	7% (7)	18% (17)	11% (10)	96
#1 Issue: Energy	26% (21)	25% (20)	16% (13)	5% (4)	2% (1)	15% (12)	11% (9)	80
#1 Issue: Other	23% (23)	14% (14)	11% (11)	1% (1)	7% (8)	28% (29)	16% (16)	101

Continued on next page

**Table HR2_x1: And, which option best describes how you typically watch each of the following awards shows?
Academy Awards (Oscars)**

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	20% (297)	24% (356)	13% (199)	3% (44)	5% (67)	21% (312)	15% (219)	1494
2018 House Vote: Democrat	25% (158)	27% (173)	12% (77)	3% (20)	4% (23)	19% (123)	10% (61)	635
2018 House Vote: Republican	17% (83)	20% (95)	14% (66)	4% (18)	4% (17)	25% (117)	17% (80)	476
2018 House Vote: Didnt Vote	15% (51)	23% (75)	15% (50)	2% (5)	7% (23)	19% (63)	20% (66)	334
2016 Vote: Hillary Clinton	27% (147)	26% (145)	11% (63)	2% (13)	4% (23)	17% (95)	12% (65)	552
2016 Vote: Donald Trump	18% (86)	20% (95)	13% (61)	5% (23)	3% (16)	23% (106)	17% (81)	469
2016 Vote: Someone else	14% (15)	17% (19)	23% (25)	3% (3)	4% (5)	28% (30)	11% (12)	108
2016 Vote: Didnt Vote	13% (49)	27% (96)	13% (48)	2% (6)	6% (23)	22% (80)	17% (60)	361
Voted in 2014: Yes	22% (225)	24% (247)	12% (125)	3% (33)	4% (39)	21% (211)	14% (138)	1020
Voted in 2014: No	15% (72)	23% (109)	16% (74)	2% (11)	6% (28)	21% (101)	17% (80)	475
2012 Vote: Barack Obama	24% (162)	25% (171)	12% (79)	3% (19)	5% (32)	20% (138)	11% (78)	679
2012 Vote: Mitt Romney	20% (72)	21% (79)	12% (44)	3% (10)	3% (10)	24% (87)	18% (65)	367
2012 Vote: Didn't Vote	15% (61)	24% (99)	17% (68)	3% (14)	6% (25)	18% (76)	16% (68)	412
4-Region: Northeast	19% (55)	26% (74)	14% (39)	2% (7)	6% (18)	18% (50)	14% (39)	282
4-Region: Midwest	19% (64)	25% (84)	14% (46)	3% (11)	3% (11)	21% (70)	15% (49)	335
4-Region: South	19% (106)	25% (137)	13% (70)	3% (17)	5% (30)	22% (119)	14% (75)	555
4-Region: West	22% (72)	19% (61)	14% (44)	3% (10)	3% (8)	22% (72)	17% (55)	322
Favorable of Trump	19% (109)	21% (120)	13% (73)	4% (26)	4% (25)	23% (132)	16% (95)	579
Unfavorable of Trump	21% (180)	26% (220)	14% (119)	2% (16)	5% (39)	20% (169)	11% (97)	840
Very Favorable of Trump	20% (62)	21% (65)	11% (33)	4% (12)	4% (12)	22% (67)	19% (59)	310
Somewhat Favorable of Trump	17% (47)	21% (55)	15% (40)	5% (13)	5% (13)	24% (65)	13% (36)	268
Somewhat Unfavorable of Trump	21% (34)	27% (44)	16% (26)	1% (1)	8% (13)	18% (29)	10% (16)	163
Very Unfavorable of Trump	21% (146)	26% (176)	14% (93)	2% (16)	4% (27)	21% (140)	12% (80)	678
Frequent TV watchers	21% (168)	24% (193)	14% (112)	3% (27)	5% (44)	20% (161)	13% (107)	812
Frequent movie watchers	25% (75)	25% (74)	12% (37)	2% (7)	6% (19)	17% (51)	12% (35)	297

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Table HR2_x1: And, which option best describes how you typically watch each of the following awards shows?
Academy Awards (Oscars)

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories I'm interested in	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
Adults	20% (297)	24% (356)	13% (199)	3% (44)	5% (67)	21% (312)	15% (219)	1494
Film: An avid fan	33% (183)	24% (136)	13% (71)	2% (13)	4% (20)	17% (93)	7% (41)	557
Film: A casual fan	13% (106)	24% (200)	14% (116)	3% (27)	5% (41)	24% (195)	17% (136)	822
Film: Not a fan	7% (7)	17% (20)	10% (11)	3% (4)	6% (7)	20% (23)	37% (42)	115
TV: An avid fan	25% (194)	26% (200)	14% (107)	4% (27)	3% (24)	17% (131)	12% (90)	773
TV: A casual fan	14% (94)	22% (146)	12% (79)	2% (16)	6% (40)	26% (175)	17% (116)	667
TV: Not a fan	16% (9)	17% (9)	24% (13)	2% (1)	7% (4)	11% (6)	24% (13)	54
Music: An avid fan	23% (190)	24% (204)	13% (108)	3% (25)	5% (40)	19% (162)	13% (107)	837
Music: A casual fan	16% (99)	23% (141)	14% (84)	2% (15)	4% (25)	24% (143)	16% (96)	603
Music: Not a fan	14% (8)	20% (11)	14% (7)	8% (4)	4% (2)	12% (7)	28% (15)	55
Fashion: An avid fan	33% (71)	24% (53)	8% (17)	4% (8)	8% (18)	16% (34)	7% (16)	217
Fashion: A casual fan	21% (147)	27% (189)	13% (94)	3% (19)	5% (32)	20% (141)	11% (80)	702
Fashion: Not a fan	14% (80)	20% (114)	15% (88)	3% (17)	3% (17)	24% (137)	21% (123)	576

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

Table HR2_x4: *And, which option best describes how you typically watch each of the following awards shows?*
Grammy Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	17% (254)	23% (341)	11% (168)	3% (46)	5% (72)	22% (330)	18% (266)	1476
Gender: Male	15% (97)	21% (138)	12% (80)	4% (28)	5% (29)	23% (149)	19% (125)	646
Gender: Female	19% (157)	24% (203)	11% (87)	2% (18)	5% (42)	22% (182)	17% (141)	831
Age: 18-29	20% (54)	24% (64)	14% (38)	2% (6)	3% (8)	23% (61)	14% (38)	268
Age: 30-44	17% (60)	25% (85)	11% (38)	4% (14)	6% (22)	20% (69)	16% (55)	344
Age: 45-54	19% (46)	23% (56)	8% (20)	4% (11)	7% (18)	20% (50)	18% (44)	246
Age: 55-64	16% (45)	27% (75)	13% (37)	2% (5)	4% (11)	21% (60)	16% (44)	277
Age: 65+	14% (49)	18% (62)	10% (35)	3% (9)	4% (12)	27% (91)	25% (84)	341
Generation Z: 18-21	17% (15)	29% (25)	17% (15)	1% (1)	4% (3)	20% (17)	13% (11)	87
Millennial: Age 22-37	20% (75)	22% (80)	13% (48)	3% (13)	5% (17)	21% (77)	16% (58)	368
Generation X: Age 38-53	17% (63)	26% (98)	8% (30)	4% (16)	7% (27)	21% (78)	17% (63)	374
Boomers: Age 54-72	16% (92)	22% (123)	12% (66)	2% (14)	4% (24)	24% (135)	19% (106)	560
PID: Dem (no lean)	19% (111)	28% (165)	11% (65)	3% (18)	3% (20)	21% (123)	14% (80)	582
PID: Ind (no lean)	18% (84)	22% (104)	10% (50)	2% (11)	6% (28)	23% (111)	19% (90)	478
PID: Rep (no lean)	14% (59)	17% (72)	13% (52)	4% (16)	6% (24)	23% (96)	23% (96)	417
PID/Gender: Dem Men	16% (38)	27% (64)	14% (32)	4% (10)	3% (6)	20% (47)	16% (39)	236
PID/Gender: Dem Women	21% (73)	29% (102)	10% (33)	2% (8)	4% (14)	22% (76)	12% (41)	346
PID/Gender: Ind Men	15% (30)	22% (43)	10% (21)	2% (5)	4% (7)	28% (56)	19% (38)	200
PID/Gender: Ind Women	19% (54)	22% (61)	11% (29)	2% (6)	7% (21)	20% (55)	19% (51)	278
PID/Gender: Rep Men	14% (29)	15% (31)	13% (27)	6% (13)	8% (16)	22% (46)	23% (47)	210
PID/Gender: Rep Women	15% (30)	20% (41)	12% (25)	1% (3)	4% (8)	24% (50)	24% (49)	207
Ideo: Liberal (1-3)	19% (96)	28% (143)	11% (56)	3% (13)	4% (20)	21% (104)	14% (71)	503
Ideo: Moderate (4)	19% (68)	22% (79)	11% (39)	4% (13)	5% (17)	24% (87)	17% (61)	364
Ideo: Conservative (5-7)	13% (55)	17% (72)	14% (59)	4% (16)	6% (26)	26% (109)	21% (88)	424

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Table HR2_x4: *And, which option best describes how you typically watch each of the following awards shows?*
Grammy Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	17% (254)	23% (341)	11% (168)	3% (46)	5% (72)	22% (330)	18% (266)	1476
Educ: < College	19% (173)	23% (207)	11% (100)	2% (22)	5% (45)	21% (190)	19% (172)	911
Educ: Bachelors degree	16% (60)	25% (93)	12% (43)	4% (13)	5% (19)	22% (84)	16% (61)	374
Educ: Post-grad	11% (21)	21% (40)	12% (24)	6% (11)	4% (7)	30% (57)	17% (33)	192
Income: Under 50k	18% (153)	23% (191)	11% (92)	3% (27)	5% (44)	21% (180)	18% (150)	837
Income: 50k-100k	16% (75)	24% (112)	11% (52)	3% (12)	5% (23)	23% (110)	18% (85)	469
Income: 100k+	15% (26)	23% (38)	14% (23)	4% (7)	2% (4)	24% (40)	18% (31)	170
Ethnicity: White	16% (182)	22% (257)	12% (137)	3% (39)	5% (56)	23% (270)	19% (223)	1163
Ethnicity: Hispanic	22% (35)	24% (38)	13% (21)	6% (9)	7% (10)	18% (28)	10% (16)	156
Ethnicity: Afr. Am.	24% (50)	28% (61)	11% (23)	2% (4)	5% (12)	17% (37)	13% (27)	213
Ethnicity: Other	21% (21)	24% (24)	8% (8)	3% (3)	4% (4)	24% (24)	16% (17)	101
Relig: Protestant	14% (46)	22% (74)	12% (40)	3% (9)	5% (18)	28% (94)	17% (57)	339
Relig: Roman Catholic	17% (54)	25% (78)	14% (45)	3% (10)	5% (17)	19% (59)	15% (48)	310
Relig: Something Else	19% (31)	27% (44)	7% (11)	3% (4)	8% (12)	18% (28)	19% (31)	161
Relig: Jewish	16% (8)	23% (12)	5% (2)	7% (4)	5% (3)	15% (8)	28% (15)	51
Relig: Evangelical	16% (94)	26% (153)	11% (61)	3% (18)	5% (28)	21% (120)	18% (105)	579
Relig: Non-Evang. Catholics	16% (38)	19% (43)	15% (35)	2% (5)	8% (19)	26% (61)	13% (31)	232
Relig: All Christian	16% (131)	24% (196)	12% (96)	3% (23)	6% (47)	22% (181)	17% (136)	811
Relig: All Non-Christian	25% (46)	25% (45)	10% (17)	4% (8)	6% (11)	16% (30)	13% (24)	182
Community: Urban	21% (74)	23% (79)	11% (39)	3% (9)	5% (19)	22% (77)	14% (50)	347
Community: Suburban	16% (115)	25% (182)	12% (84)	3% (22)	5% (33)	22% (158)	17% (124)	719
Community: Rural	16% (64)	20% (81)	11% (44)	3% (14)	5% (20)	23% (95)	22% (92)	410

Continued on next page

Table HR2_x4: And, which option best describes how you typically watch each of the following awards shows?
Grammy Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	17% (254)	23% (341)	11% (168)	3% (46)	5% (72)	22% (330)	18% (266)	1476
Employ: Private Sector	16% (73)	26% (120)	11% (49)	2% (11)	6% (25)	22% (99)	17% (77)	454
Employ: Government	11% (11)	23% (23)	12% (12)	3% (3)	4% (4)	32% (32)	14% (15)	101
Employ: Self-Employed	21% (28)	17% (23)	15% (20)	4% (6)	6% (9)	21% (29)	15% (21)	135
Employ: Homemaker	21% (21)	30% (29)	12% (12)	1% (1)	7% (7)	18% (18)	12% (12)	100
Employ: Student	17% (10)	17% (10)	21% (12)	5% (3)	3% (1)	26% (15)	11% (6)	58
Employ: Retired	15% (55)	20% (72)	11% (41)	3% (13)	2% (8)	26% (93)	23% (83)	364
Employ: Unemployed	19% (25)	28% (37)	6% (8)	2% (3)	8% (11)	14% (18)	23% (30)	133
Employ: Other	23% (30)	20% (27)	10% (14)	4% (6)	5% (7)	19% (26)	17% (23)	132
Military HH: Yes	14% (39)	18% (50)	14% (37)	5% (13)	5% (13)	26% (70)	19% (53)	274
Military HH: No	18% (215)	24% (291)	11% (131)	3% (33)	5% (59)	22% (261)	18% (213)	1203
RD/WT: Right Direction	16% (98)	19% (114)	14% (83)	4% (22)	7% (43)	22% (132)	17% (105)	598
RD/WT: Wrong Track	18% (155)	26% (227)	10% (85)	3% (24)	3% (28)	23% (199)	18% (161)	879
Trump Job Approve	16% (95)	20% (121)	14% (83)	4% (26)	6% (35)	23% (137)	18% (110)	607
Trump Job Disapprove	18% (148)	26% (209)	10% (79)	2% (19)	4% (32)	22% (181)	17% (137)	804
Trump Job Strongly Approve	11% (35)	19% (59)	13% (41)	4% (14)	8% (26)	21% (65)	22% (66)	305
Trump Job Somewhat Approve	20% (60)	21% (62)	14% (42)	4% (13)	3% (9)	24% (72)	15% (44)	302
Trump Job Somewhat Disapprove	20% (40)	22% (45)	13% (27)	3% (6)	6% (12)	19% (40)	17% (35)	206
Trump Job Strongly Disapprove	18% (108)	27% (164)	9% (52)	2% (13)	3% (19)	23% (140)	17% (103)	598
#1 Issue: Economy	18% (72)	23% (91)	11% (45)	3% (10)	4% (17)	21% (83)	19% (74)	392
#1 Issue: Security	13% (29)	22% (51)	14% (32)	6% (13)	4% (9)	22% (51)	21% (48)	234
#1 Issue: Health Care	19% (45)	25% (60)	10% (24)	3% (7)	6% (15)	21% (50)	15% (37)	238
#1 Issue: Medicare / Social Security	16% (44)	21% (57)	13% (35)	4% (10)	3% (7)	21% (56)	22% (58)	268
#1 Issue: Women's Issues	17% (14)	25% (21)	10% (8)	— (0)	6% (5)	28% (23)	13% (11)	82
#1 Issue: Education	17% (16)	33% (31)	12% (12)	— (0)	8% (8)	22% (21)	7% (7)	95
#1 Issue: Energy	23% (18)	18% (14)	14% (11)	7% (5)	1% (1)	22% (17)	16% (12)	78
#1 Issue: Other	17% (15)	17% (16)	2% (1)	— (0)	10% (9)	33% (29)	21% (19)	90

Continued on next page

Table HR2_x4: *And, which option best describes how you typically watch each of the following awards shows?*
Grammy Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	17% (254)	23% (341)	11% (168)	3% (46)	5% (72)	22% (330)	18% (266)	1476
2018 House Vote: Democrat	18% (115)	27% (167)	11% (69)	3% (17)	3% (21)	23% (143)	14% (90)	623
2018 House Vote: Republican	14% (64)	19% (88)	12% (56)	5% (23)	6% (27)	25% (113)	20% (91)	462
2018 House Vote: Didnt Vote	19% (64)	22% (77)	11% (38)	1% (4)	6% (19)	20% (68)	21% (74)	343
2016 Vote: Hillary Clinton	20% (109)	26% (141)	11% (63)	2% (10)	3% (19)	21% (113)	16% (89)	544
2016 Vote: Donald Trump	14% (65)	18% (83)	12% (57)	5% (25)	5% (24)	24% (113)	21% (96)	463
2016 Vote: Someone else	15% (16)	20% (21)	11% (11)	4% (5)	7% (8)	26% (27)	17% (18)	105
2016 Vote: Didnt Vote	18% (64)	26% (95)	10% (35)	1% (5)	6% (22)	21% (77)	17% (62)	360
Voted in 2014: Yes	17% (169)	22% (220)	12% (117)	4% (39)	4% (45)	23% (229)	18% (183)	1000
Voted in 2014: No	18% (84)	25% (121)	11% (51)	1% (7)	6% (27)	21% (102)	17% (83)	476
2012 Vote: Barack Obama	19% (126)	25% (169)	11% (71)	3% (21)	4% (29)	22% (146)	15% (102)	663
2012 Vote: Mitt Romney	13% (47)	17% (63)	11% (40)	4% (15)	5% (18)	27% (95)	23% (81)	359
2012 Vote: Didn't Vote	18% (75)	24% (100)	13% (54)	2% (9)	6% (25)	20% (81)	17% (72)	416
4-Region: Northeast	18% (50)	29% (81)	10% (28)	2% (4)	5% (15)	19% (53)	17% (47)	279
4-Region: Midwest	15% (47)	24% (79)	13% (41)	2% (8)	3% (11)	24% (78)	18% (59)	324
4-Region: South	17% (98)	22% (122)	12% (69)	4% (21)	5% (29)	23% (132)	16% (92)	563
4-Region: West	19% (58)	19% (60)	9% (29)	4% (13)	5% (16)	22% (67)	22% (67)	311
Favorable of Trump	16% (93)	20% (113)	13% (76)	5% (26)	6% (32)	22% (128)	18% (105)	573
Unfavorable of Trump	18% (144)	26% (215)	11% (89)	2% (16)	4% (36)	23% (186)	16% (135)	823
Very Favorable of Trump	14% (45)	20% (63)	14% (43)	4% (12)	8% (24)	20% (63)	21% (66)	315
Somewhat Favorable of Trump	19% (48)	19% (50)	13% (33)	6% (14)	3% (9)	25% (65)	15% (39)	259
Somewhat Unfavorable of Trump	23% (38)	21% (35)	14% (23)	1% (1)	5% (8)	20% (34)	16% (27)	166
Very Unfavorable of Trump	16% (106)	27% (180)	10% (67)	2% (15)	4% (29)	23% (152)	17% (109)	657
Frequent TV watchers	19% (152)	23% (186)	14% (110)	3% (21)	5% (43)	22% (174)	15% (120)	805
Frequent movie watchers	24% (71)	24% (71)	12% (37)	3% (9)	6% (19)	15% (46)	15% (46)	298

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Table HR2_x4: *And, which option best describes how you typically watch each of the following awards shows?
Grammy Awards*

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories I'm interested in	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
Adults	17% (254)	23% (341)	11% (168)	3% (46)	5% (72)	22% (330)	18% (266)	1476
Film: An avid fan	26% (140)	27% (146)	10% (57)	3% (15)	5% (25)	19% (107)	11% (58)	547
Film: A casual fan	12% (99)	22% (180)	13% (104)	3% (25)	5% (39)	25% (200)	21% (168)	817
Film: Not a fan	13% (14)	13% (15)	6% (7)	4% (5)	6% (7)	21% (23)	36% (40)	112
TV: An avid fan	20% (152)	28% (216)	11% (89)	3% (24)	4% (35)	19% (149)	14% (111)	775
TV: A casual fan	15% (96)	18% (119)	11% (74)	3% (21)	5% (31)	26% (167)	22% (141)	649
TV: Not a fan	10% (5)	13% (7)	9% (5)	2% (1)	11% (6)	28% (15)	26% (14)	52
Music: An avid fan	22% (190)	27% (225)	10% (85)	3% (24)	4% (37)	19% (163)	15% (123)	846
Music: A casual fan	10% (59)	19% (111)	14% (79)	3% (19)	5% (30)	27% (157)	22% (124)	578
Music: Not a fan	10% (5)	11% (5)	8% (4)	6% (3)	9% (5)	21% (11)	35% (18)	52
Fashion: An avid fan	31% (70)	25% (57)	7% (15)	3% (7)	8% (18)	16% (36)	10% (23)	224
Fashion: A casual fan	18% (127)	27% (191)	13% (92)	3% (19)	5% (32)	22% (155)	13% (93)	708
Fashion: Not a fan	11% (58)	17% (93)	11% (62)	4% (19)	4% (22)	26% (140)	28% (150)	544

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

Table HR2_x5: And, which option best describes how you typically watch each of the following awards shows?
Golden Globe Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	15% (213)	21% (299)	11% (160)	2% (28)	6% (83)	25% (349)	20% (286)	1420
Gender: Male	15% (92)	19% (120)	13% (80)	2% (15)	6% (36)	25% (158)	20% (128)	628
Gender: Female	15% (121)	23% (180)	10% (80)	2% (14)	6% (47)	24% (192)	20% (158)	792
Age: 18-29	14% (37)	18% (46)	17% (44)	2% (6)	8% (21)	26% (68)	14% (37)	260
Age: 30-44	15% (48)	23% (76)	11% (36)	3% (11)	6% (20)	23% (75)	18% (57)	323
Age: 45-54	17% (38)	24% (54)	10% (22)	2% (3)	9% (20)	23% (53)	16% (37)	228
Age: 55-64	15% (39)	23% (62)	11% (30)	2% (4)	5% (14)	24% (65)	20% (54)	268
Age: 65+	15% (52)	18% (61)	8% (29)	1% (4)	2% (8)	26% (87)	29% (100)	341
Generation Z: 18-21	9% (8)	12% (10)	24% (20)	1% (1)	7% (6)	29% (24)	17% (15)	85
Millennial: Age 22-37	16% (57)	21% (73)	13% (44)	3% (12)	8% (28)	24% (83)	16% (56)	353
Generation X: Age 38-53	14% (50)	26% (92)	9% (32)	2% (7)	8% (27)	24% (85)	16% (55)	348
Boomers: Age 54-72	16% (87)	20% (112)	10% (56)	2% (9)	3% (19)	25% (136)	23% (128)	546
PID: Dem (no lean)	16% (91)	27% (152)	10% (56)	3% (15)	6% (35)	23% (128)	15% (86)	564
PID: Ind (no lean)	15% (70)	18% (81)	12% (53)	1% (5)	4% (19)	28% (126)	22% (101)	456
PID: Rep (no lean)	13% (52)	16% (66)	13% (50)	2% (8)	7% (29)	24% (95)	25% (99)	399
PID/Gender: Dem Men	14% (33)	25% (58)	11% (26)	3% (8)	5% (11)	25% (57)	16% (37)	231
PID/Gender: Dem Women	17% (58)	28% (94)	9% (31)	2% (7)	7% (24)	21% (71)	15% (49)	333
PID/Gender: Ind Men	15% (29)	15% (28)	12% (23)	1% (2)	5% (9)	30% (59)	23% (44)	194
PID/Gender: Ind Women	16% (41)	20% (53)	11% (30)	1% (3)	4% (10)	26% (67)	22% (57)	262
PID/Gender: Rep Men	15% (30)	16% (33)	15% (31)	2% (5)	8% (16)	20% (41)	23% (46)	202
PID/Gender: Rep Women	11% (22)	17% (33)	10% (19)	2% (3)	7% (13)	27% (54)	27% (53)	197
Ideo: Liberal (1-3)	17% (87)	26% (130)	10% (51)	2% (11)	5% (25)	25% (126)	15% (78)	507
Ideo: Moderate (4)	17% (59)	21% (75)	11% (37)	2% (8)	7% (26)	23% (82)	18% (63)	349
Ideo: Conservative (5-7)	13% (52)	15% (61)	14% (57)	2% (7)	6% (23)	26% (105)	24% (94)	399

Continued on next page

Table HR2_x5: And, which option best describes how you typically watch each of the following awards shows?
Golden Globe Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	15% (213)	21% (299)	11% (160)	2% (28)	6% (83)	25% (349)	20% (286)	1420
Educ: < College	14% (124)	20% (177)	11% (94)	2% (14)	7% (60)	23% (195)	23% (200)	864
Educ: Bachelors degree	17% (63)	22% (79)	12% (43)	2% (9)	5% (18)	27% (100)	15% (54)	366
Educ: Post-grad	14% (26)	23% (44)	12% (23)	3% (5)	3% (6)	29% (54)	16% (31)	189
Income: Under 50k	15% (117)	20% (163)	10% (84)	2% (19)	7% (54)	25% (198)	21% (168)	802
Income: 50k-100k	17% (75)	21% (97)	12% (55)	1% (4)	5% (25)	23% (104)	21% (94)	454
Income: 100k+	13% (22)	24% (39)	13% (21)	3% (5)	3% (5)	29% (48)	15% (24)	164
Ethnicity: White	14% (160)	20% (223)	12% (132)	2% (19)	5% (61)	25% (288)	22% (247)	1131
Ethnicity: Hispanic	17% (28)	24% (39)	16% (26)	3% (5)	6% (10)	20% (33)	13% (21)	160
Ethnicity: Afr. Am.	22% (41)	27% (52)	9% (16)	3% (5)	9% (17)	20% (37)	11% (21)	189
Ethnicity: Other	12% (12)	24% (24)	11% (11)	4% (4)	6% (5)	25% (25)	18% (18)	99
Relig: Protestant	12% (40)	22% (71)	9% (28)	1% (4)	4% (13)	31% (102)	21% (68)	327
Relig: Roman Catholic	14% (44)	21% (64)	15% (45)	1% (4)	9% (29)	21% (66)	18% (54)	305
Relig: Something Else	15% (24)	24% (37)	10% (15)	4% (6)	5% (7)	22% (34)	20% (32)	155
Relig: Jewish	17% (9)	19% (10)	8% (4)	4% (2)	3% (1)	23% (12)	26% (13)	52
Relig: Evangelical	14% (81)	22% (124)	11% (62)	2% (11)	7% (39)	24% (139)	20% (113)	568
Relig: Non-Evang. Catholics	12% (26)	22% (48)	12% (27)	1% (3)	5% (11)	29% (63)	19% (41)	219
Relig: All Christian	14% (107)	22% (173)	11% (89)	2% (14)	6% (49)	26% (202)	20% (154)	787
Relig: All Non-Christian	22% (37)	23% (38)	9% (15)	3% (5)	9% (14)	16% (27)	17% (28)	165
Community: Urban	17% (59)	23% (78)	9% (32)	3% (12)	6% (19)	24% (82)	17% (56)	337
Community: Suburban	16% (110)	22% (150)	12% (84)	1% (9)	6% (41)	25% (173)	19% (129)	697
Community: Rural	11% (44)	19% (71)	11% (44)	2% (8)	6% (24)	24% (94)	26% (100)	385

Continued on next page

Table HR2_x5: And, which option best describes how you typically watch each of the following awards shows?
Golden Globe Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	15% (213)	21% (299)	11% (160)	2% (28)	6% (83)	25% (349)	20% (286)	1420
Employ: Private Sector	17% (73)	23% (103)	11% (48)	1% (6)	8% (34)	23% (100)	18% (79)	443
Employ: Government	13% (13)	16% (15)	12% (12)	— (0)	7% (7)	37% (36)	15% (15)	99
Employ: Self-Employed	14% (17)	15% (19)	14% (17)	4% (6)	5% (6)	26% (33)	21% (27)	124
Employ: Homemaker	16% (15)	23% (22)	9% (9)	1% (1)	11% (11)	26% (25)	14% (13)	96
Employ: Student	12% (7)	15% (9)	21% (12)	5% (3)	4% (2)	29% (17)	14% (8)	57
Employ: Retired	17% (61)	20% (71)	11% (40)	1% (5)	2% (8)	24% (88)	25% (90)	362
Employ: Unemployed	13% (15)	30% (36)	9% (11)	2% (2)	5% (6)	21% (25)	21% (25)	120
Employ: Other	9% (11)	21% (25)	9% (11)	5% (6)	9% (11)	22% (26)	24% (29)	118
Military HH: Yes	14% (38)	18% (47)	13% (34)	2% (6)	4% (11)	25% (65)	23% (60)	261
Military HH: No	15% (175)	22% (253)	11% (126)	2% (22)	6% (72)	25% (285)	19% (226)	1158
RD/WT: Right Direction	14% (80)	18% (101)	14% (77)	2% (11)	8% (47)	24% (138)	20% (112)	566
RD/WT: Wrong Track	16% (133)	23% (199)	10% (83)	2% (17)	4% (36)	25% (211)	20% (173)	853
Trump Job Approve	13% (75)	18% (103)	13% (77)	3% (18)	7% (42)	24% (140)	21% (121)	576
Trump Job Disapprove	17% (131)	24% (187)	10% (78)	1% (11)	5% (40)	25% (193)	18% (145)	785
Trump Job Strongly Approve	12% (35)	16% (44)	12% (33)	2% (7)	8% (23)	25% (70)	25% (70)	282
Trump Job Somewhat Approve	14% (40)	20% (59)	15% (43)	4% (11)	7% (19)	24% (71)	17% (51)	294
Trump Job Somewhat Disapprove	16% (34)	21% (44)	10% (20)	1% (2)	9% (19)	22% (45)	21% (43)	206
Trump Job Strongly Disapprove	17% (98)	25% (143)	10% (58)	2% (9)	4% (20)	26% (148)	18% (102)	579
#1 Issue: Economy	16% (59)	20% (72)	12% (45)	2% (7)	6% (23)	25% (92)	19% (69)	367
#1 Issue: Security	11% (26)	20% (45)	14% (32)	3% (6)	5% (12)	26% (58)	21% (47)	226
#1 Issue: Health Care	15% (34)	27% (61)	9% (21)	2% (6)	5% (12)	22% (50)	20% (45)	229
#1 Issue: Medicare / Social Security	17% (44)	20% (52)	8% (21)	2% (4)	5% (13)	22% (57)	27% (69)	261
#1 Issue: Women's Issues	12% (9)	25% (19)	10% (8)	1% (1)	6% (5)	26% (20)	19% (15)	78
#1 Issue: Education	14% (13)	26% (24)	15% (14)	— (0)	7% (7)	24% (22)	14% (12)	91
#1 Issue: Energy	19% (15)	19% (15)	15% (12)	5% (4)	3% (2)	24% (19)	15% (12)	80
#1 Issue: Other	15% (13)	12% (11)	9% (8)	1% (1)	10% (9)	35% (30)	18% (16)	88

Continued on next page

Table HR2_x5: And, which option best describes how you typically watch each of the following awards shows?
Golden Globe Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
			Im interested in					
Adults	15% (213)	21% (299)	11% (160)	2% (28)	6% (83)	25% (349)	20% (286)	1420
2018 House Vote: Democrat	18% (109)	25% (151)	11% (65)	2% (11)	5% (32)	24% (150)	16% (96)	614
2018 House Vote: Republican	13% (57)	17% (77)	12% (56)	3% (12)	6% (29)	27% (124)	22% (98)	453
2018 House Vote: Didnt Vote	14% (42)	20% (62)	12% (36)	1% (4)	6% (19)	21% (64)	26% (78)	306
2016 Vote: Hillary Clinton	19% (102)	25% (131)	9% (50)	2% (8)	5% (26)	23% (121)	18% (94)	532
2016 Vote: Donald Trump	13% (56)	17% (78)	13% (56)	3% (12)	6% (29)	25% (113)	23% (103)	447
2016 Vote: Someone else	13% (14)	16% (16)	11% (11)	2% (2)	6% (6)	32% (33)	20% (21)	103
2016 Vote: Didnt Vote	12% (41)	22% (75)	13% (42)	2% (6)	6% (20)	25% (82)	21% (68)	333
Voted in 2014: Yes	16% (158)	21% (204)	11% (104)	2% (20)	5% (50)	25% (247)	20% (193)	976
Voted in 2014: No	12% (55)	22% (95)	13% (56)	2% (8)	7% (33)	23% (103)	21% (93)	443
2012 Vote: Barack Obama	18% (115)	25% (159)	9% (61)	2% (13)	4% (26)	25% (163)	17% (111)	647
2012 Vote: Mitt Romney	13% (46)	15% (54)	12% (42)	1% (4)	7% (23)	26% (93)	26% (90)	351
2012 Vote: Didn't Vote	13% (49)	21% (80)	14% (54)	3% (11)	9% (34)	21% (83)	20% (76)	386
4-Region: Northeast	16% (43)	22% (60)	10% (27)	1% (3)	6% (16)	23% (61)	21% (57)	267
4-Region: Midwest	13% (41)	22% (69)	12% (36)	1% (4)	7% (21)	25% (79)	20% (62)	313
4-Region: South	15% (79)	21% (110)	12% (62)	3% (15)	6% (33)	25% (130)	18% (97)	526
4-Region: West	16% (49)	20% (61)	11% (34)	2% (7)	4% (13)	25% (78)	22% (70)	313
Favorable of Trump	13% (73)	19% (101)	13% (69)	3% (17)	6% (35)	24% (132)	21% (115)	542
Unfavorable of Trump	16% (130)	23% (187)	11% (89)	1% (9)	6% (45)	26% (207)	18% (143)	809
Very Favorable of Trump	13% (39)	17% (50)	14% (42)	2% (5)	8% (23)	21% (63)	24% (70)	291
Somewhat Favorable of Trump	14% (34)	20% (51)	11% (27)	5% (11)	5% (13)	28% (70)	18% (45)	251
Somewhat Unfavorable of Trump	18% (29)	20% (33)	12% (21)	— (0)	8% (13)	25% (41)	17% (28)	165
Very Unfavorable of Trump	16% (101)	24% (154)	11% (68)	1% (9)	5% (32)	26% (166)	18% (115)	645
Frequent TV watchers	17% (130)	21% (161)	14% (107)	2% (14)	7% (51)	23% (176)	17% (131)	770
Frequent movie watchers	20% (56)	25% (72)	12% (35)	2% (6)	7% (21)	18% (52)	15% (44)	286

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Table HR2_x5: And, which option best describes how you typically watch each of the following awards shows?
Golden Globe Awards

Demographic	I watch the whole show	I watch most of the show	I only watch the nomination categories Im interested in	I only watch the opening monologue	I only watch the red carpet	I only watch highlights the next day	Don't know / No opinion	Total N
Adults	15% (213)	21% (299)	11% (160)	2% (28)	6% (83)	25% (349)	20% (286)	1420
Film: An avid fan	25% (133)	24% (132)	12% (65)	2% (11)	5% (29)	22% (116)	10% (54)	540
Film: A casual fan	9% (73)	19% (152)	11% (88)	2% (16)	6% (44)	27% (216)	25% (196)	785
Film: Not a fan	7% (7)	16% (15)	7% (7)	2% (2)	11% (10)	19% (18)	38% (36)	94
TV: An avid fan	19% (142)	26% (192)	13% (96)	2% (12)	6% (42)	21% (153)	15% (108)	746
TV: A casual fan	10% (62)	17% (105)	9% (58)	3% (16)	6% (37)	30% (184)	26% (161)	622
TV: Not a fan	18% (9)	3% (2)	12% (6)	2% (1)	9% (5)	23% (12)	32% (17)	51
Music: An avid fan	18% (146)	23% (187)	10% (83)	2% (17)	7% (54)	23% (183)	17% (134)	803
Music: A casual fan	11% (60)	18% (103)	13% (73)	2% (11)	5% (26)	28% (156)	24% (134)	563
Music: Not a fan	14% (7)	18% (10)	9% (5)	2% (1)	6% (3)	20% (11)	33% (18)	54
Fashion: An avid fan	26% (56)	23% (50)	8% (17)	3% (6)	11% (23)	20% (43)	9% (19)	213
Fashion: A casual fan	15% (98)	24% (162)	13% (87)	2% (12)	6% (40)	24% (164)	17% (114)	676
Fashion: Not a fan	11% (59)	17% (88)	11% (57)	2% (11)	4% (21)	27% (143)	29% (153)	531

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

Table HR3_x1: Do you think the following awards shows are too long, too short or about the right length?
 Academy Awards (Oscars)

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	48%	(711)	34%	(511)	2%	(23)	17%	(250)	1494
Gender: Male	51%	(341)	31%	(210)	1%	(8)	16%	(108)	667
Gender: Female	45%	(370)	36%	(301)	2%	(15)	17%	(142)	827
Age: 18-29	38%	(101)	37%	(100)	5%	(14)	20%	(53)	267
Age: 30-44	41%	(138)	36%	(120)	1%	(4)	22%	(74)	336
Age: 45-54	47%	(113)	40%	(96)	1%	(2)	13%	(31)	242
Age: 55-64	51%	(147)	34%	(98)	—	(1)	16%	(45)	291
Age: 65+	59%	(213)	27%	(97)	1%	(2)	13%	(47)	358
Generation Z: 18-21	42%	(39)	28%	(25)	6%	(6)	24%	(22)	92
Millennial: Age 22-37	37%	(130)	39%	(139)	3%	(11)	21%	(74)	354
Generation X: Age 38-53	47%	(174)	37%	(137)	1%	(3)	16%	(58)	372
Boomers: Age 54-72	53%	(310)	33%	(189)	—	(3)	14%	(78)	580
PID: Dem (no lean)	45%	(264)	37%	(216)	2%	(12)	16%	(95)	588
PID: Ind (no lean)	46%	(223)	35%	(169)	1%	(5)	18%	(89)	486
PID: Rep (no lean)	53%	(224)	30%	(125)	1%	(6)	16%	(66)	421
PID/Gender: Dem Men	46%	(113)	34%	(82)	2%	(5)	18%	(44)	244
PID/Gender: Dem Women	44%	(151)	39%	(134)	2%	(7)	15%	(51)	343
PID/Gender: Ind Men	51%	(109)	32%	(68)	—	(1)	17%	(35)	212
PID/Gender: Ind Women	42%	(114)	37%	(101)	2%	(5)	20%	(54)	274
PID/Gender: Rep Men	57%	(119)	28%	(60)	1%	(3)	14%	(29)	211
PID/Gender: Rep Women	50%	(104)	31%	(66)	2%	(3)	17%	(37)	210
Ideo: Liberal (1-3)	45%	(238)	37%	(192)	2%	(10)	16%	(84)	524
Ideo: Moderate (4)	48%	(176)	35%	(129)	1%	(5)	15%	(57)	366
Ideo: Conservative (5-7)	56%	(237)	31%	(129)	1%	(3)	13%	(53)	423
Educ: < College	41%	(368)	37%	(334)	2%	(20)	20%	(185)	907
Educ: Bachelors degree	54%	(205)	33%	(124)	1%	(3)	12%	(47)	379
Educ: Post-grad	66%	(137)	25%	(53)	—	(0)	9%	(18)	208

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**Table HR3_x1: Do you think the following awards shows are too long, too short or about the right length?
Academy Awards (Oscars)**

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	48%	(711)	34%	(511)	2%	(23)	17%	(250)	1494
Income: Under 50k	42%	(348)	38%	(321)	2%	(16)	18%	(152)	838
Income: 50k-100k	54%	(259)	30%	(145)	1%	(6)	15%	(73)	483
Income: 100k+	60%	(104)	26%	(45)	—	(0)	14%	(25)	174
Ethnicity: White	50%	(595)	33%	(393)	1%	(16)	16%	(193)	1198
Ethnicity: Hispanic	45%	(71)	39%	(61)	4%	(7)	12%	(20)	158
Ethnicity: Afr. Am.	39%	(76)	40%	(78)	2%	(5)	18%	(36)	195
Ethnicity: Other	39%	(40)	39%	(40)	2%	(2)	20%	(21)	102
Relig: Protestant	57%	(196)	30%	(105)	—	(0)	12%	(43)	344
Relig: Roman Catholic	53%	(172)	32%	(104)	2%	(7)	13%	(40)	323
Relig: Something Else	37%	(60)	45%	(72)	—	(0)	18%	(28)	161
Relig: Jewish	56%	(30)	18%	(9)	—	(0)	26%	(14)	53
Relig: Evangelical	52%	(312)	33%	(199)	1%	(8)	13%	(80)	599
Relig: Non-Evang. Catholics	50%	(115)	36%	(81)	—	(0)	14%	(31)	228
Relig: All Christian	52%	(427)	34%	(281)	1%	(8)	13%	(111)	827
Relig: All Non-Christian	38%	(65)	42%	(73)	2%	(3)	18%	(31)	172
Community: Urban	44%	(155)	37%	(131)	3%	(9)	16%	(58)	354
Community: Suburban	51%	(368)	34%	(247)	1%	(9)	14%	(105)	729
Community: Rural	46%	(188)	32%	(132)	1%	(5)	21%	(87)	412
Employ: Private Sector	50%	(231)	33%	(154)	1%	(6)	15%	(69)	460
Employ: Government	50%	(51)	33%	(34)	1%	(1)	16%	(16)	102
Employ: Self-Employed	47%	(63)	34%	(45)	1%	(2)	18%	(23)	133
Employ: Homemaker	40%	(41)	42%	(43)	2%	(2)	17%	(17)	102
Employ: Student	40%	(26)	31%	(19)	7%	(4)	23%	(14)	64
Employ: Retired	57%	(218)	30%	(113)	1%	(4)	12%	(47)	381
Employ: Unemployed	29%	(37)	40%	(51)	3%	(4)	28%	(36)	128
Employ: Other	36%	(45)	41%	(51)	—	(0)	22%	(27)	124
Military HH: Yes	52%	(142)	27%	(73)	2%	(5)	20%	(54)	273
Military HH: No	47%	(569)	36%	(438)	1%	(18)	16%	(196)	1221
RD/WT: Right Direction	50%	(303)	34%	(204)	2%	(10)	15%	(88)	605
RD/WT: Wrong Track	46%	(408)	34%	(307)	1%	(13)	18%	(162)	890

Continued on next page

**Table HR3_x1: Do you think the following awards shows are too long, too short or about the right length?
Academy Awards (Oscars)**

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	48%	(711)	34%	(511)	2%	(23)	17%	(250)	1494
Trump Job Approve	52%	(318)	33%	(201)	2%	(10)	14%	(85)	613
Trump Job Disapprove	46%	(374)	36%	(290)	2%	(13)	17%	(140)	817
Trump Job Strongly Approve	51%	(155)	33%	(103)	1%	(5)	14%	(44)	307
Trump Job Somewhat Approve	53%	(162)	32%	(98)	2%	(6)	13%	(40)	306
Trump Job Somewhat Disapprove	46%	(95)	37%	(78)	2%	(3)	15%	(31)	208
Trump Job Strongly Disapprove	46%	(278)	35%	(212)	2%	(9)	18%	(109)	609
#1 Issue: Economy	46%	(179)	35%	(137)	3%	(10)	17%	(66)	392
#1 Issue: Security	56%	(130)	28%	(66)	1%	(1)	15%	(36)	234
#1 Issue: Health Care	43%	(103)	39%	(94)	1%	(2)	17%	(41)	240
#1 Issue: Medicare / Social Security	51%	(139)	32%	(86)	1%	(2)	16%	(44)	272
#1 Issue: Women's Issues	46%	(36)	36%	(28)	2%	(2)	16%	(13)	79
#1 Issue: Education	47%	(45)	37%	(35)	3%	(3)	13%	(12)	96
#1 Issue: Energy	40%	(32)	43%	(34)	2%	(2)	15%	(12)	80
#1 Issue: Other	45%	(46)	30%	(30)	—	(0)	25%	(25)	101
2018 House Vote: Democrat	49%	(311)	36%	(227)	1%	(9)	14%	(89)	635
2018 House Vote: Republican	56%	(264)	29%	(137)	2%	(7)	14%	(67)	476
2018 House Vote: Didn't Vote	35%	(118)	40%	(134)	1%	(5)	23%	(77)	334
2016 Vote: Hillary Clinton	47%	(260)	35%	(194)	1%	(6)	17%	(93)	552
2016 Vote: Donald Trump	55%	(259)	29%	(137)	1%	(6)	14%	(67)	469
2016 Vote: Someone else	49%	(53)	33%	(36)	2%	(2)	16%	(17)	108
2016 Vote: Didn't Vote	38%	(138)	39%	(141)	2%	(9)	20%	(73)	361
Voted in 2014: Yes	51%	(525)	33%	(334)	1%	(9)	15%	(151)	1020
Voted in 2014: No	39%	(186)	37%	(176)	3%	(13)	21%	(99)	475
2012 Vote: Barack Obama	46%	(313)	36%	(243)	1%	(6)	17%	(118)	679
2012 Vote: Mitt Romney	57%	(210)	28%	(102)	1%	(4)	14%	(50)	367
2012 Vote: Didn't Vote	40%	(163)	39%	(160)	3%	(13)	18%	(76)	412
4-Region: Northeast	54%	(153)	27%	(76)	2%	(6)	17%	(49)	282
4-Region: Midwest	49%	(163)	31%	(102)	2%	(6)	19%	(63)	335
4-Region: South	43%	(237)	41%	(229)	1%	(7)	15%	(82)	555
4-Region: West	49%	(158)	32%	(104)	1%	(4)	17%	(56)	322

Continued on next page

**Table HR3_x1: Do you think the following awards shows are too long, too short or about the right length?
Academy Awards (Oscars)**

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
Adults	48%	(711)	34%	(511)	2%	(23)	17%	(250)	1494
Favorable of Trump	52%	(301)	32%	(187)	2%	(10)	14%	(81)	579
Unfavorable of Trump	47%	(394)	35%	(296)	1%	(9)	17%	(141)	840
Very Favorable of Trump	50%	(156)	34%	(107)	1%	(5)	14%	(43)	310
Somewhat Favorable of Trump	54%	(146)	30%	(80)	2%	(5)	14%	(37)	268
Somewhat Unfavorable of Trump	48%	(77)	35%	(57)	2%	(3)	15%	(25)	163
Very Unfavorable of Trump	47%	(316)	35%	(238)	1%	(6)	17%	(116)	678
Frequent TV watchers	48%	(390)	35%	(285)	1%	(11)	16%	(126)	812
Frequent movie watchers	36%	(106)	45%	(134)	1%	(4)	18%	(53)	297
Film: An avid fan	45%	(253)	42%	(233)	1%	(7)	11%	(63)	557
Film: A casual fan	49%	(403)	30%	(247)	2%	(14)	19%	(158)	822
Film: Not a fan	47%	(54)	26%	(30)	2%	(2)	25%	(28)	115
TV: An avid fan	49%	(376)	36%	(279)	1%	(6)	15%	(113)	773
TV: A casual fan	48%	(318)	32%	(213)	2%	(12)	19%	(124)	667
TV: Not a fan	33%	(18)	34%	(18)	9%	(5)	24%	(13)	54
Music: An avid fan	44%	(364)	40%	(336)	2%	(13)	15%	(123)	837
Music: A casual fan	54%	(323)	26%	(158)	1%	(6)	19%	(116)	603
Music: Not a fan	43%	(24)	31%	(17)	6%	(3)	20%	(11)	55
Fashion: An avid fan	38%	(81)	48%	(104)	3%	(6)	12%	(26)	217
Fashion: A casual fan	47%	(329)	37%	(256)	1%	(7)	16%	(110)	702
Fashion: Not a fan	52%	(301)	26%	(151)	2%	(10)	20%	(114)	576

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

Table HR3_x4: Do you think the following awards shows are too long, too short or about the right length?
 Grammy Awards

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(555)	40%	(592)	2%	(34)	20%	(295)	1476
Gender: Male	41%	(264)	38%	(245)	2%	(12)	19%	(126)	646
Gender: Female	35%	(291)	42%	(348)	3%	(23)	20%	(169)	831
Age: 18-29	31%	(82)	44%	(118)	7%	(18)	19%	(51)	268
Age: 30-44	33%	(113)	40%	(136)	4%	(14)	24%	(81)	344
Age: 45-54	39%	(95)	43%	(106)	1%	(1)	18%	(43)	246
Age: 55-64	38%	(106)	43%	(120)	—	(1)	18%	(50)	277
Age: 65+	47%	(159)	33%	(112)	—	(0)	20%	(69)	341
Generation Z: 18-21	31%	(27)	41%	(35)	7%	(6)	21%	(18)	87
Millennial: Age 22-37	30%	(112)	43%	(157)	6%	(22)	21%	(78)	368
Generation X: Age 38-53	38%	(142)	41%	(154)	1%	(5)	19%	(73)	374
Boomers: Age 54-72	42%	(233)	40%	(223)	—	(1)	18%	(103)	560
PID: Dem (no lean)	33%	(190)	45%	(264)	3%	(15)	19%	(113)	582
PID: Ind (no lean)	37%	(176)	39%	(188)	3%	(13)	21%	(101)	478
PID: Rep (no lean)	45%	(189)	34%	(141)	1%	(6)	20%	(82)	417
PID/Gender: Dem Men	34%	(81)	44%	(104)	2%	(5)	20%	(46)	236
PID/Gender: Dem Women	32%	(109)	46%	(160)	3%	(11)	19%	(66)	346
PID/Gender: Ind Men	41%	(83)	36%	(72)	2%	(4)	21%	(41)	200
PID/Gender: Ind Women	34%	(93)	42%	(116)	3%	(9)	21%	(59)	278
PID/Gender: Rep Men	48%	(100)	33%	(69)	1%	(3)	18%	(38)	210
PID/Gender: Rep Women	43%	(89)	35%	(72)	1%	(3)	21%	(44)	207
Ideo: Liberal (1-3)	32%	(163)	45%	(229)	3%	(15)	19%	(97)	503
Ideo: Moderate (4)	39%	(142)	39%	(143)	2%	(8)	20%	(72)	364
Ideo: Conservative (5-7)	48%	(202)	34%	(143)	1%	(3)	18%	(77)	424
Educ: < College	33%	(304)	42%	(384)	3%	(29)	21%	(195)	911
Educ: Bachelors degree	39%	(147)	41%	(152)	1%	(4)	19%	(70)	374
Educ: Post-grad	54%	(104)	29%	(56)	1%	(2)	15%	(29)	192

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Table HR3_x4: Do you think the following awards shows are too long, too short or about the right length?
Grammy Awards

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(555)	40%	(592)	2%	(34)	20%	(295)	1476
Income: Under 50k	35%	(291)	43%	(356)	3%	(21)	20%	(170)	837
Income: 50k-100k	40%	(189)	38%	(176)	3%	(13)	19%	(91)	469
Income: 100k+	44%	(75)	35%	(60)	—	(0)	20%	(34)	170
Ethnicity: White	40%	(467)	38%	(442)	2%	(18)	20%	(235)	1163
Ethnicity: Hispanic	32%	(50)	46%	(72)	5%	(8)	17%	(26)	156
Ethnicity: Afr. Am.	26%	(55)	50%	(106)	5%	(12)	19%	(40)	213
Ethnicity: Other	33%	(33)	44%	(44)	4%	(4)	19%	(19)	101
Relig: Protestant	48%	(163)	36%	(122)	—	(1)	16%	(53)	339
Relig: Roman Catholic	41%	(128)	40%	(123)	2%	(6)	17%	(53)	310
Relig: Something Else	29%	(47)	49%	(79)	3%	(4)	19%	(31)	161
Relig: Jewish	44%	(22)	21%	(11)	—	(0)	36%	(18)	51
Relig: Evangelical	42%	(244)	39%	(226)	2%	(10)	17%	(99)	579
Relig: Non-Evang. Catholics	41%	(94)	42%	(98)	1%	(1)	16%	(38)	232
Relig: All Christian	42%	(338)	40%	(324)	1%	(12)	17%	(137)	811
Relig: All Non-Christian	26%	(48)	49%	(89)	4%	(7)	21%	(38)	182
Community: Urban	35%	(121)	45%	(156)	3%	(11)	17%	(60)	347
Community: Suburban	40%	(290)	38%	(275)	2%	(16)	19%	(139)	719
Community: Rural	35%	(145)	39%	(162)	2%	(7)	23%	(96)	410
Employ: Private Sector	40%	(181)	39%	(179)	2%	(9)	19%	(85)	454
Employ: Government	44%	(45)	30%	(31)	1%	(1)	25%	(26)	101
Employ: Self-Employed	40%	(54)	37%	(50)	6%	(8)	17%	(23)	135
Employ: Homemaker	34%	(34)	45%	(45)	3%	(3)	18%	(18)	100
Employ: Student	31%	(18)	44%	(26)	7%	(4)	18%	(10)	58
Employ: Retired	43%	(157)	38%	(139)	—	(0)	19%	(68)	364
Employ: Unemployed	24%	(32)	44%	(59)	4%	(5)	27%	(36)	133
Employ: Other	26%	(34)	49%	(65)	3%	(4)	22%	(29)	132
Military HH: Yes	45%	(123)	31%	(84)	3%	(7)	22%	(59)	274
Military HH: No	36%	(432)	42%	(508)	2%	(27)	20%	(236)	1203
RD/WT: Right Direction	41%	(248)	39%	(235)	2%	(10)	18%	(105)	598
RD/WT: Wrong Track	35%	(308)	41%	(357)	3%	(24)	22%	(190)	879

Continued on next page

Table HR3_x4: Do you think the following awards shows are too long, too short or about the right length?
Grammy Awards

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	38%	(555)	40%	(592)	2%	(34)	20%	(295)	1476
Trump Job Approve	43%	(262)	38%	(232)	2%	(13)	16%	(100)	607
Trump Job Disapprove	34%	(276)	42%	(338)	2%	(20)	21%	(171)	804
Trump Job Strongly Approve	44%	(134)	35%	(106)	2%	(8)	19%	(57)	305
Trump Job Somewhat Approve	42%	(128)	42%	(126)	2%	(5)	14%	(43)	302
Trump Job Somewhat Disapprove	36%	(74)	43%	(90)	2%	(4)	19%	(39)	206
Trump Job Strongly Disapprove	34%	(202)	42%	(248)	3%	(16)	22%	(132)	598
#1 Issue: Economy	39%	(153)	39%	(153)	3%	(13)	18%	(72)	392
#1 Issue: Security	45%	(105)	36%	(84)	1%	(2)	18%	(42)	234
#1 Issue: Health Care	32%	(77)	44%	(104)	1%	(3)	23%	(55)	238
#1 Issue: Medicare / Social Security	37%	(98)	41%	(109)	1%	(2)	22%	(59)	268
#1 Issue: Women's Issues	36%	(29)	41%	(33)	5%	(4)	19%	(15)	82
#1 Issue: Education	39%	(37)	42%	(39)	7%	(6)	13%	(12)	95
#1 Issue: Energy	35%	(27)	45%	(35)	2%	(2)	18%	(14)	78
#1 Issue: Other	32%	(28)	38%	(34)	2%	(2)	28%	(25)	90
2018 House Vote: Democrat	36%	(225)	42%	(264)	2%	(13)	19%	(120)	623
2018 House Vote: Republican	48%	(220)	33%	(154)	2%	(9)	17%	(78)	462
2018 House Vote: Didnt Vote	28%	(96)	46%	(158)	3%	(10)	23%	(79)	343
2016 Vote: Hillary Clinton	34%	(184)	43%	(235)	1%	(7)	22%	(118)	544
2016 Vote: Donald Trump	47%	(219)	32%	(149)	2%	(9)	19%	(86)	463
2016 Vote: Someone else	38%	(40)	40%	(42)	4%	(4)	18%	(19)	105
2016 Vote: Didnt Vote	31%	(111)	45%	(164)	4%	(14)	20%	(72)	360
Voted in 2014: Yes	40%	(399)	39%	(385)	2%	(16)	20%	(200)	1000
Voted in 2014: No	33%	(156)	43%	(207)	4%	(19)	20%	(95)	476
2012 Vote: Barack Obama	34%	(228)	43%	(288)	1%	(9)	21%	(137)	663
2012 Vote: Mitt Romney	48%	(172)	32%	(114)	1%	(4)	19%	(69)	359
2012 Vote: Didn't Vote	33%	(135)	44%	(184)	4%	(19)	19%	(78)	416
4-Region: Northeast	45%	(124)	34%	(95)	2%	(6)	19%	(53)	279
4-Region: Midwest	35%	(114)	37%	(121)	2%	(7)	25%	(82)	324
4-Region: South	35%	(197)	46%	(258)	2%	(13)	17%	(96)	563
4-Region: West	39%	(121)	38%	(118)	3%	(8)	21%	(64)	311

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Table HR3_x4: Do you think the following awards shows are too long, too short or about the right length?
Grammy Awards

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
Adults	38%	(555)	40%	(592)	2%	(34)	20%	(295)	1476
Favorable of Trump	44%	(250)	38%	(217)	2%	(10)	17%	(96)	573
Unfavorable of Trump	35%	(291)	42%	(343)	2%	(18)	21%	(171)	823
Very Favorable of Trump	44%	(139)	36%	(113)	2%	(6)	18%	(57)	315
Somewhat Favorable of Trump	43%	(111)	40%	(104)	2%	(5)	15%	(38)	259
Somewhat Unfavorable of Trump	36%	(59)	43%	(71)	2%	(4)	19%	(31)	166
Very Unfavorable of Trump	35%	(232)	41%	(272)	2%	(14)	21%	(139)	657
Frequent TV watchers	39%	(313)	41%	(330)	3%	(21)	18%	(141)	805
Frequent movie watchers	30%	(89)	46%	(136)	5%	(13)	20%	(59)	298
Film: An avid fan	32%	(178)	48%	(264)	3%	(15)	17%	(91)	547
Film: A casual fan	41%	(332)	36%	(295)	2%	(16)	21%	(175)	817
Film: Not a fan	41%	(46)	30%	(33)	3%	(4)	26%	(29)	112
TV: An avid fan	37%	(284)	44%	(340)	2%	(16)	17%	(135)	775
TV: A casual fan	39%	(251)	37%	(241)	2%	(14)	22%	(144)	649
TV: Not a fan	40%	(21)	22%	(11)	9%	(5)	29%	(15)	52
Music: An avid fan	33%	(282)	47%	(394)	3%	(28)	17%	(143)	846
Music: A casual fan	44%	(253)	32%	(185)	—	(2)	24%	(139)	578
Music: Not a fan	39%	(21)	26%	(13)	9%	(5)	26%	(14)	52
Fashion: An avid fan	24%	(55)	56%	(125)	5%	(12)	15%	(33)	224
Fashion: A casual fan	38%	(272)	41%	(294)	2%	(14)	18%	(129)	708
Fashion: Not a fan	42%	(229)	32%	(173)	2%	(8)	25%	(133)	544

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

Table HR3_x5: Do you think the following awards shows are too long, too short or about the right length?
 Golden Globe Awards

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
Adults	41%	(580)	37%	(525)	2%	(22)	21%	(292)	1420
Gender: Male	43%	(270)	36%	(224)	2%	(13)	19%	(121)	628
Gender: Female	39%	(310)	38%	(301)	1%	(10)	22%	(171)	792
Age: 18-29	38%	(98)	38%	(98)	5%	(13)	19%	(50)	260
Age: 30-44	38%	(122)	37%	(119)	2%	(8)	23%	(74)	323
Age: 45-54	42%	(96)	42%	(96)	—	(0)	16%	(36)	228
Age: 55-64	41%	(111)	39%	(105)	—	(0)	19%	(52)	268
Age: 65+	45%	(152)	31%	(107)	—	(1)	24%	(81)	341
Generation Z: 18-21	44%	(37)	28%	(24)	7%	(6)	22%	(18)	85
Millennial: Age 22-37	35%	(123)	41%	(144)	3%	(11)	21%	(75)	353
Generation X: Age 38-53	43%	(151)	37%	(130)	1%	(5)	18%	(62)	348
Boomers: Age 54-72	42%	(228)	38%	(207)	—	(1)	20%	(110)	546
PID: Dem (no lean)	34%	(190)	44%	(247)	2%	(10)	21%	(117)	564
PID: Ind (no lean)	42%	(194)	35%	(160)	1%	(7)	21%	(96)	456
PID: Rep (no lean)	49%	(196)	30%	(118)	1%	(5)	20%	(80)	399
PID/Gender: Dem Men	31%	(72)	44%	(103)	3%	(6)	22%	(51)	231
PID/Gender: Dem Women	36%	(119)	43%	(144)	1%	(4)	20%	(66)	333
PID/Gender: Ind Men	46%	(90)	32%	(62)	1%	(2)	21%	(40)	194
PID/Gender: Ind Women	40%	(103)	37%	(97)	2%	(5)	21%	(56)	262
PID/Gender: Rep Men	53%	(108)	29%	(59)	2%	(5)	15%	(30)	202
PID/Gender: Rep Women	45%	(88)	30%	(59)	—	(1)	25%	(49)	197
Ideo: Liberal (1-3)	36%	(180)	41%	(209)	3%	(14)	20%	(104)	507
Ideo: Moderate (4)	40%	(140)	39%	(135)	1%	(3)	20%	(70)	349
Ideo: Conservative (5-7)	51%	(205)	31%	(123)	—	(0)	18%	(70)	399
Educ: < College	37%	(324)	38%	(326)	2%	(16)	23%	(199)	864
Educ: Bachelors degree	41%	(152)	39%	(144)	1%	(5)	18%	(65)	366
Educ: Post-grad	55%	(105)	29%	(56)	—	(1)	15%	(28)	189

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Table HR3_x5: Do you think the following awards shows are too long, too short or about the right length?
Golden Globe Awards

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	41%	(580)	37%	(525)	2%	(22)	21%	(292)	1420
Income: Under 50k	38%	(304)	39%	(309)	2%	(18)	21%	(171)	802
Income: 50k-100k	43%	(196)	36%	(162)	1%	(4)	20%	(92)	454
Income: 100k+	49%	(80)	33%	(54)	—	(1)	18%	(29)	164
Ethnicity: White	42%	(481)	35%	(400)	1%	(16)	21%	(235)	1131
Ethnicity: Hispanic	37%	(59)	42%	(67)	5%	(8)	16%	(25)	160
Ethnicity: Afr. Am.	32%	(60)	47%	(89)	3%	(6)	18%	(34)	189
Ethnicity: Other	39%	(39)	37%	(36)	1%	(1)	24%	(24)	99
Relig: Protestant	48%	(159)	33%	(110)	—	(0)	18%	(59)	327
Relig: Roman Catholic	42%	(128)	40%	(121)	1%	(2)	17%	(53)	305
Relig: Something Else	37%	(57)	40%	(62)	2%	(3)	21%	(33)	155
Relig: Jewish	42%	(22)	25%	(13)	3%	(2)	30%	(15)	52
Relig: Evangelical	44%	(251)	36%	(205)	1%	(5)	19%	(107)	568
Relig: Non-Evang. Catholics	43%	(93)	40%	(88)	—	(0)	17%	(37)	219
Relig: All Christian	44%	(344)	37%	(293)	1%	(5)	18%	(145)	787
Relig: All Non-Christian	37%	(61)	42%	(69)	1%	(2)	19%	(32)	165
Community: Urban	38%	(128)	38%	(129)	4%	(13)	20%	(67)	337
Community: Suburban	43%	(301)	38%	(263)	1%	(7)	18%	(126)	697
Community: Rural	39%	(151)	35%	(133)	1%	(2)	26%	(99)	385
Employ: Private Sector	42%	(187)	39%	(173)	1%	(4)	18%	(80)	443
Employ: Government	51%	(50)	27%	(26)	3%	(3)	19%	(19)	99
Employ: Self-Employed	44%	(55)	36%	(44)	1%	(1)	19%	(24)	124
Employ: Homemaker	36%	(35)	43%	(41)	1%	(1)	20%	(19)	96
Employ: Student	39%	(22)	33%	(19)	9%	(5)	19%	(11)	57
Employ: Retired	43%	(155)	36%	(131)	—	(1)	21%	(75)	362
Employ: Unemployed	29%	(34)	39%	(46)	5%	(6)	28%	(33)	120
Employ: Other	35%	(41)	37%	(44)	1%	(1)	27%	(32)	118
Military HH: Yes	47%	(122)	30%	(77)	1%	(4)	22%	(59)	261
Military HH: No	40%	(458)	39%	(448)	2%	(19)	20%	(234)	1158
RD/WT: Right Direction	46%	(258)	35%	(198)	2%	(10)	18%	(101)	566
RD/WT: Wrong Track	38%	(322)	38%	(327)	1%	(13)	22%	(192)	853

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Table HR3_x5: Do you think the following awards shows are too long, too short or about the right length?
Golden Globe Awards

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	41%	(580)	37%	(525)	2%	(22)	21%	(292)	1420
Trump Job Approve	47%	(272)	34%	(196)	2%	(9)	17%	(99)	576
Trump Job Disapprove	37%	(291)	40%	(311)	2%	(13)	22%	(169)	785
Trump Job Strongly Approve	47%	(131)	32%	(91)	1%	(4)	20%	(55)	282
Trump Job Somewhat Approve	48%	(140)	36%	(106)	2%	(5)	15%	(43)	294
Trump Job Somewhat Disapprove	39%	(81)	38%	(78)	1%	(3)	22%	(45)	206
Trump Job Strongly Disapprove	36%	(210)	40%	(234)	2%	(10)	22%	(125)	579
#1 Issue: Economy	42%	(156)	36%	(132)	1%	(4)	20%	(75)	367
#1 Issue: Security	50%	(113)	32%	(73)	1%	(2)	17%	(38)	226
#1 Issue: Health Care	34%	(78)	41%	(94)	—	(1)	24%	(56)	229
#1 Issue: Medicare / Social Security	37%	(95)	39%	(102)	1%	(2)	24%	(61)	261
#1 Issue: Women's Issues	42%	(33)	41%	(32)	3%	(2)	14%	(11)	78
#1 Issue: Education	41%	(38)	36%	(33)	7%	(7)	15%	(14)	91
#1 Issue: Energy	39%	(31)	37%	(30)	5%	(4)	19%	(15)	80
#1 Issue: Other	41%	(36)	33%	(29)	1%	(0)	26%	(23)	88
2018 House Vote: Democrat	38%	(234)	42%	(258)	1%	(8)	19%	(114)	614
2018 House Vote: Republican	50%	(226)	30%	(136)	1%	(6)	19%	(86)	453
2018 House Vote: Didnt Vote	34%	(103)	39%	(118)	3%	(8)	25%	(76)	306
2016 Vote: Hillary Clinton	36%	(189)	41%	(219)	1%	(6)	22%	(118)	532
2016 Vote: Donald Trump	49%	(221)	29%	(129)	1%	(6)	20%	(91)	447
2016 Vote: Someone else	44%	(45)	35%	(37)	3%	(3)	18%	(18)	103
2016 Vote: Didnt Vote	37%	(122)	42%	(139)	2%	(7)	20%	(65)	333
Voted in 2014: Yes	43%	(417)	36%	(353)	1%	(10)	20%	(196)	976
Voted in 2014: No	37%	(163)	39%	(172)	3%	(12)	22%	(96)	443
2012 Vote: Barack Obama	37%	(237)	41%	(264)	1%	(5)	22%	(141)	647
2012 Vote: Mitt Romney	48%	(170)	29%	(103)	1%	(4)	21%	(75)	351
2012 Vote: Didn't Vote	39%	(151)	39%	(152)	3%	(13)	18%	(70)	386
4-Region: Northeast	47%	(125)	31%	(83)	1%	(3)	21%	(56)	267
4-Region: Midwest	36%	(112)	38%	(119)	2%	(5)	25%	(77)	313
4-Region: South	39%	(207)	41%	(218)	1%	(7)	18%	(95)	526
4-Region: West	43%	(136)	34%	(106)	2%	(7)	21%	(64)	313

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Table HR3_x5: Do you think the following awards shows are too long, too short or about the right length?
Golden Globe Awards

Demographic	Too long		About the right length		Too short		Don't know / No opinion		Total N
Adults	41%	(580)	37%	(525)	2%	(22)	21%	(292)	1420
Favorable of Trump	47%	(253)	34%	(184)	1%	(7)	18%	(98)	542
Unfavorable of Trump	39%	(312)	39%	(317)	2%	(12)	21%	(168)	809
Very Favorable of Trump	45%	(131)	34%	(99)	2%	(5)	20%	(57)	291
Somewhat Favorable of Trump	49%	(122)	34%	(85)	1%	(2)	16%	(41)	251
Somewhat Unfavorable of Trump	40%	(67)	37%	(62)	3%	(4)	20%	(32)	165
Very Unfavorable of Trump	38%	(245)	40%	(255)	1%	(8)	21%	(136)	645
Frequent TV watchers	42%	(321)	38%	(293)	2%	(14)	18%	(142)	770
Frequent movie watchers	31%	(90)	45%	(130)	2%	(7)	21%	(60)	286
Film: An avid fan	35%	(190)	47%	(256)	3%	(14)	15%	(80)	540
Film: A casual fan	43%	(341)	32%	(251)	1%	(7)	24%	(187)	785
Film: Not a fan	51%	(48)	20%	(19)	2%	(2)	27%	(25)	94
TV: An avid fan	40%	(300)	41%	(307)	1%	(10)	17%	(129)	746
TV: A casual fan	41%	(258)	33%	(204)	1%	(8)	24%	(152)	622
TV: Not a fan	42%	(21)	27%	(14)	10%	(5)	22%	(11)	51
Music: An avid fan	38%	(305)	42%	(340)	2%	(15)	18%	(143)	803
Music: A casual fan	45%	(251)	30%	(168)	1%	(5)	25%	(138)	563
Music: Not a fan	44%	(24)	32%	(17)	3%	(2)	21%	(11)	54
Fashion: An avid fan	32%	(69)	50%	(107)	4%	(8)	14%	(29)	213
Fashion: A casual fan	40%	(271)	39%	(263)	1%	(8)	20%	(133)	676
Fashion: Not a fan	45%	(240)	29%	(156)	1%	(6)	24%	(130)	531

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

Table HR4: *Of the following, which award do you consider to be the highest honor for a nominee to receive? Please select one.*

Demographic	Academy Award (Oscar)		Grammy Award		Golden Globe Award		Don't know / No opinion		Total N
Adults	47%	(1024)	11%	(233)	9%	(188)	34%	(756)	2201
Gender: Male	48%	(490)	10%	(102)	7%	(75)	35%	(362)	1030
Gender: Female	46%	(534)	11%	(130)	10%	(113)	34%	(394)	1171
Age: 18-29	37%	(144)	18%	(71)	15%	(59)	30%	(120)	395
Age: 30-44	42%	(209)	12%	(59)	11%	(53)	35%	(172)	492
Age: 45-54	44%	(161)	11%	(39)	9%	(34)	36%	(133)	368
Age: 55-64	51%	(223)	10%	(42)	4%	(17)	35%	(152)	434
Age: 65+	56%	(286)	4%	(22)	5%	(25)	35%	(180)	512
Generation Z: 18-21	33%	(42)	22%	(28)	15%	(19)	31%	(40)	128
Millennial: Age 22-37	40%	(211)	15%	(79)	13%	(71)	32%	(171)	532
Generation X: Age 38-53	44%	(240)	10%	(58)	10%	(54)	36%	(199)	551
Boomers: Age 54-72	52%	(445)	8%	(65)	5%	(43)	36%	(309)	862
PID: Dem (no lean)	53%	(395)	12%	(90)	9%	(65)	26%	(197)	747
PID: Ind (no lean)	39%	(307)	11%	(83)	10%	(81)	40%	(308)	781
PID: Rep (no lean)	48%	(321)	9%	(59)	6%	(42)	37%	(250)	673
PID/Gender: Dem Men	53%	(171)	13%	(42)	7%	(24)	26%	(85)	321
PID/Gender: Dem Women	53%	(224)	11%	(48)	10%	(41)	26%	(113)	426
PID/Gender: Ind Men	41%	(146)	9%	(34)	8%	(30)	41%	(147)	357
PID/Gender: Ind Women	38%	(161)	12%	(49)	12%	(51)	38%	(162)	423
PID/Gender: Rep Men	49%	(173)	8%	(27)	6%	(22)	37%	(131)	352
PID/Gender: Rep Women	46%	(148)	10%	(33)	6%	(21)	37%	(120)	321
Ideo: Liberal (1-3)	54%	(358)	13%	(87)	10%	(68)	23%	(156)	669
Ideo: Moderate (4)	50%	(252)	10%	(51)	8%	(42)	31%	(155)	500
Ideo: Conservative (5-7)	45%	(325)	9%	(67)	6%	(42)	40%	(288)	721
Educ: < College	39%	(540)	12%	(171)	10%	(143)	38%	(530)	1384
Educ: Bachelors degree	58%	(300)	8%	(41)	5%	(27)	29%	(152)	521
Educ: Post-grad	62%	(183)	7%	(20)	6%	(18)	25%	(74)	296
Income: Under 50k	39%	(498)	13%	(164)	10%	(132)	38%	(477)	1270
Income: 50k-100k	55%	(379)	9%	(59)	7%	(45)	29%	(201)	684
Income: 100k+	59%	(147)	4%	(10)	5%	(11)	32%	(79)	247

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Table HR4: *Of the following, which award do you consider to be the highest honor for a nominee to receive? Please select one.*

Demographic	Academy Award (Oscar)		Grammy Award		Golden Globe Award		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	47%	(1024)	11%	(233)	9%	(188)	34%	(756)	2201
Ethnicity: White	49%	(866)	9%	(154)	8%	(137)	35%	(624)	1780
Ethnicity: Hispanic	42%	(89)	20%	(43)	12%	(25)	26%	(56)	213
Ethnicity: Afr. Am.	34%	(94)	22%	(60)	13%	(35)	32%	(89)	279
Ethnicity: Other	45%	(63)	13%	(19)	12%	(16)	30%	(43)	142
Relig: Protestant	49%	(253)	11%	(55)	5%	(27)	35%	(179)	514
Relig: Roman Catholic	56%	(236)	8%	(33)	10%	(43)	26%	(109)	421
Relig: Something Else	35%	(80)	15%	(34)	11%	(24)	40%	(91)	229
Relig: Jewish	73%	(43)	—	(0)	5%	(3)	22%	(13)	59
Relig: Evangelical	52%	(429)	9%	(77)	7%	(61)	31%	(258)	825
Relig: Non-Evang. Catholics	41%	(140)	13%	(45)	10%	(33)	36%	(121)	339
Relig: All Christian	49%	(569)	11%	(122)	8%	(94)	33%	(379)	1164
Relig: All Non-Christian	37%	(99)	13%	(34)	16%	(42)	35%	(95)	270
Community: Urban	45%	(236)	13%	(70)	10%	(52)	31%	(164)	522
Community: Suburban	51%	(522)	10%	(97)	8%	(82)	31%	(316)	1017
Community: Rural	40%	(266)	10%	(66)	8%	(54)	42%	(277)	662
Employ: Private Sector	51%	(334)	9%	(58)	8%	(54)	32%	(210)	655
Employ: Government	45%	(71)	15%	(24)	10%	(15)	30%	(46)	157
Employ: Self-Employed	47%	(88)	14%	(26)	12%	(22)	27%	(50)	186
Employ: Homemaker	33%	(46)	16%	(23)	13%	(18)	38%	(54)	141
Employ: Student	44%	(40)	11%	(10)	8%	(8)	36%	(33)	90
Employ: Retired	57%	(316)	4%	(25)	4%	(25)	35%	(193)	559
Employ: Unemployed	34%	(67)	19%	(39)	14%	(27)	33%	(66)	198
Employ: Other	29%	(62)	13%	(28)	9%	(20)	49%	(105)	214
Military HH: Yes	46%	(193)	9%	(39)	7%	(31)	37%	(156)	419
Military HH: No	47%	(831)	11%	(194)	9%	(157)	34%	(600)	1782
RD/WT: Right Direction	44%	(412)	11%	(100)	8%	(73)	37%	(342)	928
RD/WT: Wrong Track	48%	(611)	10%	(132)	9%	(115)	33%	(414)	1273
Trump Job Approve	45%	(432)	10%	(100)	8%	(77)	37%	(353)	962
Trump Job Disapprove	50%	(561)	11%	(126)	9%	(101)	29%	(327)	1116

Continued on next page

Table HR4: *Of the following, which award do you consider to be the highest honor for a nominee to receive? Please select one.*

Demographic	Academy Award (Oscar)		Grammy Award		Golden Globe Award		Don't know / No opinion		Total N
Adults	47%	(1024)	11%	(233)	9%	(188)	34%	(756)	2201
Trump Job Strongly Approve	43%	(216)	10%	(51)	7%	(36)	40%	(203)	506
Trump Job Somewhat Approve	47%	(215)	11%	(50)	9%	(41)	33%	(150)	456
Trump Job Somewhat Disapprove	50%	(141)	11%	(30)	8%	(22)	32%	(92)	285
Trump Job Strongly Disapprove	51%	(420)	12%	(96)	10%	(79)	28%	(236)	831
#1 Issue: Economy	45%	(264)	14%	(81)	9%	(55)	31%	(184)	584
#1 Issue: Security	44%	(171)	7%	(28)	8%	(31)	41%	(156)	385
#1 Issue: Health Care	46%	(159)	12%	(42)	8%	(28)	34%	(119)	347
#1 Issue: Medicare / Social Security	53%	(201)	7%	(28)	7%	(27)	32%	(123)	380
#1 Issue: Women's Issues	48%	(55)	11%	(13)	11%	(13)	30%	(35)	117
#1 Issue: Education	42%	(59)	17%	(24)	12%	(16)	29%	(39)	138
#1 Issue: Energy	52%	(56)	7%	(8)	11%	(11)	30%	(33)	108
#1 Issue: Other	41%	(57)	7%	(10)	5%	(7)	48%	(68)	142
2018 House Vote: Democrat	55%	(450)	10%	(85)	8%	(67)	27%	(222)	823
2018 House Vote: Republican	48%	(363)	8%	(58)	7%	(49)	38%	(284)	755
2018 House Vote: Someone else	37%	(35)	10%	(9)	4%	(4)	49%	(48)	96
2018 House Vote: Didnt Vote	33%	(176)	15%	(79)	13%	(68)	38%	(202)	525
2016 Vote: Hillary Clinton	56%	(393)	10%	(73)	8%	(56)	26%	(179)	700
2016 Vote: Donald Trump	47%	(354)	7%	(55)	6%	(47)	39%	(292)	749
2016 Vote: Someone else	46%	(91)	8%	(16)	6%	(12)	40%	(80)	199
2016 Vote: Didnt Vote	34%	(186)	16%	(88)	13%	(70)	37%	(204)	548
Voted in 2014: Yes	50%	(740)	9%	(131)	7%	(110)	33%	(494)	1475
Voted in 2014: No	39%	(284)	14%	(101)	11%	(78)	36%	(262)	726
2012 Vote: Barack Obama	54%	(466)	11%	(92)	9%	(76)	27%	(235)	869
2012 Vote: Mitt Romney	48%	(294)	6%	(37)	5%	(32)	41%	(248)	611
2012 Vote: Other	34%	(29)	9%	(8)	1%	(1)	56%	(49)	87
2012 Vote: Didn't Vote	37%	(233)	15%	(94)	13%	(80)	36%	(224)	631
4-Region: Northeast	51%	(201)	11%	(42)	7%	(28)	31%	(122)	393
4-Region: Midwest	45%	(228)	10%	(49)	9%	(46)	36%	(182)	506
4-Region: South	43%	(354)	12%	(102)	9%	(78)	35%	(288)	822
4-Region: West	50%	(240)	8%	(40)	8%	(37)	34%	(164)	481

Continued on next page

Table HR4: Of the following, which award do you consider to be the highest honor for a nominee to receive? Please select one.

Demographic	Academy Award (Oscar)		Grammy Award		Golden Globe Award		Don't know / No opinion		Total N
Adults	47%	(1024)	11%	(233)	9%	(188)	34%	(756)	2201
Favorable of Trump	45%	(412)	11%	(100)	7%	(65)	37%	(338)	915
Unfavorable of Trump	52%	(585)	10%	(113)	10%	(111)	29%	(326)	1136
Very Favorable of Trump	44%	(227)	10%	(51)	7%	(34)	40%	(209)	521
Somewhat Favorable of Trump	47%	(185)	13%	(49)	8%	(31)	33%	(129)	394
Somewhat Unfavorable of Trump	48%	(109)	10%	(22)	11%	(25)	32%	(72)	227
Very Unfavorable of Trump	52%	(476)	10%	(91)	10%	(87)	28%	(254)	909
Frequent TV watchers	51%	(567)	10%	(114)	8%	(89)	31%	(353)	1123
Frequent movie watchers	41%	(170)	15%	(63)	13%	(53)	30%	(124)	410
Film: An avid fan	57%	(405)	11%	(76)	10%	(74)	22%	(160)	716
Film: A casual fan	44%	(533)	11%	(137)	8%	(91)	37%	(446)	1207
Film: Not a fan	31%	(85)	7%	(20)	8%	(23)	54%	(150)	279
TV: An avid fan	52%	(545)	11%	(113)	9%	(96)	28%	(295)	1049
TV: A casual fan	43%	(428)	11%	(112)	8%	(77)	38%	(379)	996
TV: Not a fan	32%	(51)	5%	(9)	10%	(16)	52%	(81)	156
Music: An avid fan	46%	(520)	15%	(163)	11%	(125)	28%	(315)	1123
Music: A casual fan	48%	(458)	7%	(62)	6%	(56)	39%	(375)	952
Music: Not a fan	36%	(45)	6%	(7)	6%	(8)	53%	(66)	126
Fashion: An avid fan	45%	(122)	18%	(48)	13%	(36)	24%	(66)	272
Fashion: A casual fan	51%	(456)	12%	(111)	11%	(102)	26%	(232)	900
Fashion: Not a fan	43%	(446)	7%	(74)	5%	(50)	45%	(459)	1029

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

Table HR5_1: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	30% (651)	29% (632)	2% (37)	4% (89)	16% (363)	2201
Gender: Male	16% (169)	28% (292)	32% (331)	2% (18)	5% (55)	16% (166)	1030
Gender: Female	22% (260)	31% (360)	26% (301)	2% (20)	3% (34)	17% (197)	1171
Age: 18-29	29% (113)	28% (110)	20% (78)	2% (7)	4% (15)	18% (71)	395
Age: 30-44	22% (109)	31% (153)	23% (111)	1% (7)	4% (17)	19% (95)	492
Age: 45-54	18% (65)	30% (111)	29% (105)	2% (6)	5% (18)	17% (62)	368
Age: 55-64	16% (68)	28% (122)	39% (168)	2% (10)	4% (15)	12% (51)	434
Age: 65+	14% (73)	30% (155)	33% (169)	2% (8)	5% (23)	16% (83)	512
Generation Z: 18-21	29% (37)	28% (36)	17% (22)	2% (3)	7% (9)	17% (22)	128
Millennial: Age 22-37	25% (131)	29% (156)	22% (117)	1% (7)	3% (17)	19% (103)	532
Generation X: Age 38-53	21% (115)	30% (163)	26% (145)	2% (8)	4% (24)	17% (96)	551
Boomers: Age 54-72	14% (122)	30% (260)	36% (311)	2% (18)	4% (34)	13% (116)	862
PID: Dem (no lean)	23% (174)	31% (228)	27% (205)	2% (14)	4% (27)	13% (99)	747
PID: Ind (no lean)	18% (144)	29% (229)	27% (214)	2% (14)	3% (25)	20% (155)	781
PID: Rep (no lean)	16% (111)	29% (194)	32% (213)	1% (9)	6% (37)	16% (108)	673
PID/Gender: Dem Men	19% (61)	32% (101)	31% (98)	2% (8)	4% (11)	13% (41)	321
PID/Gender: Dem Women	26% (113)	30% (127)	25% (107)	2% (6)	4% (15)	14% (58)	426
PID/Gender: Ind Men	17% (60)	27% (95)	31% (110)	1% (5)	4% (14)	21% (73)	357
PID/Gender: Ind Women	20% (84)	32% (134)	24% (104)	2% (9)	3% (11)	19% (82)	423
PID/Gender: Rep Men	14% (48)	27% (95)	35% (123)	2% (5)	8% (29)	15% (52)	352
PID/Gender: Rep Women	20% (63)	31% (99)	28% (91)	1% (4)	2% (8)	18% (57)	321
Ideo: Liberal (1-3)	25% (165)	33% (219)	26% (174)	2% (12)	3% (17)	12% (81)	669
Ideo: Moderate (4)	20% (102)	32% (158)	30% (151)	1% (7)	4% (22)	12% (60)	500
Ideo: Conservative (5-7)	15% (109)	30% (219)	32% (233)	2% (12)	5% (39)	15% (109)	721
Educ: < College	19% (268)	26% (359)	28% (394)	2% (26)	4% (60)	20% (278)	1384
Educ: Bachelors degree	20% (103)	34% (176)	29% (153)	1% (8)	5% (24)	11% (56)	521
Educ: Post-grad	19% (57)	39% (117)	29% (85)	1% (4)	2% (5)	10% (28)	296

Continued on next page

Table HR5_1: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	30% (651)	29% (632)	2% (37)	4% (89)	16% (363)	2201
Income: Under 50k	19% (240)	27% (343)	28% (359)	2% (21)	5% (61)	19% (247)	1270
Income: 50k-100k	19% (130)	33% (228)	30% (208)	2% (15)	2% (16)	13% (86)	684
Income: 100k+	23% (57)	32% (80)	26% (65)	1% (2)	5% (12)	12% (30)	247
Ethnicity: White	18% (329)	32% (562)	29% (513)	2% (29)	4% (71)	16% (276)	1780
Ethnicity: Hispanic	24% (52)	23% (48)	30% (63)	3% (6)	7% (14)	14% (29)	213
Ethnicity: Afr. Am.	25% (70)	20% (56)	27% (76)	2% (7)	4% (12)	21% (59)	279
Ethnicity: Other	21% (30)	23% (33)	31% (43)	1% (1)	5% (6)	20% (28)	142
Relig: Protestant	19% (99)	32% (164)	32% (162)	1% (6)	3% (15)	13% (68)	514
Relig: Roman Catholic	19% (80)	30% (128)	32% (135)	1% (6)	7% (30)	10% (42)	421
Relig: Something Else	24% (55)	26% (60)	28% (64)	1% (3)	2% (4)	19% (43)	229
Relig: Jewish	14% (8)	35% (20)	35% (21)	1% (1)	2% (1)	13% (8)	59
Relig: Evangelical	20% (162)	30% (246)	32% (261)	1% (10)	4% (33)	14% (113)	825
Relig: Non-Evang. Catholics	21% (72)	31% (106)	29% (100)	1% (5)	5% (17)	12% (40)	339
Relig: All Christian	20% (234)	30% (353)	31% (361)	1% (15)	4% (49)	13% (153)	1164
Relig: All Non-Christian	25% (67)	22% (60)	21% (57)	3% (9)	6% (17)	22% (60)	270
Community: Urban	23% (118)	26% (135)	31% (160)	2% (13)	4% (19)	15% (77)	522
Community: Suburban	21% (209)	32% (330)	27% (273)	2% (18)	4% (41)	14% (146)	1017
Community: Rural	15% (101)	28% (187)	30% (199)	1% (7)	4% (29)	21% (139)	662
Employ: Private Sector	22% (145)	31% (204)	29% (193)	2% (12)	4% (27)	11% (74)	655
Employ: Government	16% (24)	41% (65)	31% (48)	1% (1)	2% (4)	9% (15)	157
Employ: Self-Employed	24% (44)	27% (50)	31% (57)	2% (3)	3% (6)	14% (26)	186
Employ: Homemaker	21% (30)	30% (43)	25% (35)	2% (2)	2% (3)	20% (29)	141
Employ: Student	28% (25)	33% (30)	20% (18)	2% (1)	3% (3)	14% (13)	90
Employ: Retired	16% (89)	30% (165)	32% (181)	1% (7)	6% (32)	15% (86)	559
Employ: Unemployed	20% (39)	22% (44)	24% (48)	3% (5)	4% (8)	27% (54)	198
Employ: Other	15% (32)	24% (51)	24% (52)	2% (5)	3% (7)	31% (67)	214
Military HH: Yes	15% (64)	29% (122)	34% (142)	2% (7)	6% (24)	14% (60)	419
Military HH: No	20% (364)	30% (529)	28% (490)	2% (31)	4% (65)	17% (303)	1782
RD/WT: Right Direction	19% (175)	27% (252)	30% (280)	2% (15)	6% (54)	16% (152)	928
RD/WT: Wrong Track	20% (253)	31% (399)	28% (352)	2% (22)	3% (35)	17% (211)	1273

Continued on next page

Table HR5_1: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	30% (651)	29% (632)	2% (37)	4% (89)	16% (363)	2201
Trump Job Approve	18% (174)	30% (286)	30% (284)	2% (18)	5% (50)	16% (150)	962
Trump Job Disapprove	22% (241)	31% (348)	30% (330)	1% (16)	3% (35)	13% (146)	1116
Trump Job Strongly Approve	16% (83)	27% (137)	31% (158)	1% (7)	6% (33)	17% (88)	506
Trump Job Somewhat Approve	20% (91)	33% (149)	28% (126)	2% (10)	4% (17)	14% (63)	456
Trump Job Somewhat Disapprove	23% (65)	38% (107)	26% (75)	2% (5)	3% (8)	9% (26)	285
Trump Job Strongly Disapprove	21% (176)	29% (241)	31% (255)	1% (11)	3% (27)	14% (120)	831
#1 Issue: Economy	19% (109)	32% (186)	27% (158)	2% (12)	4% (26)	16% (94)	584
#1 Issue: Security	14% (55)	29% (111)	35% (135)	2% (6)	4% (14)	17% (64)	385
#1 Issue: Health Care	21% (75)	30% (105)	29% (102)	1% (5)	3% (10)	14% (50)	347
#1 Issue: Medicare / Social Security	19% (73)	27% (102)	31% (118)	2% (7)	4% (16)	16% (63)	380
#1 Issue: Women's Issues	27% (31)	28% (33)	21% (25)	1% (1)	5% (6)	19% (22)	117
#1 Issue: Education	19% (26)	35% (49)	23% (32)	1% (1)	4% (5)	18% (25)	138
#1 Issue: Energy	25% (28)	33% (36)	25% (27)	3% (3)	3% (3)	10% (11)	108
#1 Issue: Other	22% (31)	21% (30)	25% (35)	1% (2)	6% (9)	24% (35)	142
2018 House Vote: Democrat	23% (190)	32% (265)	28% (230)	2% (14)	3% (26)	12% (97)	823
2018 House Vote: Republican	16% (124)	30% (223)	33% (252)	2% (12)	5% (36)	14% (108)	755
2018 House Vote: Someone else	13% (13)	30% (29)	23% (22)	— (0)	7% (7)	27% (26)	96
2018 House Vote: Didn't Vote	19% (102)	25% (133)	24% (128)	2% (11)	4% (20)	25% (132)	525
2016 Vote: Hillary Clinton	21% (149)	35% (242)	27% (188)	2% (11)	2% (16)	13% (95)	700
2016 Vote: Donald Trump	15% (116)	30% (225)	33% (250)	2% (12)	5% (35)	15% (110)	749
2016 Vote: Someone else	20% (40)	26% (52)	31% (62)	1% (2)	7% (13)	15% (29)	199
2016 Vote: Didn't Vote	22% (121)	24% (132)	24% (130)	2% (12)	5% (25)	23% (129)	548
Voted in 2014: Yes	18% (268)	31% (455)	31% (461)	2% (25)	4% (58)	14% (209)	1475
Voted in 2014: No	22% (161)	27% (196)	24% (172)	2% (12)	4% (32)	21% (153)	726
2012 Vote: Barack Obama	23% (202)	32% (276)	28% (240)	1% (13)	3% (23)	13% (115)	869
2012 Vote: Mitt Romney	12% (76)	30% (185)	35% (211)	2% (10)	5% (29)	16% (100)	611
2012 Vote: Other	10% (8)	24% (21)	42% (37)	1% (1)	10% (9)	13% (12)	87
2012 Vote: Didn't Vote	23% (142)	27% (170)	23% (142)	2% (12)	4% (28)	22% (136)	631

Continued on next page

Table HR5_1: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I like the host(s)*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	30% (651)	29% (632)	2% (37)	4% (89)	16% (363)	2201
4-Region: Northeast	18% (72)	31% (121)	32% (126)	2% (7)	3% (11)	14% (56)	393
4-Region: Midwest	20% (101)	32% (160)	26% (133)	2% (10)	3% (16)	17% (86)	506
4-Region: South	19% (154)	31% (252)	27% (220)	1% (12)	4% (34)	18% (150)	822
4-Region: West	21% (102)	25% (119)	32% (154)	2% (8)	6% (28)	15% (71)	481
Favorable of Trump	18% (161)	30% (276)	30% (275)	2% (20)	5% (42)	15% (141)	915
Unfavorable of Trump	22% (253)	31% (353)	29% (332)	1% (13)	3% (39)	13% (146)	1136
Very Favorable of Trump	18% (93)	26% (138)	31% (162)	2% (10)	6% (32)	17% (86)	521
Somewhat Favorable of Trump	17% (67)	35% (138)	29% (113)	3% (11)	3% (10)	14% (55)	394
Somewhat Unfavorable of Trump	25% (57)	33% (75)	28% (63)	— (1)	2% (5)	11% (26)	227
Very Unfavorable of Trump	21% (195)	31% (279)	30% (269)	1% (12)	4% (33)	13% (120)	909
Frequent TV watchers	23% (256)	30% (340)	28% (312)	1% (17)	3% (35)	14% (162)	1123
Frequent movie watchers	29% (119)	22% (92)	25% (101)	1% (5)	4% (15)	19% (78)	410
Film: An avid fan	30% (216)	32% (229)	22% (159)	1% (5)	4% (29)	11% (78)	716
Film: A casual fan	16% (192)	30% (362)	33% (397)	2% (21)	4% (47)	16% (187)	1207
Film: Not a fan	7% (20)	21% (60)	27% (76)	4% (11)	5% (13)	35% (98)	279
TV: An avid fan	24% (252)	31% (325)	26% (273)	2% (20)	4% (38)	13% (141)	1049
TV: A casual fan	15% (153)	30% (300)	32% (314)	2% (15)	4% (45)	17% (168)	996
TV: Not a fan	15% (23)	17% (26)	29% (45)	1% (2)	4% (7)	35% (54)	156
Music: An avid fan	25% (275)	30% (332)	26% (294)	2% (21)	4% (44)	14% (157)	1123
Music: A casual fan	15% (139)	31% (294)	33% (310)	1% (13)	4% (35)	17% (161)	952
Music: Not a fan	11% (14)	20% (25)	23% (29)	3% (4)	8% (10)	36% (45)	126
Fashion: An avid fan	33% (91)	28% (75)	20% (53)	2% (6)	6% (15)	11% (31)	272
Fashion: A casual fan	24% (218)	33% (300)	25% (229)	2% (17)	3% (23)	13% (114)	900
Fashion: Not a fan	12% (120)	27% (276)	34% (350)	1% (15)	5% (51)	21% (218)	1029

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

Table HR5_4: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (454)	36% (792)	3% (67)	5% (118)	21% (458)	2201
Gender: Male	13% (133)	21% (218)	37% (383)	3% (32)	6% (58)	20% (206)	1030
Gender: Female	15% (178)	20% (236)	35% (410)	3% (35)	5% (60)	22% (252)	1171
Age: 18-29	24% (96)	23% (90)	26% (102)	4% (15)	4% (15)	20% (77)	395
Age: 30-44	18% (89)	23% (112)	30% (148)	3% (15)	5% (23)	21% (105)	492
Age: 45-54	11% (41)	22% (82)	37% (134)	4% (14)	6% (22)	20% (75)	368
Age: 55-64	9% (41)	17% (74)	47% (206)	2% (9)	6% (25)	18% (79)	434
Age: 65+	9% (44)	19% (96)	39% (202)	3% (14)	7% (34)	24% (122)	512
Generation Z: 18-21	27% (35)	22% (28)	23% (29)	5% (7)	6% (7)	17% (22)	128
Millennial: Age 22-37	20% (105)	23% (124)	29% (152)	3% (17)	4% (19)	22% (114)	532
Generation X: Age 38-53	15% (83)	22% (122)	34% (188)	3% (18)	6% (31)	20% (108)	551
Boomers: Age 54-72	9% (80)	18% (157)	43% (375)	3% (25)	5% (46)	21% (179)	862
PID: Dem (no lean)	17% (127)	22% (163)	35% (260)	4% (28)	5% (36)	18% (133)	747
PID: Ind (no lean)	13% (98)	21% (160)	36% (284)	3% (22)	5% (37)	23% (180)	781
PID: Rep (no lean)	13% (86)	19% (131)	37% (248)	3% (17)	7% (45)	22% (145)	673
PID/Gender: Dem Men	16% (51)	23% (72)	38% (120)	3% (11)	3% (11)	17% (56)	321
PID/Gender: Dem Women	18% (76)	21% (91)	33% (140)	4% (17)	6% (25)	18% (77)	426
PID/Gender: Ind Men	10% (35)	23% (83)	37% (132)	2% (8)	5% (18)	23% (81)	357
PID/Gender: Ind Women	15% (62)	18% (77)	36% (152)	3% (14)	4% (19)	23% (99)	423
PID/Gender: Rep Men	13% (47)	18% (62)	37% (131)	4% (13)	8% (30)	20% (70)	352
PID/Gender: Rep Women	12% (40)	21% (69)	37% (118)	1% (4)	5% (16)	24% (76)	321
Ideo: Liberal (1-3)	19% (130)	23% (153)	34% (230)	4% (28)	4% (27)	15% (101)	669
Ideo: Moderate (4)	9% (44)	24% (121)	42% (210)	3% (15)	6% (28)	16% (82)	500
Ideo: Conservative (5-7)	13% (92)	20% (147)	39% (278)	3% (20)	6% (46)	19% (138)	721
Educ: < College	14% (190)	19% (263)	35% (482)	3% (45)	5% (74)	24% (329)	1384
Educ: Bachelors degree	14% (73)	23% (120)	38% (199)	3% (17)	6% (30)	16% (81)	521
Educ: Post-grad	16% (47)	24% (71)	38% (111)	2% (5)	5% (14)	16% (48)	296

Continued on next page

Table HR5_4: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (454)	36% (792)	3% (67)	5% (118)	21% (458)	2201
Income: Under 50k	14% (180)	19% (240)	34% (434)	4% (45)	5% (64)	24% (308)	1270
Income: 50k-100k	15% (103)	22% (150)	38% (258)	3% (20)	6% (38)	17% (115)	684
Income: 100k+	11% (28)	26% (65)	41% (101)	1% (3)	6% (15)	15% (36)	247
Ethnicity: White	13% (234)	21% (374)	38% (668)	3% (47)	5% (97)	20% (359)	1780
Ethnicity: Hispanic	20% (43)	22% (46)	30% (65)	3% (7)	6% (13)	18% (39)	213
Ethnicity: Afr. Am.	17% (48)	18% (49)	30% (83)	6% (17)	5% (14)	24% (67)	279
Ethnicity: Other	20% (28)	22% (31)	29% (41)	2% (3)	5% (7)	23% (32)	142
Relig: Protestant	12% (63)	23% (116)	39% (201)	2% (12)	5% (28)	18% (95)	514
Relig: Roman Catholic	12% (50)	20% (86)	41% (172)	3% (12)	8% (32)	16% (69)	421
Relig: Something Else	18% (41)	22% (50)	34% (77)	2% (4)	3% (7)	22% (51)	229
Relig: Jewish	9% (5)	17% (10)	47% (27)	1% (1)	10% (6)	16% (9)	59
Relig: Evangelical	13% (106)	22% (181)	39% (320)	2% (20)	5% (44)	19% (154)	825
Relig: Non-Evang. Catholics	14% (48)	21% (71)	38% (130)	2% (7)	7% (24)	18% (60)	339
Relig: All Christian	13% (154)	22% (252)	39% (450)	2% (28)	6% (67)	18% (214)	1164
Relig: All Non-Christian	19% (52)	22% (60)	24% (64)	6% (15)	7% (18)	22% (61)	270
Community: Urban	17% (89)	21% (111)	35% (183)	4% (19)	4% (23)	18% (96)	522
Community: Suburban	14% (138)	22% (223)	37% (380)	3% (28)	6% (58)	19% (190)	1017
Community: Rural	13% (83)	18% (119)	35% (229)	3% (21)	6% (38)	26% (172)	662
Employ: Private Sector	17% (111)	23% (148)	37% (240)	2% (16)	6% (39)	15% (101)	655
Employ: Government	9% (15)	26% (41)	43% (68)	3% (5)	3% (5)	15% (23)	157
Employ: Self-Employed	16% (29)	24% (45)	37% (68)	1% (3)	5% (9)	17% (31)	186
Employ: Homemaker	14% (19)	22% (31)	36% (51)	4% (5)	3% (4)	22% (31)	141
Employ: Student	23% (21)	25% (23)	24% (22)	8% (7)	4% (3)	16% (14)	90
Employ: Retired	9% (52)	17% (97)	41% (231)	3% (16)	7% (37)	23% (126)	559
Employ: Unemployed	16% (32)	17% (33)	30% (59)	4% (7)	6% (12)	27% (54)	198
Employ: Other	15% (32)	17% (36)	25% (53)	4% (8)	4% (8)	36% (77)	214
Military HH: Yes	14% (58)	23% (95)	33% (137)	4% (16)	8% (35)	19% (78)	419
Military HH: No	14% (253)	20% (359)	37% (655)	3% (51)	5% (84)	21% (380)	1782
RD/WT: Right Direction	14% (131)	20% (188)	37% (342)	3% (27)	7% (61)	19% (179)	928
RD/WT: Wrong Track	14% (180)	21% (266)	35% (451)	3% (40)	4% (57)	22% (280)	1273

Continued on next page

Table HR5_4: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (454)	36% (792)	3% (67)	5% (118)	21% (458)	2201
Trump Job Approve	13% (126)	22% (208)	36% (349)	3% (27)	6% (58)	20% (196)	962
Trump Job Disapprove	15% (170)	21% (238)	37% (417)	3% (38)	5% (56)	18% (197)	1116
Trump Job Strongly Approve	13% (68)	18% (93)	37% (186)	3% (13)	8% (42)	21% (105)	506
Trump Job Somewhat Approve	13% (57)	25% (115)	36% (163)	3% (14)	4% (16)	20% (92)	456
Trump Job Somewhat Disapprove	14% (41)	26% (74)	36% (103)	3% (10)	3% (8)	18% (50)	285
Trump Job Strongly Disapprove	16% (129)	20% (164)	38% (314)	3% (28)	6% (48)	18% (147)	831
#1 Issue: Economy	14% (83)	21% (125)	37% (215)	3% (17)	6% (33)	19% (112)	584
#1 Issue: Security	11% (43)	22% (85)	41% (157)	1% (4)	5% (21)	19% (75)	385
#1 Issue: Health Care	15% (51)	18% (64)	40% (139)	5% (16)	4% (14)	19% (64)	347
#1 Issue: Medicare / Social Security	11% (43)	20% (74)	34% (128)	3% (13)	7% (27)	25% (95)	380
#1 Issue: Women's Issues	19% (22)	22% (25)	27% (32)	4% (5)	6% (7)	21% (25)	117
#1 Issue: Education	23% (31)	22% (31)	27% (38)	5% (6)	5% (7)	18% (25)	138
#1 Issue: Energy	20% (22)	24% (26)	35% (38)	6% (7)	1% (2)	14% (15)	108
#1 Issue: Other	11% (15)	17% (24)	33% (47)	— (0)	6% (8)	34% (48)	142
2018 House Vote: Democrat	16% (133)	23% (189)	36% (293)	3% (28)	4% (36)	18% (144)	823
2018 House Vote: Republican	12% (91)	20% (152)	41% (306)	2% (18)	6% (47)	19% (140)	755
2018 House Vote: Someone else	12% (12)	15% (14)	30% (29)	8% (7)	3% (3)	32% (31)	96
2018 House Vote: Didn't Vote	14% (75)	18% (96)	31% (164)	3% (15)	6% (32)	27% (144)	525
2016 Vote: Hillary Clinton	16% (110)	23% (164)	35% (242)	3% (24)	4% (30)	19% (130)	700
2016 Vote: Donald Trump	13% (95)	20% (151)	39% (294)	2% (18)	6% (48)	19% (142)	749
2016 Vote: Someone else	13% (26)	19% (38)	37% (73)	4% (7)	3% (6)	24% (49)	199
2016 Vote: Didn't Vote	14% (79)	18% (99)	33% (181)	3% (17)	6% (35)	25% (137)	548
Voted in 2014: Yes	13% (196)	21% (305)	39% (571)	3% (46)	5% (73)	19% (284)	1475
Voted in 2014: No	16% (115)	21% (149)	31% (222)	3% (21)	6% (45)	24% (174)	726
2012 Vote: Barack Obama	16% (140)	22% (194)	36% (314)	3% (27)	4% (33)	19% (161)	869
2012 Vote: Mitt Romney	9% (57)	19% (114)	41% (252)	3% (17)	6% (38)	22% (132)	611
2012 Vote: Other	10% (8)	20% (18)	41% (36)	2% (2)	7% (6)	20% (18)	87
2012 Vote: Didn't Vote	16% (104)	20% (128)	30% (188)	4% (22)	7% (41)	23% (147)	631

Continued on next page

Table HR5_4: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can cast votes for nominees I like

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	14% (311)	21% (454)	36% (792)	3% (67)	5% (118)	21% (458)	2201
4-Region: Northeast	14% (54)	23% (89)	38% (149)	4% (16)	7% (29)	14% (57)	393
4-Region: Midwest	13% (64)	20% (99)	35% (178)	3% (14)	4% (22)	25% (129)	506
4-Region: South	15% (127)	21% (174)	34% (279)	3% (24)	5% (43)	21% (175)	822
4-Region: West	14% (66)	19% (92)	39% (187)	3% (13)	5% (25)	20% (98)	481
Favorable of Trump	13% (118)	21% (194)	37% (339)	3% (27)	6% (55)	20% (183)	915
Unfavorable of Trump	16% (181)	22% (245)	37% (422)	3% (35)	5% (52)	18% (202)	1136
Very Favorable of Trump	14% (74)	19% (99)	36% (189)	3% (14)	8% (40)	20% (105)	521
Somewhat Favorable of Trump	11% (43)	24% (95)	38% (151)	3% (12)	4% (15)	20% (78)	394
Somewhat Unfavorable of Trump	15% (35)	22% (50)	36% (82)	4% (9)	5% (11)	18% (41)	227
Very Unfavorable of Trump	16% (146)	21% (195)	37% (339)	3% (26)	4% (40)	18% (161)	909
Frequent TV watchers	16% (179)	21% (238)	36% (404)	3% (37)	5% (56)	19% (208)	1123
Frequent movie watchers	22% (92)	16% (65)	32% (129)	3% (11)	4% (17)	23% (96)	410
Film: An avid fan	22% (159)	26% (184)	30% (212)	3% (24)	5% (35)	14% (102)	716
Film: A casual fan	11% (136)	20% (236)	41% (497)	3% (33)	5% (64)	20% (239)	1207
Film: Not a fan	6% (16)	12% (34)	30% (83)	4% (10)	7% (19)	42% (117)	279
TV: An avid fan	17% (176)	21% (222)	36% (382)	3% (35)	5% (53)	17% (181)	1049
TV: A casual fan	12% (121)	21% (212)	37% (363)	3% (28)	6% (59)	21% (213)	996
TV: Not a fan	9% (13)	13% (20)	30% (47)	3% (4)	5% (7)	41% (64)	156
Music: An avid fan	18% (199)	23% (255)	34% (379)	3% (37)	5% (57)	17% (196)	1123
Music: A casual fan	11% (101)	19% (181)	39% (373)	3% (25)	5% (51)	23% (220)	952
Music: Not a fan	9% (11)	15% (19)	31% (39)	4% (5)	8% (10)	33% (42)	126
Fashion: An avid fan	27% (73)	20% (54)	27% (74)	5% (13)	4% (11)	17% (46)	272
Fashion: A casual fan	17% (149)	25% (222)	34% (307)	3% (31)	5% (45)	16% (146)	900
Fashion: Not a fan	9% (89)	17% (178)	40% (411)	2% (24)	6% (62)	26% (266)	1029

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

Table HR5_5: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (146)	10% (219)	45% (994)	6% (124)	10% (230)	22% (488)	2201
Gender: Male	7% (71)	11% (110)	47% (479)	5% (53)	10% (106)	20% (210)	1030
Gender: Female	6% (75)	9% (109)	44% (515)	6% (70)	11% (124)	24% (278)	1171
Age: 18-29	14% (56)	18% (72)	36% (143)	5% (21)	6% (24)	20% (80)	395
Age: 30-44	12% (57)	13% (62)	43% (213)	5% (23)	6% (29)	22% (108)	492
Age: 45-54	4% (13)	9% (31)	49% (178)	6% (22)	10% (36)	24% (87)	368
Age: 55-64	2% (10)	6% (25)	54% (236)	4% (18)	14% (61)	19% (83)	434
Age: 65+	2% (10)	6% (28)	44% (224)	8% (40)	16% (80)	25% (130)	512
Generation Z: 18-21	18% (23)	18% (23)	29% (37)	8% (10)	8% (10)	20% (25)	128
Millennial: Age 22-37	12% (66)	15% (82)	41% (219)	4% (22)	6% (30)	21% (112)	532
Generation X: Age 38-53	6% (34)	10% (57)	47% (259)	5% (28)	8% (45)	23% (129)	551
Boomers: Age 54-72	2% (21)	6% (51)	49% (424)	6% (55)	15% (126)	21% (185)	862
PID: Dem (no lean)	9% (70)	12% (92)	44% (329)	6% (46)	9% (70)	19% (141)	747
PID: Ind (no lean)	6% (45)	9% (67)	46% (361)	5% (43)	11% (84)	23% (181)	781
PID: Rep (no lean)	5% (31)	9% (60)	45% (304)	5% (35)	11% (76)	25% (167)	673
PID/Gender: Dem Men	10% (32)	12% (39)	46% (146)	7% (22)	7% (23)	19% (60)	321
PID/Gender: Dem Women	9% (38)	12% (53)	43% (183)	6% (24)	11% (47)	19% (81)	426
PID/Gender: Ind Men	6% (23)	9% (34)	48% (170)	4% (15)	11% (39)	21% (75)	357
PID/Gender: Ind Women	5% (22)	8% (33)	45% (191)	7% (28)	11% (45)	25% (105)	423
PID/Gender: Rep Men	5% (16)	11% (37)	46% (163)	5% (17)	12% (44)	21% (75)	352
PID/Gender: Rep Women	5% (15)	7% (23)	44% (141)	6% (19)	10% (32)	29% (92)	321
Ideo: Liberal (1-3)	10% (67)	14% (91)	44% (293)	6% (43)	9% (62)	17% (112)	669
Ideo: Moderate (4)	4% (21)	8% (42)	53% (266)	6% (30)	11% (56)	17% (86)	500
Ideo: Conservative (5-7)	4% (28)	8% (61)	48% (343)	6% (41)	12% (88)	22% (161)	721
Educ: < College	8% (106)	11% (147)	42% (584)	6% (77)	9% (129)	25% (341)	1384
Educ: Bachelors degree	5% (28)	9% (48)	50% (262)	5% (28)	12% (62)	18% (93)	521
Educ: Post-grad	4% (12)	8% (24)	50% (149)	6% (19)	13% (39)	18% (54)	296

Continued on next page

Table HR5_5: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (146)	10% (219)	45% (994)	6% (124)	10% (230)	22% (488)	2201
Income: Under 50k	8% (98)	11% (136)	42% (530)	6% (73)	10% (126)	24% (306)	1270
Income: 50k-100k	5% (35)	11% (73)	48% (329)	5% (36)	10% (72)	20% (139)	684
Income: 100k+	5% (12)	4% (10)	55% (135)	6% (14)	13% (33)	17% (43)	247
Ethnicity: White	5% (85)	9% (159)	48% (846)	5% (97)	11% (199)	22% (394)	1780
Ethnicity: Hispanic	11% (23)	15% (32)	42% (89)	7% (16)	7% (15)	18% (38)	213
Ethnicity: Afr. Am.	16% (45)	14% (39)	33% (93)	6% (18)	8% (21)	23% (63)	279
Ethnicity: Other	11% (15)	14% (20)	40% (56)	7% (9)	7% (10)	22% (31)	142
Relig: Protestant	4% (20)	8% (42)	49% (252)	5% (27)	12% (60)	22% (113)	514
Relig: Roman Catholic	7% (28)	11% (47)	49% (209)	6% (25)	12% (48)	15% (65)	421
Relig: Something Else	9% (21)	8% (18)	47% (107)	5% (11)	9% (22)	22% (51)	229
Relig: Jewish	2% (1)	10% (6)	48% (28)	9% (5)	13% (8)	18% (11)	59
Relig: Evangelical	6% (46)	9% (75)	49% (400)	6% (46)	11% (95)	20% (163)	825
Relig: Non-Evang. Catholics	7% (23)	9% (32)	49% (167)	5% (16)	10% (35)	19% (65)	339
Relig: All Christian	6% (69)	9% (107)	49% (567)	5% (62)	11% (130)	20% (228)	1164
Relig: All Non-Christian	12% (32)	14% (37)	33% (89)	6% (15)	11% (30)	25% (68)	270
Community: Urban	10% (54)	12% (61)	44% (230)	6% (30)	9% (47)	19% (101)	522
Community: Suburban	6% (63)	9% (92)	48% (491)	6% (64)	10% (105)	20% (203)	1017
Community: Rural	4% (29)	10% (66)	41% (274)	5% (30)	12% (78)	28% (185)	662
Employ: Private Sector	7% (47)	13% (83)	50% (325)	4% (26)	11% (69)	16% (105)	655
Employ: Government	6% (10)	11% (17)	55% (87)	7% (12)	4% (6)	16% (25)	157
Employ: Self-Employed	10% (18)	10% (18)	48% (90)	5% (10)	10% (18)	17% (32)	186
Employ: Homemaker	4% (6)	11% (15)	42% (60)	5% (7)	9% (13)	28% (39)	141
Employ: Student	13% (12)	20% (18)	35% (32)	5% (4)	12% (10)	15% (14)	90
Employ: Retired	3% (17)	5% (27)	45% (249)	8% (43)	14% (78)	26% (146)	559
Employ: Unemployed	12% (23)	9% (17)	38% (76)	6% (12)	8% (16)	27% (54)	198
Employ: Other	6% (13)	11% (23)	35% (76)	4% (9)	9% (19)	35% (74)	214
Military HH: Yes	5% (21)	8% (33)	43% (180)	8% (33)	14% (59)	22% (93)	419
Military HH: No	7% (125)	10% (186)	46% (815)	5% (91)	10% (170)	22% (395)	1782
RD/WT: Right Direction	6% (58)	10% (95)	44% (412)	6% (54)	12% (114)	21% (195)	928
RD/WT: Wrong Track	7% (88)	10% (124)	46% (582)	5% (70)	9% (116)	23% (293)	1273

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Table HR5_5: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (146)	10% (219)	45% (994)	6% (124)	10% (230)	22% (488)	2201
Trump Job Approve	6% (54)	10% (93)	46% (439)	5% (49)	11% (111)	23% (218)	962
Trump Job Disapprove	7% (83)	11% (117)	47% (528)	6% (68)	10% (107)	19% (212)	1116
Trump Job Strongly Approve	5% (27)	9% (47)	44% (223)	5% (24)	12% (63)	24% (122)	506
Trump Job Somewhat Approve	6% (26)	10% (45)	47% (215)	6% (25)	11% (48)	21% (96)	456
Trump Job Somewhat Disapprove	8% (22)	15% (43)	43% (123)	8% (22)	8% (23)	18% (52)	285
Trump Job Strongly Disapprove	7% (61)	9% (75)	49% (405)	6% (46)	10% (84)	19% (160)	831
#1 Issue: Economy	7% (43)	11% (62)	48% (279)	5% (27)	9% (51)	21% (121)	584
#1 Issue: Security	4% (14)	9% (34)	49% (187)	5% (20)	11% (42)	23% (87)	385
#1 Issue: Health Care	9% (32)	8% (29)	47% (164)	5% (17)	10% (35)	20% (70)	347
#1 Issue: Medicare / Social Security	6% (21)	7% (26)	41% (157)	6% (21)	15% (56)	26% (98)	380
#1 Issue: Women's Issues	8% (10)	18% (21)	34% (39)	7% (8)	11% (13)	22% (25)	117
#1 Issue: Education	8% (11)	18% (24)	44% (60)	6% (8)	7% (9)	18% (25)	138
#1 Issue: Energy	8% (8)	9% (9)	49% (53)	14% (15)	6% (6)	15% (16)	108
#1 Issue: Other	4% (6)	9% (13)	38% (55)	5% (7)	11% (16)	32% (45)	142
2018 House Vote: Democrat	7% (61)	10% (85)	48% (393)	6% (51)	10% (86)	18% (147)	823
2018 House Vote: Republican	4% (29)	9% (68)	48% (366)	5% (35)	13% (96)	21% (161)	755
2018 House Vote: Someone else	4% (4)	9% (9)	41% (39)	5% (5)	9% (9)	32% (31)	96
2018 House Vote: Didn't Vote	10% (51)	11% (57)	37% (196)	6% (33)	7% (39)	29% (150)	525
2016 Vote: Hillary Clinton	8% (59)	11% (80)	46% (319)	6% (42)	9% (62)	20% (139)	700
2016 Vote: Donald Trump	4% (30)	8% (64)	47% (351)	5% (35)	14% (101)	22% (168)	749
2016 Vote: Someone else	4% (8)	5% (9)	52% (104)	6% (13)	11% (21)	22% (43)	199
2016 Vote: Didn't Vote	9% (47)	12% (65)	40% (219)	6% (33)	8% (46)	25% (138)	548
Voted in 2014: Yes	6% (86)	8% (124)	48% (709)	5% (79)	12% (172)	21% (306)	1475
Voted in 2014: No	8% (60)	13% (95)	39% (285)	6% (45)	8% (58)	25% (182)	726
2012 Vote: Barack Obama	8% (67)	10% (88)	47% (410)	6% (52)	9% (82)	20% (170)	869
2012 Vote: Mitt Romney	3% (17)	7% (42)	48% (292)	5% (28)	14% (88)	24% (144)	611
2012 Vote: Other	1% (1)	7% (6)	57% (50)	3% (3)	12% (11)	20% (17)	87
2012 Vote: Didn't Vote	10% (61)	13% (81)	38% (243)	7% (41)	8% (48)	25% (157)	631

Continued on next page

Table HR5_5: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I can interact with other viewers on social media*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (146)	10% (219)	45% (994)	6% (124)	10% (230)	22% (488)	2201
4-Region: Northeast	6% (23)	15% (59)	46% (182)	5% (19)	10% (40)	18% (70)	393
4-Region: Midwest	7% (33)	8% (41)	46% (234)	5% (26)	9% (44)	25% (127)	506
4-Region: South	8% (70)	9% (72)	44% (360)	6% (49)	11% (87)	22% (185)	822
4-Region: West	4% (21)	10% (47)	45% (218)	6% (31)	12% (59)	22% (106)	481
Favorable of Trump	6% (52)	10% (89)	46% (417)	5% (46)	11% (104)	23% (206)	915
Unfavorable of Trump	7% (84)	10% (119)	47% (538)	6% (66)	10% (115)	19% (213)	1136
Very Favorable of Trump	7% (36)	10% (50)	43% (226)	4% (23)	12% (61)	24% (125)	521
Somewhat Favorable of Trump	4% (16)	10% (40)	48% (191)	6% (23)	11% (44)	21% (81)	394
Somewhat Unfavorable of Trump	8% (19)	12% (26)	46% (104)	8% (17)	11% (25)	16% (37)	227
Very Unfavorable of Trump	7% (65)	10% (93)	48% (434)	5% (49)	10% (90)	19% (176)	909
Frequent TV watchers	7% (81)	10% (112)	48% (535)	6% (66)	10% (108)	20% (221)	1123
Frequent movie watchers	14% (58)	14% (58)	35% (142)	7% (28)	9% (35)	21% (88)	410
Film: An avid fan	11% (79)	13% (92)	44% (315)	6% (46)	9% (66)	17% (118)	716
Film: A casual fan	5% (55)	9% (109)	48% (584)	5% (63)	12% (139)	21% (257)	1207
Film: Not a fan	4% (12)	6% (18)	35% (96)	6% (15)	9% (24)	41% (113)	279
TV: An avid fan	8% (83)	10% (104)	46% (484)	6% (65)	10% (106)	20% (207)	1049
TV: A casual fan	5% (53)	10% (104)	46% (461)	5% (50)	11% (110)	22% (217)	996
TV: Not a fan	7% (11)	7% (11)	31% (49)	6% (9)	9% (14)	41% (64)	156
Music: An avid fan	9% (105)	11% (122)	45% (506)	6% (71)	9% (103)	19% (218)	1123
Music: A casual fan	4% (34)	9% (86)	47% (452)	5% (45)	12% (112)	23% (222)	952
Music: Not a fan	6% (7)	8% (11)	29% (37)	6% (8)	12% (15)	38% (48)	126
Fashion: An avid fan	19% (50)	14% (38)	40% (109)	5% (14)	7% (18)	16% (43)	272
Fashion: A casual fan	7% (60)	13% (118)	44% (399)	7% (65)	10% (88)	19% (171)	900
Fashion: Not a fan	3% (36)	6% (63)	47% (487)	4% (45)	12% (124)	27% (275)	1029

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

Table HR5_6: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (246)	14% (307)	45% (987)	4% (81)	7% (162)	19% (417)	2201
Gender: Male	9% (91)	13% (136)	49% (501)	4% (38)	8% (82)	18% (182)	1030
Gender: Female	13% (156)	15% (170)	42% (486)	4% (43)	7% (80)	20% (235)	1171
Age: 18-29	19% (74)	18% (69)	34% (136)	5% (18)	6% (24)	19% (74)	395
Age: 30-44	15% (71)	15% (72)	39% (192)	3% (15)	7% (35)	22% (106)	492
Age: 45-54	9% (33)	10% (36)	50% (183)	5% (17)	7% (26)	20% (73)	368
Age: 55-64	7% (30)	15% (65)	51% (219)	3% (15)	8% (34)	16% (71)	434
Age: 65+	8% (38)	13% (65)	50% (257)	3% (16)	8% (43)	18% (93)	512
Generation Z: 18-21	18% (23)	22% (28)	30% (38)	6% (7)	8% (10)	17% (22)	128
Millennial: Age 22-37	17% (92)	15% (79)	37% (198)	3% (18)	6% (34)	21% (111)	532
Generation X: Age 38-53	11% (59)	12% (68)	45% (249)	4% (22)	7% (40)	20% (112)	551
Boomers: Age 54-72	8% (67)	14% (120)	50% (432)	3% (30)	7% (65)	17% (148)	862
PID: Dem (no lean)	17% (130)	20% (146)	38% (287)	4% (27)	5% (39)	16% (117)	747
PID: Ind (no lean)	9% (69)	13% (104)	48% (371)	3% (25)	6% (49)	21% (163)	781
PID: Rep (no lean)	7% (47)	8% (57)	49% (329)	4% (29)	11% (74)	20% (137)	673
PID/Gender: Dem Men	13% (41)	18% (59)	46% (149)	4% (11)	4% (12)	15% (49)	321
PID/Gender: Dem Women	21% (90)	21% (88)	33% (139)	4% (16)	6% (27)	16% (68)	426
PID/Gender: Ind Men	8% (27)	13% (47)	49% (176)	2% (7)	8% (28)	20% (72)	357
PID/Gender: Ind Women	10% (42)	13% (57)	46% (195)	4% (18)	5% (21)	21% (90)	423
PID/Gender: Rep Men	7% (23)	9% (31)	50% (176)	6% (20)	12% (42)	17% (61)	352
PID/Gender: Rep Women	7% (24)	8% (26)	48% (153)	3% (9)	10% (32)	24% (77)	321
Ideo: Liberal (1-3)	20% (131)	22% (149)	38% (255)	3% (21)	4% (27)	13% (85)	669
Ideo: Moderate (4)	9% (47)	16% (79)	50% (249)	4% (22)	7% (34)	14% (71)	500
Ideo: Conservative (5-7)	6% (40)	8% (55)	53% (386)	4% (30)	10% (75)	19% (136)	721
Educ: < College	11% (153)	13% (184)	41% (568)	4% (61)	8% (107)	22% (311)	1384
Educ: Bachelors degree	11% (60)	14% (73)	51% (263)	3% (16)	7% (37)	14% (72)	521
Educ: Post-grad	11% (34)	17% (50)	53% (156)	1% (4)	6% (18)	12% (34)	296

Continued on next page

Table HR5_6: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (246)	14% (307)	45% (987)	4% (81)	7% (162)	19% (417)	2201
Income: Under 50k	11% (137)	13% (169)	42% (528)	4% (55)	7% (93)	23% (288)	1270
Income: 50k-100k	13% (86)	14% (94)	48% (332)	4% (25)	7% (50)	14% (99)	684
Income: 100k+	9% (23)	18% (44)	52% (128)	1% (2)	8% (19)	12% (31)	247
Ethnicity: White	9% (152)	14% (241)	48% (863)	3% (62)	8% (141)	18% (321)	1780
Ethnicity: Hispanic	14% (29)	15% (31)	43% (91)	4% (9)	10% (20)	15% (33)	213
Ethnicity: Afr. Am.	26% (72)	17% (46)	26% (71)	5% (13)	5% (13)	23% (63)	279
Ethnicity: Other	16% (23)	13% (19)	37% (53)	4% (6)	5% (8)	23% (33)	142
Relig: Protestant	10% (51)	12% (59)	49% (252)	3% (15)	9% (45)	18% (91)	514
Relig: Roman Catholic	7% (31)	15% (62)	53% (224)	5% (23)	8% (34)	11% (47)	421
Relig: Something Else	15% (34)	14% (33)	42% (96)	4% (8)	4% (9)	22% (50)	229
Relig: Jewish	12% (7)	17% (10)	48% (28)	4% (2)	9% (5)	9% (5)	59
Relig: Evangelical	10% (82)	14% (119)	49% (408)	4% (33)	6% (52)	16% (131)	825
Relig: Non-Evang. Catholics	10% (34)	10% (35)	48% (163)	4% (14)	11% (37)	17% (57)	339
Relig: All Christian	10% (116)	13% (154)	49% (571)	4% (47)	8% (88)	16% (188)	1164
Relig: All Non-Christian	16% (44)	11% (30)	34% (92)	5% (13)	8% (22)	25% (69)	270
Community: Urban	15% (79)	15% (76)	42% (222)	4% (19)	7% (35)	17% (91)	522
Community: Suburban	12% (122)	15% (153)	46% (464)	4% (40)	7% (67)	17% (172)	1017
Community: Rural	7% (46)	12% (77)	46% (301)	3% (22)	9% (61)	23% (155)	662
Employ: Private Sector	12% (76)	18% (119)	44% (288)	3% (17)	8% (52)	16% (102)	655
Employ: Government	12% (18)	12% (19)	57% (90)	3% (5)	5% (7)	11% (18)	157
Employ: Self-Employed	13% (25)	11% (20)	52% (98)	5% (10)	4% (7)	14% (26)	186
Employ: Homemaker	7% (10)	14% (20)	40% (56)	2% (2)	12% (16)	26% (37)	141
Employ: Student	20% (18)	26% (24)	29% (26)	4% (4)	7% (6)	14% (12)	90
Employ: Retired	8% (45)	12% (66)	50% (282)	4% (22)	9% (49)	17% (96)	559
Employ: Unemployed	13% (26)	11% (22)	37% (74)	4% (9)	8% (16)	26% (52)	198
Employ: Other	13% (28)	8% (17)	35% (75)	5% (12)	4% (8)	35% (74)	214
Military HH: Yes	12% (49)	12% (51)	43% (182)	5% (20)	11% (46)	17% (72)	419
Military HH: No	11% (197)	14% (256)	45% (806)	3% (62)	7% (116)	19% (345)	1782
RD/WT: Right Direction	8% (75)	10% (93)	48% (445)	4% (42)	11% (104)	18% (170)	928
RD/WT: Wrong Track	13% (172)	17% (213)	43% (542)	3% (40)	5% (59)	19% (248)	1273

Continued on next page

Table HR5_6: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (246)	14% (307)	45% (987)	4% (81)	7% (162)	19% (417)	2201
Trump Job Approve	7% (68)	10% (98)	50% (482)	4% (39)	10% (95)	19% (180)	962
Trump Job Disapprove	15% (170)	18% (202)	43% (474)	3% (38)	5% (57)	16% (174)	1116
Trump Job Strongly Approve	7% (34)	8% (42)	47% (239)	4% (18)	14% (73)	20% (99)	506
Trump Job Somewhat Approve	7% (34)	12% (56)	53% (243)	4% (21)	5% (21)	18% (81)	456
Trump Job Somewhat Disapprove	10% (30)	14% (41)	51% (147)	4% (10)	6% (17)	14% (41)	285
Trump Job Strongly Disapprove	17% (140)	19% (161)	39% (328)	3% (28)	5% (40)	16% (134)	831
#1 Issue: Economy	10% (59)	13% (76)	46% (270)	5% (29)	7% (44)	18% (106)	584
#1 Issue: Security	6% (25)	9% (33)	54% (207)	2% (6)	10% (40)	19% (75)	385
#1 Issue: Health Care	13% (46)	16% (54)	43% (150)	3% (12)	5% (16)	20% (69)	347
#1 Issue: Medicare / Social Security	9% (33)	14% (54)	44% (169)	5% (21)	8% (30)	19% (73)	380
#1 Issue: Women's Issues	29% (34)	21% (24)	24% (28)	4% (5)	4% (5)	17% (20)	117
#1 Issue: Education	12% (17)	18% (24)	41% (57)	3% (4)	7% (10)	19% (26)	138
#1 Issue: Energy	9% (10)	26% (28)	47% (51)	2% (2)	3% (4)	12% (13)	108
#1 Issue: Other	15% (21)	10% (14)	39% (56)	1% (2)	10% (14)	25% (36)	142
2018 House Vote: Democrat	17% (138)	21% (169)	41% (335)	3% (24)	4% (33)	15% (124)	823
2018 House Vote: Republican	6% (43)	9% (71)	54% (408)	4% (28)	11% (85)	16% (120)	755
2018 House Vote: Someone else	10% (10)	11% (11)	39% (37)	2% (2)	6% (6)	31% (30)	96
2018 House Vote: Didn't Vote	10% (55)	10% (55)	39% (206)	5% (28)	7% (38)	27% (143)	525
2016 Vote: Hillary Clinton	17% (117)	21% (150)	39% (270)	3% (22)	4% (26)	16% (114)	700
2016 Vote: Donald Trump	5% (40)	9% (69)	53% (397)	4% (27)	12% (86)	17% (128)	749
2016 Vote: Someone else	12% (24)	12% (24)	48% (95)	1% (3)	7% (14)	20% (40)	199
2016 Vote: Didn't Vote	12% (64)	11% (62)	40% (222)	5% (29)	7% (37)	25% (135)	548
Voted in 2014: Yes	11% (163)	14% (214)	46% (682)	3% (49)	8% (113)	17% (253)	1475
Voted in 2014: No	11% (83)	13% (93)	42% (305)	4% (32)	7% (49)	23% (164)	726
2012 Vote: Barack Obama	15% (132)	20% (172)	42% (362)	3% (27)	5% (39)	16% (137)	869
2012 Vote: Mitt Romney	4% (26)	8% (49)	54% (329)	4% (24)	11% (70)	18% (113)	611
2012 Vote: Other	9% (8)	4% (3)	55% (48)	2% (2)	8% (7)	22% (19)	87
2012 Vote: Didn't Vote	13% (80)	13% (82)	39% (245)	5% (29)	7% (46)	24% (148)	631

Continued on next page

Table HR5_6: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is racial and ethnic diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	11% (246)	14% (307)	45% (987)	4% (81)	7% (162)	19% (417)	2201
4-Region: Northeast	11% (44)	15% (57)	49% (191)	3% (12)	7% (26)	16% (62)	393
4-Region: Midwest	10% (50)	12% (62)	46% (232)	4% (22)	7% (34)	21% (106)	506
4-Region: South	12% (98)	15% (121)	41% (335)	4% (35)	8% (69)	20% (165)	822
4-Region: West	11% (55)	14% (67)	48% (230)	3% (12)	7% (33)	17% (84)	481
Favorable of Trump	7% (64)	9% (86)	51% (465)	4% (34)	10% (93)	19% (172)	915
Unfavorable of Trump	15% (173)	19% (212)	42% (480)	4% (41)	5% (55)	15% (174)	1136
Very Favorable of Trump	8% (41)	8% (39)	47% (244)	4% (23)	14% (73)	19% (101)	521
Somewhat Favorable of Trump	6% (23)	12% (47)	56% (222)	3% (11)	5% (20)	18% (71)	394
Somewhat Unfavorable of Trump	10% (23)	12% (27)	51% (116)	5% (12)	7% (15)	15% (34)	227
Very Unfavorable of Trump	17% (150)	20% (185)	40% (364)	3% (30)	4% (40)	15% (140)	909
Frequent TV watchers	13% (147)	14% (152)	47% (523)	3% (36)	7% (76)	17% (189)	1123
Frequent movie watchers	15% (60)	11% (46)	42% (170)	3% (12)	8% (32)	22% (91)	410
Film: An avid fan	18% (128)	16% (113)	41% (290)	4% (26)	8% (54)	15% (104)	716
Film: A casual fan	9% (105)	15% (180)	48% (581)	4% (47)	7% (84)	17% (210)	1207
Film: Not a fan	5% (13)	5% (14)	42% (116)	3% (8)	9% (24)	37% (103)	279
TV: An avid fan	13% (140)	15% (154)	44% (462)	4% (47)	7% (75)	16% (172)	1049
TV: A casual fan	9% (92)	14% (142)	47% (467)	3% (29)	8% (77)	19% (188)	996
TV: Not a fan	9% (15)	6% (10)	38% (59)	3% (5)	7% (11)	37% (57)	156
Music: An avid fan	14% (160)	16% (180)	42% (471)	4% (48)	7% (78)	17% (186)	1123
Music: A casual fan	8% (74)	13% (120)	49% (463)	3% (30)	8% (74)	20% (190)	952
Music: Not a fan	9% (11)	5% (7)	42% (53)	3% (4)	8% (10)	32% (41)	126
Fashion: An avid fan	26% (69)	17% (45)	34% (91)	5% (14)	7% (18)	12% (34)	272
Fashion: A casual fan	13% (115)	16% (144)	44% (392)	4% (35)	7% (66)	16% (149)	900
Fashion: Not a fan	6% (62)	11% (118)	49% (504)	3% (32)	8% (79)	23% (235)	1029

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

Table HR5_7: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (213)	13% (296)	47% (1024)	3% (75)	6% (139)	21% (454)	2201
Gender: Male	8% (81)	13% (132)	50% (516)	3% (33)	8% (77)	18% (190)	1030
Gender: Female	11% (132)	14% (163)	43% (508)	4% (42)	5% (62)	23% (264)	1171
Age: 18-29	17% (67)	16% (64)	36% (143)	5% (19)	4% (15)	22% (86)	395
Age: 30-44	13% (64)	15% (73)	42% (205)	3% (16)	5% (23)	23% (112)	492
Age: 45-54	7% (28)	12% (43)	49% (182)	3% (10)	8% (28)	21% (77)	368
Age: 55-64	6% (26)	10% (44)	58% (253)	3% (12)	7% (29)	16% (70)	434
Age: 65+	5% (27)	14% (72)	47% (243)	3% (18)	8% (43)	21% (109)	512
Generation Z: 18-21	22% (28)	16% (21)	31% (39)	4% (6)	4% (6)	22% (29)	128
Millennial: Age 22-37	15% (78)	16% (85)	39% (208)	4% (19)	4% (23)	22% (119)	532
Generation X: Age 38-53	9% (52)	12% (65)	47% (261)	4% (21)	6% (35)	21% (118)	551
Boomers: Age 54-72	6% (50)	13% (112)	52% (451)	3% (24)	8% (65)	18% (159)	862
PID: Dem (no lean)	15% (113)	19% (138)	42% (313)	3% (23)	4% (28)	18% (132)	747
PID: Ind (no lean)	8% (60)	12% (97)	49% (380)	3% (23)	5% (39)	23% (181)	781
PID: Rep (no lean)	6% (39)	9% (61)	49% (332)	4% (29)	11% (72)	21% (141)	673
PID/Gender: Dem Men	12% (38)	18% (58)	49% (156)	2% (7)	5% (15)	15% (47)	321
PID/Gender: Dem Women	18% (75)	19% (80)	37% (157)	4% (16)	3% (13)	20% (85)	426
PID/Gender: Ind Men	7% (25)	11% (40)	51% (181)	2% (8)	6% (20)	23% (83)	357
PID/Gender: Ind Women	8% (35)	13% (57)	47% (198)	4% (15)	5% (19)	23% (99)	423
PID/Gender: Rep Men	5% (18)	10% (35)	51% (179)	5% (18)	12% (42)	17% (60)	352
PID/Gender: Rep Women	7% (22)	8% (26)	48% (153)	3% (11)	9% (30)	25% (80)	321
Ideo: Liberal (1-3)	17% (115)	22% (150)	41% (271)	3% (19)	3% (21)	14% (92)	669
Ideo: Moderate (4)	7% (37)	13% (64)	52% (262)	4% (20)	5% (26)	18% (91)	500
Ideo: Conservative (5-7)	5% (35)	9% (65)	53% (385)	4% (28)	10% (75)	19% (134)	721
Educ: < College	10% (139)	12% (163)	44% (610)	3% (43)	6% (79)	25% (351)	1384
Educ: Bachelors degree	9% (47)	16% (82)	50% (262)	3% (15)	8% (43)	14% (72)	521
Educ: Post-grad	9% (26)	17% (51)	52% (153)	6% (17)	6% (17)	11% (32)	296

Continued on next page

Table HR5_7: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (213)	13% (296)	47% (1024)	3% (75)	6% (139)	21% (454)	2201
Income: Under 50k	10% (133)	13% (164)	42% (528)	4% (48)	7% (83)	25% (313)	1270
Income: 50k-100k	9% (65)	14% (93)	53% (362)	2% (16)	6% (42)	15% (106)	684
Income: 100k+	6% (15)	16% (39)	55% (135)	4% (10)	6% (14)	14% (35)	247
Ethnicity: White	8% (142)	13% (231)	50% (884)	3% (59)	7% (121)	19% (342)	1780
Ethnicity: Hispanic	17% (36)	16% (34)	35% (76)	7% (16)	8% (16)	17% (36)	213
Ethnicity: Afr. Am.	19% (52)	13% (38)	31% (87)	4% (11)	4% (12)	29% (80)	279
Ethnicity: Other	13% (19)	19% (27)	38% (53)	4% (5)	4% (6)	22% (32)	142
Relig: Protestant	7% (38)	12% (62)	52% (268)	2% (9)	9% (46)	18% (92)	514
Relig: Roman Catholic	8% (32)	15% (62)	51% (216)	6% (23)	6% (27)	14% (61)	421
Relig: Something Else	13% (30)	14% (32)	44% (102)	4% (8)	3% (8)	21% (49)	229
Relig: Jewish	13% (8)	20% (12)	44% (26)	2% (1)	7% (4)	14% (8)	59
Relig: Evangelical	8% (69)	15% (121)	51% (422)	3% (25)	5% (45)	17% (143)	825
Relig: Non-Evang. Catholics	9% (30)	10% (35)	48% (164)	4% (15)	11% (36)	17% (59)	339
Relig: All Christian	9% (100)	13% (156)	50% (586)	3% (40)	7% (81)	17% (202)	1164
Relig: All Non-Christian	12% (33)	9% (25)	37% (99)	6% (16)	7% (19)	29% (78)	270
Community: Urban	15% (78)	13% (68)	45% (235)	4% (18)	5% (27)	18% (95)	522
Community: Suburban	9% (91)	16% (159)	49% (495)	3% (29)	6% (63)	18% (180)	1017
Community: Rural	7% (44)	10% (69)	44% (294)	4% (27)	7% (49)	27% (179)	662
Employ: Private Sector	10% (67)	18% (115)	47% (309)	3% (20)	7% (44)	15% (100)	655
Employ: Government	11% (17)	14% (21)	54% (84)	5% (8)	3% (5)	13% (21)	157
Employ: Self-Employed	11% (20)	12% (22)	52% (97)	3% (5)	4% (8)	18% (34)	186
Employ: Homemaker	7% (10)	11% (15)	45% (63)	2% (3)	5% (7)	30% (43)	141
Employ: Student	18% (16)	21% (19)	33% (29)	5% (4)	5% (5)	18% (16)	90
Employ: Retired	7% (37)	11% (63)	50% (279)	4% (21)	9% (50)	20% (109)	559
Employ: Unemployed	11% (22)	10% (20)	41% (82)	4% (8)	6% (12)	28% (55)	198
Employ: Other	11% (24)	9% (20)	38% (81)	2% (4)	4% (8)	36% (77)	214
Military HH: Yes	8% (35)	11% (48)	48% (201)	4% (19)	8% (36)	19% (80)	419
Military HH: No	10% (177)	14% (248)	46% (823)	3% (56)	6% (103)	21% (375)	1782
RD/WT: Right Direction	7% (65)	10% (89)	48% (448)	4% (34)	11% (99)	21% (193)	928
RD/WT: Wrong Track	12% (148)	16% (207)	45% (577)	3% (41)	3% (40)	20% (261)	1273

Continued on next page

Table HR5_7: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (213)	13% (296)	47% (1024)	3% (75)	6% (139)	21% (454)	2201
Trump Job Approve	6% (58)	9% (90)	50% (479)	4% (40)	10% (98)	21% (199)	962
Trump Job Disapprove	13% (146)	18% (201)	46% (509)	3% (32)	3% (37)	17% (190)	1116
Trump Job Strongly Approve	7% (33)	7% (35)	46% (234)	4% (22)	14% (70)	22% (112)	506
Trump Job Somewhat Approve	5% (24)	12% (55)	54% (245)	4% (18)	6% (28)	19% (86)	456
Trump Job Somewhat Disapprove	10% (27)	17% (47)	52% (148)	3% (9)	4% (12)	15% (42)	285
Trump Job Strongly Disapprove	14% (119)	19% (154)	43% (361)	3% (23)	3% (26)	18% (148)	831
#1 Issue: Economy	9% (52)	12% (68)	49% (289)	4% (22)	6% (33)	21% (121)	584
#1 Issue: Security	4% (17)	9% (35)	54% (209)	3% (13)	11% (42)	18% (71)	385
#1 Issue: Health Care	11% (39)	17% (59)	48% (166)	3% (10)	4% (13)	17% (61)	347
#1 Issue: Medicare / Social Security	8% (31)	12% (45)	45% (169)	4% (14)	7% (28)	24% (92)	380
#1 Issue: Women's Issues	22% (26)	23% (27)	28% (32)	2% (2)	1% (1)	24% (28)	117
#1 Issue: Education	12% (16)	19% (26)	38% (53)	5% (7)	5% (7)	21% (29)	138
#1 Issue: Energy	12% (13)	24% (26)	46% (49)	3% (4)	2% (2)	13% (14)	108
#1 Issue: Other	14% (19)	8% (11)	40% (57)	2% (3)	9% (12)	28% (39)	142
2018 House Vote: Democrat	14% (117)	19% (157)	45% (366)	2% (20)	3% (24)	17% (138)	823
2018 House Vote: Republican	5% (40)	9% (68)	53% (401)	5% (37)	10% (79)	17% (130)	755
2018 House Vote: Someone else	6% (6)	9% (9)	46% (44)	5% (4)	2% (2)	32% (31)	96
2018 House Vote: Didn't Vote	10% (50)	11% (60)	40% (213)	3% (13)	7% (35)	30% (155)	525
2016 Vote: Hillary Clinton	13% (94)	21% (146)	43% (299)	2% (17)	3% (18)	18% (127)	700
2016 Vote: Donald Trump	5% (38)	9% (65)	52% (392)	4% (31)	12% (87)	18% (137)	749
2016 Vote: Someone else	10% (21)	9% (19)	52% (103)	5% (9)	2% (4)	22% (43)	199
2016 Vote: Didn't Vote	11% (58)	12% (66)	42% (228)	3% (19)	6% (30)	27% (147)	548
Voted in 2014: Yes	9% (133)	13% (196)	49% (721)	3% (47)	7% (102)	19% (277)	1475
Voted in 2014: No	11% (80)	14% (100)	42% (304)	4% (27)	5% (37)	24% (177)	726
2012 Vote: Barack Obama	13% (110)	18% (158)	46% (404)	3% (22)	3% (25)	17% (151)	869
2012 Vote: Mitt Romney	4% (23)	7% (45)	53% (324)	4% (24)	12% (72)	20% (123)	611
2012 Vote: Other	7% (6)	2% (2)	59% (52)	1% (1)	11% (10)	19% (17)	87
2012 Vote: Didn't Vote	11% (72)	14% (91)	39% (245)	4% (27)	5% (32)	26% (162)	631

Continued on next page

Table HR5_7: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
There is gender diversity among the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (213)	13% (296)	47% (1024)	3% (75)	6% (139)	21% (454)	2201
4-Region: Northeast	9% (37)	16% (63)	49% (194)	3% (13)	5% (20)	17% (65)	393
4-Region: Midwest	8% (41)	11% (54)	48% (245)	4% (18)	6% (30)	23% (117)	506
4-Region: South	10% (83)	14% (116)	43% (353)	4% (33)	7% (57)	22% (180)	822
4-Region: West	11% (51)	13% (63)	48% (232)	2% (11)	7% (31)	19% (92)	481
Favorable of Trump	6% (54)	9% (83)	51% (466)	4% (35)	11% (97)	20% (180)	915
Unfavorable of Trump	13% (150)	18% (206)	46% (523)	3% (33)	3% (35)	17% (189)	1136
Very Favorable of Trump	7% (35)	7% (38)	47% (244)	4% (23)	14% (72)	21% (110)	521
Somewhat Favorable of Trump	5% (19)	12% (45)	56% (222)	3% (12)	6% (25)	18% (70)	394
Somewhat Unfavorable of Trump	8% (18)	17% (39)	54% (122)	2% (5)	4% (9)	15% (34)	227
Very Unfavorable of Trump	15% (132)	18% (167)	44% (401)	3% (28)	3% (26)	17% (155)	909
Frequent TV watchers	11% (127)	13% (143)	48% (543)	3% (37)	5% (58)	19% (215)	1123
Frequent movie watchers	14% (59)	10% (42)	44% (180)	4% (17)	3% (14)	24% (98)	410
Film: An avid fan	16% (111)	18% (126)	44% (311)	3% (22)	5% (38)	15% (107)	716
Film: A casual fan	8% (91)	13% (152)	50% (608)	3% (42)	6% (76)	20% (238)	1207
Film: Not a fan	4% (10)	6% (18)	38% (105)	4% (11)	9% (25)	39% (110)	279
TV: An avid fan	12% (124)	15% (160)	45% (477)	4% (40)	6% (60)	18% (188)	1049
TV: A casual fan	7% (74)	13% (125)	49% (489)	3% (31)	7% (70)	21% (207)	996
TV: Not a fan	9% (15)	7% (11)	38% (59)	2% (4)	6% (9)	38% (59)	156
Music: An avid fan	13% (144)	15% (164)	45% (509)	4% (40)	5% (59)	18% (206)	1123
Music: A casual fan	6% (56)	13% (123)	50% (472)	3% (30)	7% (69)	21% (202)	952
Music: Not a fan	10% (13)	6% (8)	34% (43)	4% (5)	9% (11)	37% (46)	126
Fashion: An avid fan	21% (56)	15% (40)	34% (92)	6% (17)	5% (13)	20% (53)	272
Fashion: A casual fan	12% (104)	16% (143)	47% (420)	3% (30)	6% (50)	17% (153)	900
Fashion: Not a fan	5% (52)	11% (113)	50% (512)	3% (28)	7% (76)	24% (248)	1029

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

Table HR5_8: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (372)	30% (658)	28% (620)	3% (71)	4% (96)	17% (384)	2201
Gender: Male	13% (135)	29% (296)	32% (327)	3% (36)	6% (62)	17% (174)	1030
Gender: Female	20% (237)	31% (362)	25% (293)	3% (35)	3% (35)	18% (210)	1171
Age: 18-29	27% (105)	29% (114)	18% (70)	4% (15)	5% (21)	18% (70)	395
Age: 30-44	18% (90)	30% (147)	25% (125)	3% (15)	4% (18)	20% (96)	492
Age: 45-54	15% (57)	31% (115)	27% (100)	3% (11)	3% (11)	20% (74)	368
Age: 55-64	13% (58)	30% (132)	35% (152)	3% (12)	6% (26)	12% (53)	434
Age: 65+	12% (62)	29% (150)	34% (173)	3% (17)	4% (20)	18% (90)	512
Generation Z: 18-21	31% (39)	30% (39)	13% (16)	2% (3)	5% (7)	19% (24)	128
Millennial: Age 22-37	21% (114)	29% (153)	22% (117)	4% (21)	5% (25)	19% (102)	532
Generation X: Age 38-53	17% (95)	31% (171)	26% (144)	3% (16)	3% (19)	19% (106)	551
Boomers: Age 54-72	13% (109)	31% (264)	35% (298)	3% (28)	5% (40)	14% (123)	862
PID: Dem (no lean)	21% (158)	32% (242)	23% (174)	3% (25)	4% (30)	16% (118)	747
PID: Ind (no lean)	16% (125)	28% (216)	30% (237)	3% (22)	4% (30)	19% (150)	781
PID: Rep (no lean)	13% (89)	30% (201)	31% (209)	3% (23)	5% (36)	17% (115)	673
PID/Gender: Dem Men	16% (50)	32% (101)	29% (93)	3% (10)	5% (16)	16% (50)	321
PID/Gender: Dem Women	25% (108)	33% (140)	19% (81)	4% (15)	3% (14)	16% (68)	426
PID/Gender: Ind Men	14% (50)	26% (93)	33% (119)	2% (8)	5% (17)	19% (69)	357
PID/Gender: Ind Women	18% (75)	29% (122)	28% (118)	3% (14)	3% (13)	19% (81)	423
PID/Gender: Rep Men	10% (35)	29% (101)	32% (114)	5% (17)	8% (29)	16% (55)	352
PID/Gender: Rep Women	17% (54)	31% (99)	29% (94)	2% (6)	2% (8)	19% (60)	321
Ideo: Liberal (1-3)	22% (150)	34% (229)	23% (153)	4% (25)	4% (26)	13% (86)	669
Ideo: Moderate (4)	16% (82)	33% (167)	31% (157)	4% (18)	3% (17)	12% (59)	500
Ideo: Conservative (5-7)	13% (91)	30% (214)	34% (245)	3% (20)	5% (38)	16% (112)	721
Educ: < College	17% (242)	25% (351)	28% (384)	4% (54)	5% (62)	21% (290)	1384
Educ: Bachelors degree	16% (82)	36% (187)	30% (155)	2% (10)	4% (23)	12% (64)	521
Educ: Post-grad	16% (48)	40% (120)	27% (81)	2% (7)	4% (11)	10% (29)	296

Continued on next page

Table HR5_8: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (372)	30% (658)	28% (620)	3% (71)	4% (96)	17% (384)	2201
Income: Under 50k	17% (214)	26% (333)	27% (345)	4% (48)	5% (64)	21% (265)	1270
Income: 50k-100k	17% (114)	35% (241)	30% (202)	2% (16)	4% (27)	12% (85)	684
Income: 100k+	18% (44)	34% (84)	29% (73)	3% (7)	2% (5)	14% (34)	247
Ethnicity: White	16% (283)	31% (550)	30% (530)	3% (54)	4% (74)	16% (290)	1780
Ethnicity: Hispanic	19% (41)	27% (58)	25% (54)	6% (13)	5% (11)	17% (36)	213
Ethnicity: Afr. Am.	23% (64)	25% (71)	18% (49)	6% (16)	6% (17)	23% (63)	279
Ethnicity: Other	18% (25)	26% (37)	29% (41)	1% (1)	4% (6)	22% (32)	142
Relig: Protestant	15% (78)	34% (175)	30% (153)	2% (12)	4% (18)	15% (78)	514
Relig: Roman Catholic	17% (70)	34% (143)	30% (127)	3% (14)	5% (23)	11% (44)	421
Relig: Something Else	21% (48)	27% (62)	28% (65)	3% (6)	2% (4)	19% (44)	229
Relig: Jewish	10% (6)	44% (26)	26% (15)	5% (3)	6% (3)	11% (6)	59
Relig: Evangelical	17% (136)	35% (286)	30% (244)	2% (15)	4% (32)	14% (113)	825
Relig: Non-Evang. Catholics	18% (60)	28% (94)	30% (101)	5% (17)	4% (13)	16% (54)	339
Relig: All Christian	17% (196)	33% (380)	30% (345)	3% (32)	4% (45)	14% (166)	1164
Relig: All Non-Christian	21% (56)	23% (62)	20% (55)	6% (16)	8% (21)	22% (61)	270
Community: Urban	19% (101)	27% (142)	27% (139)	5% (25)	5% (28)	16% (86)	522
Community: Suburban	17% (176)	33% (340)	28% (283)	3% (26)	4% (41)	15% (151)	1017
Community: Rural	14% (96)	26% (175)	30% (197)	3% (19)	4% (28)	22% (147)	662
Employ: Private Sector	19% (124)	34% (223)	27% (175)	2% (16)	5% (33)	13% (83)	655
Employ: Government	14% (22)	35% (55)	30% (47)	5% (8)	4% (6)	13% (20)	157
Employ: Self-Employed	15% (28)	31% (58)	35% (66)	3% (5)	3% (5)	13% (24)	186
Employ: Homemaker	20% (28)	27% (39)	25% (35)	4% (6)	2% (3)	22% (31)	141
Employ: Student	31% (28)	31% (28)	15% (13)	3% (3)	4% (4)	15% (14)	90
Employ: Retired	14% (76)	29% (160)	33% (184)	3% (19)	5% (30)	16% (90)	559
Employ: Unemployed	19% (37)	19% (38)	26% (51)	4% (8)	5% (11)	27% (53)	198
Employ: Other	14% (30)	26% (57)	23% (48)	3% (6)	2% (5)	32% (70)	214
Military HH: Yes	15% (63)	31% (129)	29% (123)	3% (12)	6% (25)	16% (67)	419
Military HH: No	17% (309)	30% (529)	28% (497)	3% (59)	4% (71)	18% (317)	1782
RD/WT: Right Direction	16% (146)	28% (260)	31% (284)	3% (32)	6% (56)	16% (150)	928
RD/WT: Wrong Track	18% (226)	31% (398)	26% (336)	3% (38)	3% (41)	18% (234)	1273

Continued on next page

Table HR5_8: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (372)	30% (658)	28% (620)	3% (71)	4% (96)	17% (384)	2201
Trump Job Approve	15% (141)	29% (281)	31% (300)	4% (37)	5% (52)	16% (151)	962
Trump Job Disapprove	20% (219)	32% (360)	26% (295)	3% (31)	4% (40)	15% (171)	1116
Trump Job Strongly Approve	13% (66)	27% (138)	32% (160)	4% (21)	6% (32)	18% (89)	506
Trump Job Somewhat Approve	17% (75)	31% (143)	31% (140)	4% (17)	4% (19)	13% (62)	456
Trump Job Somewhat Disapprove	22% (62)	34% (98)	26% (74)	2% (7)	2% (7)	13% (38)	285
Trump Job Strongly Disapprove	19% (157)	32% (262)	27% (221)	3% (24)	4% (33)	16% (133)	831
#1 Issue: Economy	17% (99)	29% (171)	28% (164)	3% (16)	5% (31)	18% (103)	584
#1 Issue: Security	11% (43)	31% (120)	36% (138)	2% (7)	4% (17)	16% (61)	385
#1 Issue: Health Care	19% (68)	30% (103)	27% (95)	4% (13)	4% (14)	16% (55)	347
#1 Issue: Medicare / Social Security	16% (60)	28% (105)	28% (107)	6% (21)	5% (19)	18% (68)	380
#1 Issue: Women's Issues	23% (27)	38% (45)	16% (19)	3% (4)	2% (2)	17% (20)	117
#1 Issue: Education	24% (34)	27% (37)	23% (31)	4% (6)	4% (5)	18% (24)	138
#1 Issue: Energy	18% (20)	38% (42)	26% (29)	3% (3)	3% (3)	11% (12)	108
#1 Issue: Other	16% (22)	25% (35)	27% (38)	1% (1)	3% (5)	29% (41)	142
2018 House Vote: Democrat	21% (170)	33% (274)	26% (216)	2% (16)	4% (29)	14% (118)	823
2018 House Vote: Republican	14% (104)	28% (211)	35% (265)	3% (25)	5% (39)	15% (110)	755
2018 House Vote: Someone else	14% (14)	25% (24)	23% (22)	6% (6)	6% (5)	26% (25)	96
2018 House Vote: Didn't Vote	16% (84)	28% (146)	22% (117)	5% (24)	4% (23)	25% (131)	525
2016 Vote: Hillary Clinton	19% (132)	36% (251)	25% (178)	2% (15)	3% (20)	15% (104)	700
2016 Vote: Donald Trump	13% (100)	29% (214)	34% (253)	4% (26)	6% (43)	15% (113)	749
2016 Vote: Someone else	15% (31)	28% (56)	33% (66)	4% (9)	2% (5)	17% (33)	199
2016 Vote: Didn't Vote	20% (108)	25% (135)	22% (122)	4% (20)	5% (29)	24% (133)	548
Voted in 2014: Yes	15% (225)	31% (454)	31% (463)	3% (50)	4% (60)	15% (224)	1475
Voted in 2014: No	20% (147)	28% (204)	22% (157)	3% (21)	5% (37)	22% (160)	726
2012 Vote: Barack Obama	20% (178)	33% (286)	26% (223)	3% (23)	3% (26)	15% (133)	869
2012 Vote: Mitt Romney	10% (62)	28% (170)	37% (226)	3% (21)	5% (31)	17% (101)	611
2012 Vote: Other	6% (5)	26% (23)	44% (39)	2% (2)	8% (7)	14% (12)	87
2012 Vote: Didn't Vote	20% (127)	28% (179)	21% (130)	4% (23)	5% (33)	22% (138)	631

Continued on next page

Table HR5_8: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am familiar with most of the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	17% (372)	30% (658)	28% (620)	3% (71)	4% (96)	17% (384)	2201
4-Region: Northeast	15% (60)	32% (128)	28% (111)	4% (15)	5% (22)	14% (57)	393
4-Region: Midwest	19% (96)	28% (142)	28% (139)	2% (11)	4% (19)	20% (99)	506
4-Region: South	17% (139)	31% (257)	26% (210)	3% (28)	4% (37)	18% (151)	822
4-Region: West	16% (77)	27% (131)	33% (159)	3% (17)	4% (19)	16% (78)	481
Favorable of Trump	14% (129)	29% (268)	32% (297)	3% (32)	5% (45)	16% (144)	915
Unfavorable of Trump	20% (227)	33% (371)	26% (297)	3% (31)	4% (42)	15% (167)	1136
Very Favorable of Trump	13% (70)	28% (145)	32% (165)	3% (17)	7% (35)	17% (90)	521
Somewhat Favorable of Trump	15% (59)	31% (123)	34% (132)	4% (14)	3% (11)	14% (54)	394
Somewhat Unfavorable of Trump	21% (48)	33% (75)	27% (61)	3% (7)	3% (7)	13% (29)	227
Very Unfavorable of Trump	20% (178)	33% (296)	26% (237)	3% (25)	4% (35)	15% (138)	909
Frequent TV watchers	20% (223)	32% (358)	27% (306)	3% (31)	3% (39)	15% (167)	1123
Frequent movie watchers	24% (98)	25% (105)	22% (89)	4% (17)	4% (17)	21% (85)	410
Film: An avid fan	28% (197)	33% (240)	22% (155)	3% (20)	3% (20)	12% (83)	716
Film: A casual fan	13% (160)	31% (373)	31% (380)	3% (41)	4% (50)	17% (203)	1207
Film: Not a fan	5% (15)	16% (45)	31% (85)	3% (10)	9% (26)	35% (98)	279
TV: An avid fan	21% (223)	32% (337)	26% (271)	3% (27)	4% (40)	14% (151)	1049
TV: A casual fan	13% (133)	30% (301)	30% (301)	4% (38)	5% (45)	18% (178)	996
TV: Not a fan	11% (17)	13% (20)	31% (48)	4% (6)	7% (11)	35% (54)	156
Music: An avid fan	23% (254)	30% (340)	26% (289)	3% (32)	4% (40)	15% (168)	1123
Music: A casual fan	11% (105)	31% (297)	31% (296)	3% (31)	5% (47)	18% (175)	952
Music: Not a fan	10% (13)	16% (21)	28% (35)	6% (7)	7% (9)	32% (41)	126
Fashion: An avid fan	31% (85)	27% (73)	18% (49)	4% (12)	4% (12)	15% (42)	272
Fashion: A casual fan	21% (186)	35% (312)	25% (224)	3% (31)	4% (34)	13% (114)	900
Fashion: Not a fan	10% (101)	27% (273)	34% (347)	3% (28)	5% (51)	22% (228)	1029

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

Table HR5_9: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 I am not familiar with most of the nominees*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (116)	7% (165)	31% (684)	18% (386)	21% (464)	18% (386)	2201
Gender: Male	6% (60)	7% (73)	35% (365)	17% (171)	18% (190)	17% (171)	1030
Gender: Female	5% (55)	8% (92)	27% (320)	18% (215)	23% (274)	18% (216)	1171
Age: 18-29	9% (36)	13% (49)	20% (78)	20% (79)	22% (87)	16% (65)	395
Age: 30-44	6% (32)	9% (45)	30% (148)	15% (75)	19% (92)	20% (100)	492
Age: 45-54	5% (19)	6% (22)	30% (110)	18% (64)	21% (79)	20% (73)	368
Age: 55-64	3% (11)	7% (30)	37% (161)	18% (80)	21% (93)	14% (60)	434
Age: 65+	3% (17)	4% (19)	37% (187)	17% (88)	22% (113)	17% (88)	512
Generation Z: 18-21	12% (16)	15% (20)	11% (15)	20% (26)	27% (34)	14% (18)	128
Millennial: Age 22-37	7% (38)	10% (52)	26% (141)	19% (100)	19% (101)	19% (100)	532
Generation X: Age 38-53	6% (34)	8% (43)	30% (165)	16% (87)	20% (113)	20% (110)	551
Boomers: Age 54-72	3% (22)	5% (47)	37% (316)	18% (152)	23% (194)	15% (130)	862
PID: Dem (no lean)	7% (54)	7% (54)	30% (227)	21% (156)	19% (143)	15% (113)	747
PID: Ind (no lean)	5% (39)	8% (62)	32% (248)	15% (119)	20% (158)	20% (154)	781
PID: Rep (no lean)	3% (23)	7% (50)	31% (209)	16% (110)	24% (162)	18% (119)	673
PID/Gender: Dem Men	9% (28)	6% (20)	37% (118)	21% (68)	14% (44)	14% (44)	321
PID/Gender: Dem Women	6% (26)	8% (34)	26% (109)	21% (88)	23% (100)	16% (69)	426
PID/Gender: Ind Men	5% (17)	8% (28)	35% (123)	13% (48)	20% (70)	20% (71)	357
PID/Gender: Ind Women	5% (22)	8% (34)	29% (125)	17% (71)	21% (88)	20% (83)	423
PID/Gender: Rep Men	4% (16)	7% (26)	35% (123)	16% (55)	22% (76)	16% (56)	352
PID/Gender: Rep Women	2% (7)	7% (24)	27% (86)	17% (56)	27% (86)	20% (63)	321
Ideo: Liberal (1-3)	6% (42)	9% (59)	29% (193)	22% (145)	22% (145)	13% (86)	669
Ideo: Moderate (4)	4% (21)	8% (41)	34% (172)	20% (99)	20% (101)	13% (66)	500
Ideo: Conservative (5-7)	4% (28)	5% (39)	35% (249)	15% (108)	25% (179)	16% (117)	721
Educ: < College	6% (77)	9% (120)	32% (443)	14% (199)	19% (257)	21% (289)	1384
Educ: Bachelors degree	5% (26)	6% (32)	30% (156)	22% (117)	24% (123)	13% (66)	521
Educ: Post-grad	4% (12)	4% (13)	29% (85)	24% (70)	28% (84)	11% (32)	296

Continued on next page

Table HR5_9: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am not familiar with most of the nominees*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	5%	(116)	7%	(165)	31%	(684)	18%	(386)	21%	(464)	18%	(386)	2201
Income: Under 50k	6%	(73)	9%	(113)	31%	(395)	15%	(196)	19%	(241)	20%	(253)	1270
Income: 50k-100k	4%	(30)	6%	(44)	32%	(221)	19%	(128)	23%	(157)	15%	(104)	684
Income: 100k+	5%	(12)	3%	(8)	28%	(69)	25%	(62)	27%	(66)	12%	(29)	247
Ethnicity: White	4%	(68)	6%	(115)	32%	(571)	19%	(329)	23%	(404)	16%	(293)	1780
Ethnicity: Hispanic	9%	(19)	12%	(26)	30%	(65)	17%	(35)	17%	(36)	15%	(32)	213
Ethnicity: Afr. Am.	13%	(37)	13%	(36)	25%	(70)	13%	(38)	13%	(36)	23%	(63)	279
Ethnicity: Other	7%	(11)	10%	(15)	30%	(43)	14%	(19)	17%	(24)	22%	(31)	142
Relig: Protestant	3%	(17)	5%	(28)	29%	(151)	20%	(103)	26%	(131)	16%	(83)	514
Relig: Roman Catholic	5%	(22)	8%	(35)	36%	(152)	19%	(79)	22%	(93)	10%	(40)	421
Relig: Something Else	7%	(17)	9%	(21)	32%	(73)	15%	(34)	17%	(40)	20%	(46)	229
Relig: Jewish	6%	(3)	2%	(1)	38%	(22)	16%	(10)	25%	(15)	12%	(7)	59
Relig: Evangelical	5%	(38)	8%	(62)	33%	(276)	19%	(155)	22%	(178)	14%	(116)	825
Relig: Non-Evang. Catholics	5%	(19)	6%	(21)	30%	(101)	18%	(60)	25%	(86)	16%	(53)	339
Relig: All Christian	5%	(56)	7%	(83)	32%	(376)	18%	(215)	23%	(264)	15%	(169)	1164
Relig: All Non-Christian	9%	(25)	9%	(25)	28%	(75)	13%	(35)	18%	(49)	22%	(61)	270
Community: Urban	7%	(38)	10%	(50)	33%	(171)	15%	(81)	20%	(103)	15%	(80)	522
Community: Suburban	5%	(49)	8%	(85)	30%	(308)	20%	(201)	21%	(217)	15%	(158)	1017
Community: Rural	4%	(28)	5%	(31)	31%	(206)	16%	(104)	22%	(143)	23%	(149)	662
Employ: Private Sector	5%	(34)	8%	(51)	30%	(199)	21%	(140)	23%	(148)	13%	(83)	655
Employ: Government	6%	(9)	5%	(8)	35%	(55)	19%	(29)	20%	(32)	15%	(24)	157
Employ: Self-Employed	4%	(8)	10%	(19)	40%	(74)	16%	(31)	15%	(28)	14%	(26)	186
Employ: Homemaker	4%	(6)	9%	(12)	25%	(36)	14%	(20)	25%	(36)	22%	(31)	141
Employ: Student	9%	(8)	12%	(11)	15%	(13)	25%	(23)	27%	(25)	11%	(10)	90
Employ: Retired	3%	(18)	4%	(23)	33%	(185)	18%	(99)	25%	(138)	17%	(96)	559
Employ: Unemployed	9%	(17)	10%	(20)	31%	(62)	10%	(20)	15%	(29)	25%	(50)	198
Employ: Other	7%	(16)	9%	(20)	28%	(61)	11%	(24)	13%	(27)	31%	(67)	214
Military HH: Yes	4%	(18)	7%	(29)	32%	(135)	16%	(68)	24%	(100)	16%	(69)	419
Military HH: No	5%	(97)	8%	(136)	31%	(550)	18%	(318)	20%	(363)	18%	(318)	1782
RD/WT: Right Direction	5%	(50)	8%	(72)	33%	(305)	14%	(132)	23%	(217)	16%	(152)	928
RD/WT: Wrong Track	5%	(66)	7%	(93)	30%	(379)	20%	(254)	19%	(246)	18%	(234)	1273

Continued on next page

Table HR5_9: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am not familiar with most of the nominees

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	5%	(116)	7%	(165)	31%	(684)	18%	(386)	21%	(464)	18%	(386)	2201
Trump Job Approve	5%	(50)	8%	(73)	32%	(305)	16%	(151)	23%	(223)	17%	(160)	962
Trump Job Disapprove	5%	(59)	8%	(86)	32%	(355)	20%	(225)	20%	(225)	15%	(166)	1116
Trump Job Strongly Approve	6%	(31)	7%	(37)	33%	(167)	12%	(58)	24%	(123)	18%	(90)	506
Trump Job Somewhat Approve	4%	(19)	8%	(36)	30%	(138)	20%	(93)	22%	(100)	15%	(71)	456
Trump Job Somewhat Disapprove	7%	(19)	12%	(34)	28%	(80)	20%	(56)	21%	(61)	13%	(37)	285
Trump Job Strongly Disapprove	5%	(40)	6%	(53)	33%	(276)	20%	(169)	20%	(164)	16%	(129)	831
#1 Issue: Economy	6%	(35)	7%	(43)	30%	(177)	17%	(102)	22%	(127)	17%	(101)	584
#1 Issue: Security	4%	(16)	6%	(24)	35%	(135)	15%	(59)	23%	(89)	16%	(62)	385
#1 Issue: Health Care	5%	(19)	8%	(28)	32%	(110)	20%	(69)	17%	(60)	17%	(61)	347
#1 Issue: Medicare / Social Security	4%	(17)	5%	(20)	31%	(117)	17%	(65)	22%	(84)	20%	(77)	380
#1 Issue: Women's Issues	5%	(6)	12%	(15)	23%	(26)	16%	(19)	28%	(32)	16%	(18)	117
#1 Issue: Education	6%	(8)	11%	(16)	31%	(42)	14%	(19)	22%	(31)	15%	(21)	138
#1 Issue: Energy	6%	(6)	8%	(8)	34%	(37)	20%	(22)	21%	(23)	11%	(11)	108
#1 Issue: Other	6%	(8)	8%	(11)	28%	(40)	21%	(30)	12%	(17)	25%	(36)	142
2018 House Vote: Democrat	7%	(54)	6%	(53)	31%	(257)	21%	(171)	21%	(169)	14%	(118)	823
2018 House Vote: Republican	4%	(30)	7%	(49)	34%	(255)	17%	(131)	23%	(177)	15%	(112)	755
2018 House Vote: Someone else	4%	(4)	4%	(4)	37%	(36)	16%	(15)	16%	(15)	23%	(22)	96
2018 House Vote: Didnt Vote	5%	(27)	11%	(58)	26%	(136)	13%	(69)	19%	(102)	25%	(134)	525
2016 Vote: Hillary Clinton	6%	(39)	7%	(48)	30%	(213)	21%	(144)	21%	(145)	16%	(111)	700
2016 Vote: Donald Trump	4%	(29)	7%	(49)	33%	(250)	16%	(117)	24%	(183)	16%	(121)	749
2016 Vote: Someone else	3%	(6)	6%	(11)	38%	(75)	17%	(34)	21%	(41)	16%	(31)	199
2016 Vote: Didnt Vote	8%	(42)	10%	(57)	26%	(144)	16%	(90)	17%	(94)	22%	(122)	548
Voted in 2014: Yes	4%	(66)	7%	(98)	34%	(498)	18%	(266)	22%	(319)	16%	(230)	1475
Voted in 2014: No	7%	(50)	9%	(67)	26%	(187)	17%	(121)	20%	(145)	22%	(156)	726
2012 Vote: Barack Obama	6%	(50)	7%	(61)	31%	(267)	19%	(169)	21%	(183)	16%	(139)	869
2012 Vote: Mitt Romney	3%	(20)	6%	(34)	36%	(217)	15%	(92)	24%	(145)	17%	(103)	611
2012 Vote: Other	3%	(2)	3%	(3)	46%	(40)	13%	(11)	21%	(18)	14%	(12)	87
2012 Vote: Didn't Vote	7%	(44)	10%	(66)	25%	(158)	18%	(114)	19%	(117)	21%	(132)	631

Continued on next page

Table HR5_9: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am not familiar with most of the nominees*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	5%	(116)	7%	(165)	31%	(684)	18%	(386)	21%	(464)	18%	(386)	2201
4-Region: Northeast	5%	(21)	9%	(34)	34%	(132)	16%	(61)	24%	(93)	13%	(52)	393
4-Region: Midwest	4%	(21)	6%	(32)	30%	(152)	18%	(91)	21%	(108)	20%	(102)	506
4-Region: South	5%	(44)	8%	(69)	30%	(246)	18%	(148)	19%	(156)	19%	(159)	822
4-Region: West	6%	(30)	6%	(30)	32%	(155)	18%	(86)	22%	(107)	15%	(73)	481
Favorable of Trump	5%	(44)	8%	(73)	33%	(300)	15%	(138)	23%	(212)	16%	(148)	915
Unfavorable of Trump	6%	(63)	7%	(83)	31%	(353)	20%	(230)	21%	(239)	15%	(167)	1136
Very Favorable of Trump	6%	(32)	7%	(35)	34%	(176)	12%	(63)	24%	(125)	17%	(90)	521
Somewhat Favorable of Trump	3%	(12)	10%	(38)	31%	(124)	19%	(75)	22%	(87)	15%	(57)	394
Somewhat Unfavorable of Trump	6%	(13)	7%	(16)	28%	(64)	19%	(43)	25%	(56)	15%	(35)	227
Very Unfavorable of Trump	6%	(50)	7%	(67)	32%	(289)	21%	(187)	20%	(183)	15%	(132)	909
Frequent TV watchers	6%	(62)	8%	(84)	31%	(345)	19%	(210)	22%	(242)	16%	(179)	1123
Frequent movie watchers	8%	(35)	10%	(42)	32%	(131)	13%	(53)	16%	(64)	21%	(86)	410
Film: An avid fan	7%	(48)	10%	(71)	29%	(208)	22%	(154)	20%	(145)	12%	(89)	716
Film: A casual fan	5%	(56)	7%	(79)	33%	(401)	17%	(208)	22%	(264)	17%	(199)	1207
Film: Not a fan	4%	(12)	5%	(15)	27%	(76)	9%	(24)	20%	(55)	35%	(98)	279
TV: An avid fan	6%	(64)	9%	(93)	31%	(328)	18%	(189)	21%	(223)	15%	(153)	1049
TV: A casual fan	4%	(41)	6%	(61)	32%	(315)	18%	(181)	22%	(219)	18%	(179)	996
TV: Not a fan	7%	(11)	7%	(10)	27%	(42)	10%	(16)	14%	(22)	35%	(55)	156
Music: An avid fan	6%	(67)	10%	(107)	31%	(345)	19%	(214)	20%	(225)	15%	(164)	1123
Music: A casual fan	5%	(43)	6%	(54)	32%	(304)	17%	(158)	23%	(215)	19%	(178)	952
Music: Not a fan	4%	(5)	3%	(4)	28%	(35)	12%	(15)	18%	(23)	35%	(44)	126
Fashion: An avid fan	11%	(30)	16%	(43)	21%	(58)	18%	(48)	19%	(53)	15%	(40)	272
Fashion: A casual fan	4%	(40)	9%	(82)	31%	(275)	21%	(186)	22%	(194)	14%	(123)	900
Fashion: Not a fan	4%	(45)	4%	(40)	34%	(352)	15%	(152)	21%	(216)	22%	(224)	1029

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

Table HR5_10: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a nominee*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (396)	30% (665)	28% (607)	3% (63)	4% (85)	17% (384)	2201
Gender: Male	16% (168)	28% (284)	31% (324)	3% (34)	4% (44)	17% (176)	1030
Gender: Female	19% (228)	33% (382)	24% (283)	2% (29)	3% (41)	18% (208)	1171
Age: 18-29	28% (109)	29% (116)	17% (68)	2% (10)	5% (20)	18% (72)	395
Age: 30-44	20% (98)	31% (154)	24% (119)	3% (15)	3% (12)	19% (95)	492
Age: 45-54	17% (61)	28% (104)	27% (100)	3% (12)	4% (13)	21% (77)	368
Age: 55-64	12% (54)	31% (135)	36% (157)	3% (14)	5% (21)	12% (53)	434
Age: 65+	14% (73)	31% (157)	32% (163)	2% (12)	4% (19)	17% (88)	512
Generation Z: 18-21	29% (37)	31% (40)	13% (16)	2% (3)	7% (9)	18% (23)	128
Millennial: Age 22-37	23% (124)	28% (150)	23% (120)	3% (14)	4% (19)	20% (105)	532
Generation X: Age 38-53	19% (106)	30% (165)	25% (140)	3% (18)	3% (15)	20% (108)	551
Boomers: Age 54-72	12% (106)	32% (278)	34% (293)	3% (26)	4% (36)	14% (122)	862
PID: Dem (no lean)	24% (177)	33% (243)	24% (180)	2% (18)	3% (19)	15% (109)	747
PID: Ind (no lean)	15% (114)	30% (233)	28% (220)	3% (24)	4% (32)	20% (158)	781
PID: Rep (no lean)	15% (104)	28% (189)	31% (207)	3% (20)	5% (34)	17% (118)	673
PID/Gender: Dem Men	20% (66)	28% (91)	31% (99)	2% (7)	3% (9)	15% (48)	321
PID/Gender: Dem Women	26% (112)	36% (152)	19% (81)	3% (11)	2% (10)	14% (61)	426
PID/Gender: Ind Men	15% (53)	29% (102)	31% (111)	3% (12)	3% (11)	19% (68)	357
PID/Gender: Ind Women	15% (61)	31% (131)	26% (109)	3% (12)	5% (21)	21% (90)	423
PID/Gender: Rep Men	14% (49)	26% (90)	32% (114)	4% (15)	7% (24)	17% (60)	352
PID/Gender: Rep Women	17% (55)	31% (99)	29% (93)	2% (6)	3% (10)	18% (58)	321
Ideo: Liberal (1-3)	23% (156)	34% (230)	25% (164)	2% (16)	3% (22)	12% (81)	669
Ideo: Moderate (4)	19% (93)	33% (164)	30% (148)	3% (14)	3% (15)	14% (68)	500
Ideo: Conservative (5-7)	14% (98)	31% (225)	32% (229)	3% (22)	4% (32)	16% (115)	721
Educ: < College	17% (241)	27% (370)	27% (373)	3% (39)	5% (69)	21% (293)	1384
Educ: Bachelors degree	19% (97)	35% (184)	28% (147)	3% (17)	2% (11)	12% (64)	521
Educ: Post-grad	20% (58)	38% (111)	29% (87)	2% (7)	2% (5)	9% (27)	296

Continued on next page

Table HR5_10: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a nominee*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (396)	30% (665)	28% (607)	3% (63)	4% (85)	17% (384)	2201
Income: Under 50k	17% (218)	28% (354)	27% (337)	2% (31)	5% (68)	21% (262)	1270
Income: 50k-100k	20% (139)	33% (225)	29% (196)	3% (24)	2% (13)	13% (88)	684
Income: 100k+	16% (38)	35% (86)	30% (75)	3% (9)	2% (4)	14% (34)	247
Ethnicity: White	17% (304)	32% (565)	28% (507)	3% (47)	4% (68)	16% (289)	1780
Ethnicity: Hispanic	25% (54)	25% (54)	24% (51)	6% (12)	2% (5)	17% (37)	213
Ethnicity: Afr. Am.	22% (61)	23% (65)	23% (64)	4% (11)	5% (14)	23% (65)	279
Ethnicity: Other	22% (32)	26% (36)	26% (36)	3% (4)	3% (4)	21% (29)	142
Relig: Protestant	18% (91)	35% (182)	27% (140)	1% (4)	3% (16)	16% (81)	514
Relig: Roman Catholic	17% (72)	32% (134)	30% (128)	3% (14)	6% (24)	11% (48)	421
Relig: Something Else	23% (52)	26% (61)	27% (63)	3% (7)	2% (4)	19% (42)	229
Relig: Jewish	10% (6)	35% (21)	39% (23)	2% (1)	2% (1)	11% (7)	59
Relig: Evangelical	19% (154)	32% (262)	29% (242)	2% (18)	4% (32)	14% (117)	825
Relig: Non-Evang. Catholics	18% (61)	34% (114)	26% (89)	2% (7)	4% (13)	16% (55)	339
Relig: All Christian	18% (215)	32% (376)	28% (331)	2% (25)	4% (45)	15% (172)	1164
Relig: All Non-Christian	21% (57)	24% (64)	20% (55)	6% (16)	7% (20)	22% (59)	270
Community: Urban	20% (106)	27% (142)	28% (148)	3% (15)	5% (28)	16% (83)	522
Community: Suburban	20% (202)	33% (336)	26% (265)	3% (31)	4% (36)	15% (148)	1017
Community: Rural	13% (88)	28% (188)	29% (195)	3% (17)	3% (22)	23% (153)	662
Employ: Private Sector	20% (130)	31% (206)	29% (192)	3% (22)	3% (21)	13% (83)	655
Employ: Government	15% (23)	37% (57)	31% (48)	— (1)	4% (6)	14% (21)	157
Employ: Self-Employed	26% (48)	27% (49)	27% (50)	3% (6)	4% (8)	13% (25)	186
Employ: Homemaker	18% (25)	32% (46)	23% (33)	3% (5)	3% (4)	21% (29)	141
Employ: Student	29% (27)	32% (29)	16% (15)	6% (5)	4% (4)	12% (11)	90
Employ: Retired	13% (74)	30% (169)	33% (184)	2% (10)	6% (31)	16% (92)	559
Employ: Unemployed	19% (37)	27% (54)	21% (41)	4% (8)	4% (9)	25% (50)	198
Employ: Other	15% (32)	26% (55)	21% (45)	3% (6)	1% (3)	34% (74)	214
Military HH: Yes	18% (74)	30% (125)	27% (113)	3% (13)	6% (26)	16% (68)	419
Military HH: No	18% (322)	30% (540)	28% (495)	3% (50)	3% (60)	18% (316)	1782
RD/WT: Right Direction	17% (160)	28% (263)	30% (275)	3% (29)	5% (47)	17% (154)	928
RD/WT: Wrong Track	19% (236)	32% (402)	26% (332)	3% (34)	3% (39)	18% (230)	1273

Continued on next page

Table HR5_10: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 I am a fan of a nominee*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (396)	30% (665)	28% (607)	3% (63)	4% (85)	17% (384)	2201
Trump Job Approve	17% (160)	29% (277)	30% (289)	3% (33)	5% (44)	16% (159)	962
Trump Job Disapprove	20% (222)	33% (369)	27% (301)	2% (27)	3% (34)	15% (164)	1116
Trump Job Strongly Approve	16% (83)	25% (127)	30% (153)	4% (18)	6% (33)	18% (93)	506
Trump Job Somewhat Approve	17% (77)	33% (150)	30% (136)	3% (16)	3% (12)	14% (66)	456
Trump Job Somewhat Disapprove	19% (53)	38% (109)	26% (75)	2% (5)	3% (7)	12% (35)	285
Trump Job Strongly Disapprove	20% (169)	31% (260)	27% (226)	3% (22)	3% (26)	15% (128)	831
#1 Issue: Economy	19% (113)	29% (169)	27% (156)	3% (18)	5% (26)	17% (102)	584
#1 Issue: Security	12% (48)	34% (130)	32% (122)	3% (10)	4% (14)	16% (63)	385
#1 Issue: Health Care	17% (61)	32% (110)	29% (100)	2% (8)	3% (10)	17% (59)	347
#1 Issue: Medicare / Social Security	18% (70)	23% (88)	31% (116)	4% (15)	6% (23)	18% (67)	380
#1 Issue: Women's Issues	27% (32)	32% (37)	19% (22)	2% (2)	1% (2)	18% (22)	117
#1 Issue: Education	20% (28)	30% (41)	28% (38)	1% (2)	4% (6)	17% (24)	138
#1 Issue: Energy	22% (24)	43% (46)	18% (20)	5% (5)	2% (2)	10% (11)	108
#1 Issue: Other	14% (21)	32% (45)	23% (33)	2% (3)	2% (3)	26% (37)	142
2018 House Vote: Democrat	23% (187)	34% (278)	25% (206)	2% (20)	2% (19)	14% (113)	823
2018 House Vote: Republican	14% (109)	31% (234)	33% (246)	3% (21)	5% (35)	15% (110)	755
2018 House Vote: Someone else	12% (12)	29% (28)	20% (19)	7% (7)	3% (3)	28% (27)	96
2018 House Vote: Didnt Vote	17% (88)	24% (126)	25% (134)	3% (15)	5% (28)	26% (135)	525
2016 Vote: Hillary Clinton	20% (142)	35% (248)	25% (174)	2% (17)	2% (17)	15% (103)	700
2016 Vote: Donald Trump	15% (110)	30% (228)	33% (243)	3% (23)	4% (32)	15% (112)	749
2016 Vote: Someone else	16% (31)	31% (61)	29% (58)	3% (6)	4% (8)	17% (34)	199
2016 Vote: Didnt Vote	20% (110)	23% (128)	24% (130)	3% (17)	5% (28)	25% (136)	548
Voted in 2014: Yes	17% (254)	32% (470)	30% (437)	3% (46)	3% (45)	15% (224)	1475
Voted in 2014: No	20% (142)	27% (195)	24% (171)	2% (16)	6% (41)	22% (161)	726
2012 Vote: Barack Obama	21% (183)	34% (294)	25% (221)	2% (21)	2% (19)	15% (131)	869
2012 Vote: Mitt Romney	12% (76)	29% (176)	35% (212)	3% (19)	5% (28)	17% (101)	611
2012 Vote: Other	10% (9)	19% (17)	47% (41)	4% (4)	4% (3)	16% (14)	87
2012 Vote: Didn't Vote	20% (126)	28% (179)	21% (134)	3% (17)	6% (36)	22% (139)	631

Continued on next page

Table HR5_10: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a nominee*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	18% (396)	30% (665)	28% (607)	3% (63)	4% (85)	17% (384)	2201
4-Region: Northeast	16% (64)	30% (119)	31% (124)	2% (9)	5% (20)	14% (57)	393
4-Region: Midwest	18% (89)	30% (150)	27% (135)	3% (14)	3% (16)	20% (103)	506
4-Region: South	18% (145)	32% (263)	24% (198)	3% (27)	4% (33)	19% (155)	822
4-Region: West	20% (98)	28% (133)	31% (150)	3% (13)	3% (17)	15% (70)	481
Favorable of Trump	16% (149)	29% (262)	31% (284)	3% (30)	5% (44)	16% (145)	915
Unfavorable of Trump	20% (231)	33% (379)	27% (302)	3% (31)	3% (31)	14% (163)	1136
Very Favorable of Trump	17% (88)	25% (130)	30% (156)	4% (18)	6% (33)	18% (95)	521
Somewhat Favorable of Trump	16% (61)	33% (132)	32% (128)	3% (11)	3% (12)	13% (50)	394
Somewhat Unfavorable of Trump	19% (42)	36% (83)	27% (62)	2% (5)	4% (8)	12% (28)	227
Very Unfavorable of Trump	21% (189)	33% (296)	26% (240)	3% (26)	3% (23)	15% (135)	909
Frequent TV watchers	22% (244)	31% (350)	26% (292)	3% (28)	3% (38)	15% (169)	1123
Frequent movie watchers	25% (104)	26% (107)	23% (93)	3% (13)	3% (14)	20% (80)	410
Film: An avid fan	28% (204)	34% (245)	20% (140)	2% (17)	4% (29)	11% (81)	716
Film: A casual fan	15% (177)	31% (369)	32% (387)	3% (34)	3% (38)	17% (202)	1207
Film: Not a fan	5% (15)	19% (52)	29% (81)	4% (12)	7% (19)	36% (101)	279
TV: An avid fan	23% (237)	31% (330)	26% (268)	2% (25)	3% (34)	15% (155)	1049
TV: A casual fan	14% (142)	31% (313)	30% (295)	3% (31)	4% (39)	18% (175)	996
TV: Not a fan	11% (17)	15% (23)	28% (44)	4% (6)	8% (12)	35% (54)	156
Music: An avid fan	25% (278)	31% (344)	24% (265)	3% (30)	4% (43)	14% (163)	1123
Music: A casual fan	11% (106)	32% (300)	32% (305)	3% (26)	3% (33)	19% (182)	952
Music: Not a fan	9% (12)	18% (22)	30% (37)	5% (6)	7% (9)	31% (40)	126
Fashion: An avid fan	33% (89)	26% (72)	18% (50)	3% (9)	5% (14)	14% (39)	272
Fashion: A casual fan	22% (198)	35% (319)	24% (220)	3% (26)	3% (26)	12% (112)	900
Fashion: Not a fan	11% (109)	27% (275)	33% (338)	3% (28)	4% (45)	23% (233)	1029

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

Table HR5_11: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 I am a fan of a performer*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	33% (722)	26% (573)	3% (57)	3% (60)	16% (362)	2201
Gender: Male	16% (163)	31% (318)	30% (304)	3% (28)	4% (42)	17% (175)	1030
Gender: Female	23% (265)	34% (404)	23% (269)	2% (28)	2% (18)	16% (187)	1171
Age: 18-29	28% (112)	33% (129)	17% (66)	3% (11)	2% (8)	17% (69)	395
Age: 30-44	24% (119)	33% (160)	20% (97)	3% (13)	2% (9)	19% (94)	492
Age: 45-54	17% (64)	33% (120)	26% (96)	2% (8)	4% (13)	18% (66)	368
Age: 55-64	14% (59)	35% (152)	33% (144)	2% (8)	3% (13)	13% (58)	434
Age: 65+	14% (74)	31% (161)	33% (171)	3% (16)	3% (16)	15% (75)	512
Generation Z: 18-21	32% (41)	31% (40)	16% (20)	4% (5)	2% (2)	16% (20)	128
Millennial: Age 22-37	27% (142)	32% (171)	18% (96)	2% (12)	2% (11)	19% (100)	532
Generation X: Age 38-53	20% (109)	33% (184)	23% (127)	3% (14)	3% (17)	18% (100)	551
Boomers: Age 54-72	14% (117)	34% (291)	33% (286)	3% (22)	3% (25)	14% (120)	862
PID: Dem (no lean)	25% (186)	34% (251)	23% (174)	2% (14)	2% (12)	15% (109)	747
PID: Ind (no lean)	17% (132)	33% (255)	27% (213)	3% (21)	2% (16)	18% (143)	781
PID: Rep (no lean)	16% (109)	32% (215)	28% (186)	3% (22)	5% (31)	16% (110)	673
PID/Gender: Dem Men	19% (61)	31% (100)	30% (95)	3% (9)	2% (6)	15% (49)	321
PID/Gender: Dem Women	29% (125)	35% (151)	19% (79)	1% (5)	1% (6)	14% (60)	426
PID/Gender: Ind Men	16% (58)	32% (113)	28% (100)	2% (8)	2% (8)	20% (70)	357
PID/Gender: Ind Women	18% (75)	33% (142)	27% (113)	3% (13)	2% (8)	17% (73)	423
PID/Gender: Rep Men	12% (43)	30% (105)	31% (109)	3% (11)	8% (28)	16% (56)	352
PID/Gender: Rep Women	20% (66)	34% (111)	24% (77)	3% (11)	1% (3)	17% (53)	321
Ideo: Liberal (1-3)	24% (163)	36% (239)	23% (154)	3% (20)	2% (12)	12% (81)	669
Ideo: Moderate (4)	18% (92)	36% (181)	28% (140)	2% (10)	3% (16)	12% (61)	500
Ideo: Conservative (5-7)	15% (110)	32% (234)	31% (227)	3% (22)	3% (24)	14% (104)	721
Educ: < College	20% (276)	29% (397)	25% (352)	3% (43)	3% (36)	20% (279)	1384
Educ: Bachelors degree	18% (93)	39% (204)	27% (141)	2% (8)	3% (17)	11% (57)	521
Educ: Post-grad	20% (59)	41% (121)	27% (80)	2% (5)	2% (6)	8% (25)	296

Continued on next page

Table HR5_11: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a performer*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	33% (722)	26% (573)	3% (57)	3% (60)	16% (362)	2201
Income: Under 50k	19% (244)	30% (380)	25% (319)	3% (36)	3% (37)	20% (255)	1270
Income: 50k-100k	20% (138)	35% (242)	28% (194)	3% (18)	2% (13)	12% (79)	684
Income: 100k+	19% (46)	41% (100)	24% (60)	1% (3)	4% (10)	11% (28)	247
Ethnicity: White	18% (329)	34% (606)	27% (484)	2% (40)	3% (51)	15% (270)	1780
Ethnicity: Hispanic	27% (57)	27% (58)	26% (55)	3% (6)	3% (7)	14% (30)	213
Ethnicity: Afr. Am.	25% (71)	27% (75)	19% (54)	3% (10)	2% (7)	23% (63)	279
Ethnicity: Other	20% (29)	29% (41)	25% (35)	5% (7)	1% (2)	20% (29)	142
Relig: Protestant	17% (87)	40% (205)	26% (131)	2% (12)	3% (17)	12% (63)	514
Relig: Roman Catholic	19% (81)	32% (136)	32% (135)	2% (10)	4% (16)	10% (43)	421
Relig: Something Else	27% (61)	27% (62)	25% (56)	1% (3)	1% (1)	20% (46)	229
Relig: Jewish	15% (9)	38% (22)	35% (21)	— (0)	4% (3)	8% (5)	59
Relig: Evangelical	19% (160)	34% (280)	28% (228)	2% (20)	3% (23)	14% (114)	825
Relig: Non-Evang. Catholics	20% (68)	36% (123)	28% (94)	1% (5)	3% (11)	11% (38)	339
Relig: All Christian	20% (228)	35% (403)	28% (323)	2% (25)	3% (34)	13% (152)	1164
Relig: All Non-Christian	26% (70)	25% (68)	22% (60)	3% (8)	4% (10)	20% (55)	270
Community: Urban	22% (114)	31% (161)	28% (144)	4% (18)	2% (11)	14% (73)	522
Community: Suburban	20% (208)	35% (360)	25% (251)	3% (29)	3% (28)	14% (141)	1017
Community: Rural	16% (105)	30% (201)	27% (179)	1% (9)	3% (20)	22% (148)	662
Employ: Private Sector	20% (131)	37% (240)	26% (168)	2% (14)	3% (21)	12% (81)	655
Employ: Government	21% (32)	39% (62)	26% (41)	1% (2)	— (0)	12% (19)	157
Employ: Self-Employed	25% (46)	32% (59)	27% (51)	2% (4)	1% (3)	13% (24)	186
Employ: Homemaker	23% (33)	37% (52)	17% (25)	1% (2)	3% (4)	18% (25)	141
Employ: Student	35% (32)	33% (30)	13% (12)	5% (5)	3% (2)	11% (10)	90
Employ: Retired	13% (74)	32% (178)	33% (184)	4% (20)	4% (22)	15% (82)	559
Employ: Unemployed	20% (41)	24% (47)	23% (45)	3% (7)	3% (5)	27% (54)	198
Employ: Other	19% (40)	25% (54)	22% (48)	2% (5)	1% (2)	31% (66)	214
Military HH: Yes	20% (82)	30% (127)	28% (116)	3% (12)	4% (19)	15% (63)	419
Military HH: No	19% (345)	33% (595)	26% (458)	2% (45)	2% (41)	17% (299)	1782
RD/WT: Right Direction	18% (164)	32% (294)	27% (253)	4% (33)	4% (38)	16% (146)	928
RD/WT: Wrong Track	21% (264)	34% (428)	25% (321)	2% (24)	2% (21)	17% (216)	1273

Continued on next page

Table HR5_11: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a performer*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	33% (722)	26% (573)	3% (57)	3% (60)	16% (362)	2201
Trump Job Approve	16% (157)	33% (320)	28% (269)	3% (32)	4% (37)	15% (148)	962
Trump Job Disapprove	23% (257)	34% (381)	26% (286)	2% (19)	2% (20)	14% (153)	1116
Trump Job Strongly Approve	15% (77)	31% (157)	29% (145)	3% (16)	6% (30)	16% (81)	506
Trump Job Somewhat Approve	17% (79)	36% (163)	27% (124)	3% (16)	2% (7)	15% (67)	456
Trump Job Somewhat Disapprove	22% (64)	42% (119)	23% (64)	1% (4)	1% (3)	11% (32)	285
Trump Job Strongly Disapprove	23% (193)	32% (262)	27% (222)	2% (15)	2% (17)	15% (122)	831
#1 Issue: Economy	20% (118)	33% (194)	24% (138)	3% (15)	4% (21)	17% (98)	584
#1 Issue: Security	14% (52)	34% (132)	33% (126)	2% (9)	2% (8)	15% (57)	385
#1 Issue: Health Care	17% (60)	36% (124)	27% (93)	2% (7)	3% (10)	16% (54)	347
#1 Issue: Medicare / Social Security	18% (70)	28% (107)	30% (114)	3% (11)	3% (11)	17% (66)	380
#1 Issue: Women's Issues	29% (34)	31% (36)	19% (22)	3% (3)	2% (3)	16% (18)	117
#1 Issue: Education	30% (41)	33% (45)	18% (25)	1% (2)	2% (3)	16% (22)	138
#1 Issue: Energy	28% (31)	36% (39)	19% (21)	6% (6)	1% (1)	10% (11)	108
#1 Issue: Other	16% (23)	31% (44)	24% (34)	2% (2)	3% (4)	24% (35)	142
2018 House Vote: Democrat	23% (192)	34% (283)	26% (210)	1% (12)	1% (12)	14% (113)	823
2018 House Vote: Republican	15% (112)	34% (260)	30% (226)	3% (22)	4% (32)	13% (102)	755
2018 House Vote: Someone else	16% (15)	27% (26)	25% (24)	6% (6)	2% (2)	25% (24)	96
2018 House Vote: Didn't Vote	21% (109)	29% (151)	22% (114)	3% (15)	2% (13)	23% (123)	525
2016 Vote: Hillary Clinton	23% (159)	36% (252)	24% (166)	2% (14)	2% (11)	14% (98)	700
2016 Vote: Donald Trump	14% (104)	34% (255)	31% (230)	3% (20)	4% (31)	14% (108)	749
2016 Vote: Someone else	20% (40)	29% (58)	30% (59)	2% (3)	2% (3)	18% (35)	199
2016 Vote: Didn't Vote	22% (122)	29% (157)	21% (116)	3% (19)	3% (14)	22% (121)	548
Voted in 2014: Yes	18% (268)	34% (503)	28% (419)	2% (35)	3% (38)	14% (212)	1475
Voted in 2014: No	22% (160)	30% (219)	21% (155)	3% (21)	3% (22)	21% (149)	726
2012 Vote: Barack Obama	22% (195)	35% (307)	24% (212)	2% (15)	2% (14)	14% (126)	869
2012 Vote: Mitt Romney	12% (71)	35% (212)	32% (196)	3% (15)	4% (24)	15% (93)	611
2012 Vote: Other	15% (13)	23% (20)	39% (34)	6% (5)	2% (2)	15% (13)	87
2012 Vote: Didn't Vote	23% (148)	29% (181)	21% (131)	3% (21)	3% (20)	21% (129)	631

Continued on next page

Table HR5_11: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
I am a fan of a performer*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	19% (428)	33% (722)	26% (573)	3% (57)	3% (60)	16% (362)	2201
4-Region: Northeast	18% (72)	34% (133)	28% (112)	3% (12)	3% (12)	14% (53)	393
4-Region: Midwest	17% (85)	34% (171)	27% (139)	2% (11)	2% (10)	18% (89)	506
4-Region: South	20% (168)	34% (277)	22% (182)	3% (23)	4% (29)	17% (143)	822
4-Region: West	21% (103)	29% (141)	29% (141)	2% (11)	2% (9)	16% (77)	481
Favorable of Trump	16% (144)	33% (303)	29% (264)	3% (28)	4% (36)	15% (140)	915
Unfavorable of Trump	24% (268)	34% (392)	25% (287)	2% (20)	2% (20)	13% (149)	1136
Very Favorable of Trump	17% (91)	28% (146)	29% (149)	4% (22)	6% (30)	16% (83)	521
Somewhat Favorable of Trump	14% (53)	40% (157)	29% (115)	1% (6)	1% (6)	15% (57)	394
Somewhat Unfavorable of Trump	21% (47)	39% (89)	24% (55)	3% (7)	2% (5)	11% (24)	227
Very Unfavorable of Trump	24% (221)	33% (303)	26% (232)	1% (13)	2% (15)	14% (125)	909
Frequent TV watchers	23% (254)	34% (386)	24% (270)	3% (31)	2% (22)	14% (159)	1123
Frequent movie watchers	30% (125)	26% (109)	20% (83)	4% (16)	1% (4)	18% (74)	410
Film: An avid fan	30% (216)	36% (257)	19% (133)	2% (11)	3% (18)	11% (80)	716
Film: A casual fan	16% (190)	34% (406)	31% (372)	3% (31)	2% (27)	15% (181)	1207
Film: Not a fan	8% (22)	21% (58)	25% (69)	5% (14)	5% (15)	36% (100)	279
TV: An avid fan	23% (244)	34% (353)	25% (259)	2% (24)	3% (34)	13% (135)	1049
TV: A casual fan	16% (162)	35% (345)	27% (269)	3% (28)	2% (21)	17% (170)	996
TV: Not a fan	14% (21)	15% (24)	29% (45)	3% (5)	3% (5)	36% (57)	156
Music: An avid fan	28% (311)	33% (369)	21% (241)	2% (24)	2% (23)	14% (155)	1123
Music: A casual fan	11% (101)	35% (337)	31% (297)	3% (27)	3% (27)	17% (164)	952
Music: Not a fan	13% (16)	13% (16)	28% (35)	5% (6)	8% (10)	35% (44)	126
Fashion: An avid fan	35% (96)	31% (84)	16% (44)	2% (5)	3% (7)	13% (35)	272
Fashion: A casual fan	24% (218)	39% (347)	21% (193)	3% (28)	1% (13)	11% (101)	900
Fashion: Not a fan	11% (114)	28% (291)	33% (336)	2% (23)	4% (39)	22% (226)	1029

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

Table HR5_12: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 The program is about the length of an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	21% (458)	41% (897)	5% (114)	5% (104)	18% (402)	2201
Gender: Male	8% (86)	21% (213)	41% (427)	5% (53)	6% (62)	18% (190)	1030
Gender: Female	12% (139)	21% (246)	40% (470)	5% (62)	4% (42)	18% (213)	1171
Age: 18-29	14% (55)	18% (73)	34% (132)	8% (30)	4% (18)	22% (87)	395
Age: 30-44	10% (51)	20% (101)	39% (193)	5% (25)	5% (23)	20% (100)	492
Age: 45-54	9% (33)	23% (86)	39% (143)	5% (19)	4% (15)	19% (71)	368
Age: 55-64	10% (45)	19% (83)	46% (199)	4% (19)	6% (25)	14% (62)	434
Age: 65+	8% (41)	22% (115)	45% (229)	4% (21)	4% (22)	16% (84)	512
Generation Z: 18-21	15% (20)	20% (25)	28% (36)	8% (10)	7% (10)	21% (27)	128
Millennial: Age 22-37	13% (69)	18% (96)	37% (195)	7% (35)	4% (20)	22% (117)	532
Generation X: Age 38-53	8% (46)	23% (126)	40% (219)	5% (27)	5% (26)	19% (106)	551
Boomers: Age 54-72	10% (83)	21% (181)	45% (390)	5% (42)	5% (40)	15% (125)	862
PID: Dem (no lean)	12% (92)	22% (163)	41% (306)	6% (46)	3% (24)	16% (116)	747
PID: Ind (no lean)	9% (72)	19% (147)	41% (322)	5% (36)	5% (40)	21% (163)	781
PID: Rep (no lean)	9% (61)	22% (149)	40% (269)	5% (32)	6% (39)	18% (123)	673
PID/Gender: Dem Men	10% (31)	18% (57)	45% (145)	6% (20)	4% (14)	17% (55)	321
PID/Gender: Dem Women	14% (61)	25% (105)	38% (162)	6% (27)	3% (11)	14% (61)	426
PID/Gender: Ind Men	10% (35)	21% (74)	39% (138)	4% (16)	5% (20)	21% (75)	357
PID/Gender: Ind Women	9% (37)	17% (72)	44% (184)	5% (20)	5% (21)	21% (89)	423
PID/Gender: Rep Men	6% (21)	23% (81)	41% (145)	5% (17)	8% (28)	17% (60)	352
PID/Gender: Rep Women	13% (41)	21% (68)	39% (124)	5% (15)	3% (11)	20% (63)	321
Ideo: Liberal (1-3)	13% (86)	21% (140)	41% (272)	7% (47)	4% (26)	15% (99)	669
Ideo: Moderate (4)	10% (51)	23% (114)	44% (218)	6% (30)	4% (22)	13% (66)	500
Ideo: Conservative (5-7)	8% (56)	24% (173)	43% (308)	4% (29)	6% (42)	16% (113)	721
Educ: < College	10% (141)	18% (245)	39% (546)	6% (78)	5% (67)	22% (308)	1384
Educ: Bachelors degree	10% (53)	24% (127)	44% (227)	4% (22)	5% (27)	12% (64)	521
Educ: Post-grad	11% (32)	29% (86)	42% (123)	5% (15)	3% (10)	10% (30)	296

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Table HR5_12: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	21% (458)	41% (897)	5% (114)	5% (104)	18% (402)	2201
Income: Under 50k	10% (123)	19% (239)	40% (504)	5% (63)	5% (68)	22% (273)	1270
Income: 50k-100k	11% (73)	23% (159)	42% (289)	6% (40)	4% (26)	14% (97)	684
Income: 100k+	12% (30)	25% (61)	42% (104)	4% (11)	4% (9)	13% (32)	247
Ethnicity: White	10% (177)	21% (382)	41% (737)	5% (91)	5% (89)	17% (303)	1780
Ethnicity: Hispanic	11% (24)	19% (41)	38% (80)	9% (18)	7% (14)	17% (35)	213
Ethnicity: Afr. Am.	12% (33)	19% (53)	37% (102)	6% (17)	4% (10)	23% (63)	279
Ethnicity: Other	10% (15)	17% (24)	40% (57)	4% (6)	3% (4)	26% (36)	142
Relig: Protestant	11% (55)	25% (127)	41% (209)	5% (23)	4% (18)	16% (81)	514
Relig: Roman Catholic	10% (44)	23% (95)	43% (182)	5% (22)	6% (25)	13% (53)	421
Relig: Something Else	12% (27)	17% (39)	44% (101)	4% (10)	3% (7)	19% (45)	229
Relig: Jewish	10% (6)	33% (19)	30% (18)	10% (6)	8% (5)	9% (5)	59
Relig: Evangelical	11% (90)	22% (178)	43% (355)	5% (43)	4% (36)	15% (124)	825
Relig: Non-Evang. Catholics	11% (36)	24% (83)	41% (138)	4% (13)	4% (14)	16% (55)	339
Relig: All Christian	11% (126)	22% (261)	42% (493)	5% (56)	4% (50)	15% (179)	1164
Relig: All Non-Christian	16% (43)	20% (54)	31% (85)	5% (14)	6% (16)	22% (60)	270
Community: Urban	12% (64)	18% (96)	41% (216)	6% (30)	4% (23)	18% (92)	522
Community: Suburban	10% (104)	23% (232)	41% (420)	6% (59)	5% (46)	15% (156)	1017
Community: Rural	9% (57)	20% (130)	39% (261)	4% (26)	5% (35)	23% (154)	662
Employ: Private Sector	11% (70)	24% (158)	40% (265)	6% (40)	4% (28)	14% (95)	655
Employ: Government	8% (13)	27% (43)	45% (71)	3% (5)	3% (5)	13% (20)	157
Employ: Self-Employed	15% (28)	21% (40)	41% (76)	7% (13)	3% (6)	13% (25)	186
Employ: Homemaker	9% (13)	25% (35)	39% (56)	2% (3)	3% (5)	21% (29)	141
Employ: Student	18% (16)	20% (18)	37% (33)	8% (7)	3% (3)	14% (13)	90
Employ: Retired	9% (49)	20% (111)	45% (254)	4% (22)	6% (36)	16% (87)	559
Employ: Unemployed	11% (22)	11% (23)	34% (68)	7% (13)	6% (11)	31% (61)	198
Employ: Other	7% (14)	15% (31)	35% (75)	5% (11)	5% (10)	34% (73)	214
Military HH: Yes	11% (46)	19% (82)	40% (167)	6% (26)	7% (28)	17% (71)	419
Military HH: No	10% (179)	21% (377)	41% (730)	5% (89)	4% (75)	19% (332)	1782
RD/WT: Right Direction	11% (98)	21% (196)	39% (362)	6% (52)	6% (58)	17% (161)	928
RD/WT: Wrong Track	10% (127)	21% (262)	42% (535)	5% (62)	4% (45)	19% (241)	1273

Continued on next page

Table HR5_12: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average TV show

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	21% (458)	41% (897)	5% (114)	5% (104)	18% (402)	2201
Trump Job Approve	11% (107)	22% (213)	39% (377)	5% (50)	5% (49)	17% (167)	962
Trump Job Disapprove	10% (109)	21% (235)	44% (491)	5% (57)	5% (52)	15% (171)	1116
Trump Job Strongly Approve	12% (63)	19% (98)	38% (195)	5% (26)	7% (34)	18% (90)	506
Trump Job Somewhat Approve	10% (44)	25% (114)	40% (182)	5% (23)	3% (15)	17% (76)	456
Trump Job Somewhat Disapprove	11% (31)	23% (65)	44% (125)	4% (13)	7% (19)	11% (32)	285
Trump Job Strongly Disapprove	9% (78)	20% (170)	44% (367)	5% (44)	4% (32)	17% (139)	831
#1 Issue: Economy	10% (59)	21% (125)	39% (230)	6% (36)	5% (32)	17% (102)	584
#1 Issue: Security	9% (36)	21% (80)	46% (177)	2% (8)	4% (17)	17% (67)	385
#1 Issue: Health Care	11% (37)	19% (65)	42% (146)	5% (16)	5% (18)	19% (65)	347
#1 Issue: Medicare / Social Security	10% (40)	21% (81)	40% (151)	6% (22)	4% (17)	18% (70)	380
#1 Issue: Women's Issues	11% (12)	23% (27)	31% (36)	11% (13)	6% (7)	18% (21)	117
#1 Issue: Education	13% (18)	22% (30)	41% (57)	4% (6)	2% (3)	17% (24)	138
#1 Issue: Energy	10% (10)	28% (31)	39% (43)	7% (8)	3% (3)	13% (14)	108
#1 Issue: Other	8% (12)	15% (22)	40% (57)	4% (5)	4% (6)	28% (40)	142
2018 House Vote: Democrat	11% (93)	21% (172)	43% (355)	6% (50)	4% (29)	15% (123)	823
2018 House Vote: Republican	10% (79)	24% (179)	41% (310)	4% (33)	5% (40)	15% (113)	755
2018 House Vote: Someone else	8% (8)	16% (16)	41% (39)	3% (3)	7% (7)	24% (23)	96
2018 House Vote: Didnt Vote	9% (45)	17% (92)	36% (190)	5% (28)	5% (28)	27% (143)	525
2016 Vote: Hillary Clinton	11% (78)	22% (151)	43% (298)	5% (37)	4% (26)	16% (110)	700
2016 Vote: Donald Trump	9% (69)	23% (175)	41% (307)	5% (34)	6% (41)	16% (121)	749
2016 Vote: Someone else	9% (17)	20% (40)	48% (96)	6% (13)	2% (5)	14% (28)	199
2016 Vote: Didnt Vote	10% (58)	17% (91)	36% (195)	5% (30)	6% (31)	26% (143)	548
Voted in 2014: Yes	11% (155)	22% (325)	42% (624)	5% (73)	5% (68)	16% (230)	1475
Voted in 2014: No	10% (70)	18% (134)	38% (273)	6% (41)	5% (35)	24% (172)	726
2012 Vote: Barack Obama	11% (95)	22% (191)	43% (375)	5% (42)	4% (33)	15% (133)	869
2012 Vote: Mitt Romney	9% (53)	22% (136)	42% (257)	4% (27)	5% (33)	17% (105)	611
2012 Vote: Other	9% (8)	14% (12)	52% (45)	1% (1)	8% (7)	16% (14)	87
2012 Vote: Didn't Vote	11% (69)	18% (116)	35% (220)	7% (43)	5% (32)	24% (150)	631

Continued on next page

Table HR5_12: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	10% (225)	21% (458)	41% (897)	5% (114)	5% (104)	18% (402)	2201
4-Region: Northeast	8% (33)	26% (101)	40% (156)	6% (22)	6% (23)	15% (58)	393
4-Region: Midwest	10% (53)	20% (102)	40% (203)	5% (27)	3% (16)	21% (105)	506
4-Region: South	11% (92)	21% (174)	39% (324)	5% (39)	5% (37)	19% (155)	822
4-Region: West	10% (47)	17% (81)	44% (213)	6% (27)	6% (28)	18% (84)	481
Favorable of Trump	11% (103)	22% (203)	40% (362)	5% (45)	5% (48)	17% (155)	915
Unfavorable of Trump	10% (113)	21% (243)	44% (498)	6% (64)	4% (49)	15% (170)	1136
Very Favorable of Trump	13% (68)	21% (108)	37% (195)	5% (28)	7% (35)	17% (88)	521
Somewhat Favorable of Trump	9% (36)	24% (95)	42% (167)	4% (17)	3% (13)	17% (67)	394
Somewhat Unfavorable of Trump	11% (25)	23% (52)	42% (95)	6% (13)	6% (14)	12% (27)	227
Very Unfavorable of Trump	10% (88)	21% (191)	44% (403)	6% (50)	4% (34)	16% (142)	909
Frequent TV watchers	11% (126)	21% (241)	41% (460)	6% (67)	4% (46)	16% (183)	1123
Frequent movie watchers	15% (61)	16% (66)	37% (152)	7% (29)	5% (22)	19% (80)	410
Film: An avid fan	14% (97)	23% (161)	39% (276)	6% (43)	6% (40)	14% (99)	716
Film: A casual fan	9% (107)	22% (260)	43% (525)	5% (65)	4% (45)	17% (205)	1207
Film: Not a fan	8% (21)	13% (37)	35% (96)	3% (7)	7% (18)	35% (99)	279
TV: An avid fan	12% (126)	22% (232)	40% (422)	5% (57)	5% (54)	15% (158)	1049
TV: A casual fan	9% (89)	21% (205)	43% (428)	5% (45)	4% (43)	19% (185)	996
TV: Not a fan	6% (10)	14% (21)	30% (47)	7% (11)	4% (7)	38% (60)	156
Music: An avid fan	12% (140)	21% (232)	40% (452)	5% (60)	5% (54)	17% (186)	1123
Music: A casual fan	8% (74)	22% (206)	43% (406)	5% (47)	4% (42)	18% (175)	952
Music: Not a fan	9% (11)	15% (19)	31% (39)	6% (7)	6% (8)	33% (42)	126
Fashion: An avid fan	16% (45)	21% (56)	35% (95)	5% (14)	5% (14)	18% (48)	272
Fashion: A casual fan	11% (103)	25% (225)	40% (364)	6% (55)	4% (34)	13% (120)	900
Fashion: Not a fan	8% (78)	17% (177)	43% (438)	4% (46)	5% (56)	23% (235)	1029

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

Table HR5_13: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 The program is longer than an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (151)	12% (260)	38% (838)	13% (294)	12% (273)	17% (385)	2201
Gender: Male	6% (64)	11% (114)	41% (419)	13% (135)	12% (124)	17% (174)	1030
Gender: Female	7% (87)	12% (146)	36% (419)	14% (159)	13% (148)	18% (211)	1171
Age: 18-29	12% (46)	15% (60)	32% (127)	11% (45)	9% (36)	21% (82)	395
Age: 30-44	9% (42)	16% (78)	36% (176)	11% (55)	8% (37)	21% (105)	492
Age: 45-54	4% (15)	10% (36)	44% (161)	12% (45)	13% (49)	17% (62)	368
Age: 55-64	7% (29)	8% (37)	46% (199)	12% (52)	14% (59)	14% (59)	434
Age: 65+	4% (19)	10% (49)	34% (176)	19% (97)	18% (92)	15% (78)	512
Generation Z: 18-21	15% (20)	20% (26)	27% (34)	8% (11)	9% (11)	20% (26)	128
Millennial: Age 22-37	10% (52)	14% (76)	35% (189)	11% (56)	8% (43)	22% (115)	532
Generation X: Age 38-53	6% (32)	12% (68)	40% (219)	14% (75)	11% (59)	18% (98)	551
Boomers: Age 54-72	5% (44)	9% (76)	42% (362)	14% (124)	15% (133)	14% (123)	862
PID: Dem (no lean)	9% (69)	14% (102)	39% (293)	15% (111)	8% (59)	15% (113)	747
PID: Ind (no lean)	5% (41)	11% (84)	40% (310)	11% (88)	12% (97)	20% (160)	781
PID: Rep (no lean)	6% (41)	11% (74)	35% (235)	14% (96)	17% (116)	17% (112)	673
PID/Gender: Dem Men	10% (31)	11% (34)	43% (138)	14% (45)	7% (24)	15% (49)	321
PID/Gender: Dem Women	9% (39)	16% (68)	36% (155)	16% (66)	8% (35)	15% (64)	426
PID/Gender: Ind Men	3% (11)	11% (39)	40% (143)	12% (44)	13% (48)	20% (72)	357
PID/Gender: Ind Women	7% (30)	11% (45)	40% (168)	10% (44)	12% (49)	21% (87)	423
PID/Gender: Rep Men	6% (22)	11% (40)	39% (138)	13% (47)	15% (52)	15% (52)	352
PID/Gender: Rep Women	6% (19)	10% (33)	30% (97)	15% (48)	20% (64)	19% (60)	321
Ideo: Liberal (1-3)	10% (66)	14% (97)	39% (263)	14% (94)	8% (54)	14% (94)	669
Ideo: Moderate (4)	6% (31)	12% (60)	44% (219)	14% (69)	11% (56)	13% (64)	500
Ideo: Conservative (5-7)	4% (30)	10% (71)	38% (272)	16% (115)	19% (136)	14% (98)	721
Educ: < College	8% (112)	12% (162)	38% (522)	10% (141)	11% (153)	21% (295)	1384
Educ: Bachelors degree	6% (29)	13% (68)	37% (194)	18% (96)	14% (74)	12% (60)	521
Educ: Post-grad	3% (10)	10% (30)	41% (123)	19% (58)	16% (46)	10% (30)	296

Continued on next page

Table HR5_13: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (151)	12% (260)	38% (838)	13% (294)	12% (273)	17% (385)	2201
Income: Under 50k	8% (100)	11% (142)	36% (462)	12% (147)	12% (153)	21% (267)	1270
Income: 50k-100k	6% (43)	13% (91)	40% (271)	15% (101)	13% (88)	13% (90)	684
Income: 100k+	3% (9)	11% (27)	43% (106)	19% (47)	12% (31)	11% (28)	247
Ethnicity: White	6% (98)	11% (204)	39% (701)	14% (257)	13% (235)	16% (285)	1780
Ethnicity: Hispanic	12% (26)	12% (25)	35% (74)	14% (31)	11% (22)	16% (35)	213
Ethnicity: Afr. Am.	14% (38)	14% (40)	31% (86)	9% (26)	7% (20)	25% (69)	279
Ethnicity: Other	11% (15)	11% (15)	36% (51)	8% (12)	12% (18)	22% (31)	142
Relig: Protestant	4% (20)	11% (54)	36% (184)	18% (92)	17% (88)	15% (75)	514
Relig: Roman Catholic	7% (28)	14% (59)	39% (163)	16% (69)	14% (60)	10% (43)	421
Relig: Something Else	9% (20)	12% (28)	42% (96)	12% (27)	5% (12)	20% (46)	229
Relig: Jewish	11% (7)	11% (6)	45% (27)	20% (12)	4% (2)	9% (5)	59
Relig: Evangelical	6% (51)	12% (96)	40% (329)	17% (140)	11% (94)	14% (115)	825
Relig: Non-Evang. Catholics	5% (17)	13% (45)	34% (115)	14% (48)	19% (66)	14% (49)	339
Relig: All Christian	6% (68)	12% (141)	38% (444)	16% (188)	14% (160)	14% (164)	1164
Relig: All Non-Christian	11% (30)	15% (42)	30% (80)	9% (24)	11% (30)	24% (65)	270
Community: Urban	9% (47)	14% (71)	37% (195)	14% (73)	10% (53)	16% (83)	522
Community: Suburban	7% (67)	12% (123)	39% (397)	14% (145)	13% (130)	15% (155)	1017
Community: Rural	6% (37)	10% (66)	37% (246)	12% (77)	13% (89)	22% (147)	662
Employ: Private Sector	7% (48)	13% (82)	43% (278)	14% (89)	10% (67)	14% (90)	655
Employ: Government	4% (7)	9% (14)	43% (68)	16% (26)	13% (21)	14% (21)	157
Employ: Self-Employed	11% (20)	15% (27)	35% (66)	15% (29)	12% (22)	12% (22)	186
Employ: Homemaker	8% (11)	17% (24)	38% (54)	7% (10)	9% (13)	21% (30)	141
Employ: Student	9% (8)	18% (16)	33% (29)	11% (10)	14% (12)	16% (14)	90
Employ: Retired	4% (23)	9% (50)	37% (209)	16% (90)	19% (107)	14% (81)	559
Employ: Unemployed	7% (14)	10% (19)	36% (71)	11% (22)	5% (9)	31% (62)	198
Employ: Other	9% (20)	13% (27)	29% (63)	9% (19)	10% (21)	30% (65)	214
Military HH: Yes	5% (21)	10% (43)	38% (158)	15% (61)	16% (69)	16% (67)	419
Military HH: No	7% (130)	12% (217)	38% (681)	13% (233)	11% (204)	18% (318)	1782
RD/WT: Right Direction	7% (61)	12% (107)	36% (331)	15% (137)	16% (147)	16% (145)	928
RD/WT: Wrong Track	7% (91)	12% (153)	40% (507)	12% (158)	10% (125)	19% (240)	1273

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Table HR5_13: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average TV show

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (151)	12% (260)	38% (838)	13% (294)	12% (273)	17% (385)	2201
Trump Job Approve	6% (59)	11% (108)	37% (358)	13% (127)	17% (160)	16% (151)	962
Trump Job Disapprove	8% (87)	13% (140)	41% (452)	14% (159)	9% (106)	15% (172)	1116
Trump Job Strongly Approve	6% (32)	10% (49)	37% (186)	12% (59)	20% (99)	16% (80)	506
Trump Job Somewhat Approve	6% (26)	13% (58)	38% (172)	15% (68)	13% (61)	16% (71)	456
Trump Job Somewhat Disapprove	9% (27)	16% (45)	37% (105)	14% (40)	10% (30)	13% (38)	285
Trump Job Strongly Disapprove	7% (60)	11% (95)	42% (348)	14% (118)	9% (76)	16% (134)	831
#1 Issue: Economy	6% (37)	13% (73)	38% (225)	15% (86)	11% (67)	16% (96)	584
#1 Issue: Security	4% (14)	8% (32)	40% (153)	16% (60)	16% (62)	17% (64)	385
#1 Issue: Health Care	7% (25)	12% (40)	43% (149)	11% (38)	9% (31)	19% (64)	347
#1 Issue: Medicare / Social Security	8% (31)	11% (44)	32% (122)	13% (51)	18% (69)	17% (63)	380
#1 Issue: Women's Issues	14% (16)	18% (21)	30% (36)	10% (12)	7% (9)	20% (24)	117
#1 Issue: Education	10% (13)	12% (17)	40% (56)	10% (14)	8% (11)	19% (27)	138
#1 Issue: Energy	7% (8)	18% (20)	44% (47)	16% (17)	4% (5)	11% (12)	108
#1 Issue: Other	5% (7)	9% (13)	36% (51)	12% (18)	13% (18)	25% (35)	142
2018 House Vote: Democrat	8% (69)	12% (95)	41% (341)	15% (125)	9% (74)	15% (120)	823
2018 House Vote: Republican	5% (39)	10% (79)	38% (289)	15% (112)	18% (133)	14% (102)	755
2018 House Vote: Someone else	6% (6)	16% (15)	32% (31)	9% (9)	11% (11)	27% (26)	96
2018 House Vote: Didn't Vote	7% (38)	14% (71)	34% (178)	9% (46)	10% (55)	26% (137)	525
2016 Vote: Hillary Clinton	9% (64)	13% (89)	40% (280)	14% (100)	8% (59)	16% (109)	700
2016 Vote: Donald Trump	4% (31)	10% (76)	38% (286)	15% (115)	18% (133)	14% (107)	749
2016 Vote: Someone else	9% (18)	10% (19)	42% (83)	12% (24)	12% (23)	16% (31)	199
2016 Vote: Didn't Vote	7% (38)	14% (75)	34% (188)	10% (52)	11% (58)	25% (138)	548
Voted in 2014: Yes	7% (102)	11% (161)	39% (576)	15% (217)	14% (202)	15% (218)	1475
Voted in 2014: No	7% (49)	14% (99)	36% (263)	11% (77)	10% (70)	23% (167)	726
2012 Vote: Barack Obama	9% (77)	12% (104)	41% (359)	13% (115)	10% (86)	15% (128)	869
2012 Vote: Mitt Romney	4% (26)	9% (57)	38% (229)	15% (93)	17% (106)	16% (100)	611
2012 Vote: Other	3% (2)	4% (3)	43% (38)	14% (12)	21% (18)	15% (13)	87
2012 Vote: Didn't Vote	7% (46)	15% (96)	33% (208)	12% (74)	10% (62)	23% (144)	631

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Table HR5_13: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average TV show*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (151)	12% (260)	38% (838)	13% (294)	12% (273)	17% (385)	2201
4-Region: Northeast	6% (23)	15% (58)	42% (164)	12% (47)	12% (48)	14% (54)	393
4-Region: Midwest	5% (26)	10% (49)	37% (186)	13% (67)	14% (69)	21% (108)	506
4-Region: South	7% (60)	13% (103)	37% (305)	13% (110)	11% (92)	18% (151)	822
4-Region: West	9% (42)	10% (49)	38% (183)	15% (71)	13% (63)	15% (73)	481
Favorable of Trump	6% (57)	12% (109)	36% (331)	14% (124)	16% (151)	16% (143)	915
Unfavorable of Trump	7% (84)	12% (142)	42% (476)	14% (164)	9% (102)	15% (168)	1136
Very Favorable of Trump	8% (41)	10% (55)	34% (176)	14% (75)	18% (94)	16% (81)	521
Somewhat Favorable of Trump	4% (16)	14% (54)	39% (155)	13% (49)	15% (57)	16% (62)	394
Somewhat Unfavorable of Trump	8% (18)	13% (30)	42% (96)	15% (34)	9% (20)	13% (30)	227
Very Unfavorable of Trump	7% (66)	12% (112)	42% (380)	14% (131)	9% (81)	15% (139)	909
Frequent TV watchers	8% (89)	13% (144)	38% (428)	14% (161)	11% (127)	15% (173)	1123
Frequent movie watchers	10% (41)	16% (67)	35% (142)	11% (45)	9% (36)	19% (80)	410
Film: An avid fan	11% (80)	16% (117)	39% (278)	10% (74)	11% (76)	13% (90)	716
Film: A casual fan	5% (59)	10% (125)	40% (478)	16% (197)	12% (147)	17% (201)	1207
Film: Not a fan	4% (12)	6% (17)	30% (83)	8% (23)	18% (50)	34% (94)	279
TV: An avid fan	8% (88)	14% (147)	37% (393)	13% (136)	12% (125)	15% (159)	1049
TV: A casual fan	5% (49)	11% (106)	40% (395)	15% (149)	13% (124)	17% (172)	996
TV: Not a fan	9% (14)	4% (6)	32% (51)	6% (9)	14% (23)	35% (54)	156
Music: An avid fan	9% (105)	13% (151)	38% (427)	13% (145)	11% (120)	15% (174)	1123
Music: A casual fan	4% (41)	11% (101)	39% (373)	14% (136)	14% (131)	18% (170)	952
Music: Not a fan	4% (5)	6% (8)	31% (39)	10% (12)	17% (21)	33% (41)	126
Fashion: An avid fan	13% (35)	20% (53)	34% (93)	7% (18)	10% (27)	16% (45)	272
Fashion: A casual fan	8% (68)	15% (138)	36% (327)	16% (142)	12% (105)	13% (121)	900
Fashion: Not a fan	5% (48)	7% (69)	41% (418)	13% (134)	14% (141)	21% (219)	1029

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

Table HR5_14: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 The program is about the length of an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (163)	18% (407)	41% (912)	7% (161)	7% (163)	18% (396)	2201
Gender: Male	6% (64)	17% (180)	42% (436)	8% (77)	9% (94)	17% (180)	1030
Gender: Female	9% (100)	19% (227)	41% (475)	7% (83)	6% (70)	18% (216)	1171
Age: 18-29	11% (43)	18% (72)	34% (133)	10% (41)	6% (24)	21% (82)	395
Age: 30-44	9% (45)	18% (88)	38% (186)	9% (44)	6% (30)	20% (99)	492
Age: 45-54	6% (24)	18% (65)	45% (165)	6% (21)	6% (24)	19% (70)	368
Age: 55-64	6% (28)	18% (79)	46% (201)	5% (22)	10% (45)	14% (59)	434
Age: 65+	5% (24)	20% (102)	44% (227)	6% (32)	8% (41)	17% (85)	512
Generation Z: 18-21	12% (15)	20% (25)	28% (35)	14% (17)	6% (8)	22% (28)	128
Millennial: Age 22-37	10% (52)	17% (92)	37% (198)	8% (42)	7% (36)	21% (111)	532
Generation X: Age 38-53	8% (43)	18% (97)	42% (231)	8% (44)	6% (32)	19% (104)	551
Boomers: Age 54-72	5% (47)	19% (164)	45% (390)	6% (52)	9% (77)	15% (132)	862
PID: Dem (no lean)	10% (77)	21% (157)	40% (303)	8% (58)	5% (35)	16% (118)	747
PID: Ind (no lean)	7% (51)	17% (131)	42% (327)	6% (50)	8% (65)	20% (157)	781
PID: Rep (no lean)	5% (35)	18% (119)	42% (282)	8% (53)	9% (63)	18% (121)	673
PID/Gender: Dem Men	10% (31)	19% (61)	43% (140)	6% (21)	6% (20)	15% (49)	321
PID/Gender: Dem Women	11% (47)	22% (95)	38% (163)	9% (37)	4% (16)	16% (69)	426
PID/Gender: Ind Men	4% (16)	17% (59)	42% (150)	7% (25)	9% (32)	21% (75)	357
PID/Gender: Ind Women	8% (35)	17% (72)	42% (177)	6% (25)	8% (33)	19% (82)	423
PID/Gender: Rep Men	5% (17)	17% (59)	42% (146)	9% (31)	12% (42)	16% (56)	352
PID/Gender: Rep Women	6% (18)	19% (60)	42% (136)	7% (21)	7% (21)	20% (65)	321
Ideo: Liberal (1-3)	11% (72)	21% (138)	42% (282)	9% (57)	5% (35)	13% (84)	669
Ideo: Moderate (4)	6% (28)	20% (101)	47% (235)	6% (29)	7% (36)	14% (71)	500
Ideo: Conservative (5-7)	5% (33)	19% (136)	43% (309)	9% (61)	9% (67)	16% (115)	721
Educ: < College	8% (114)	15% (211)	41% (563)	7% (97)	7% (100)	22% (300)	1384
Educ: Bachelors degree	6% (31)	22% (113)	44% (227)	9% (46)	7% (38)	13% (65)	521
Educ: Post-grad	6% (18)	28% (83)	41% (121)	6% (18)	9% (25)	10% (31)	296

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Table HR5_14: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (163)	18% (407)	41% (912)	7% (161)	7% (163)	18% (396)	2201
Income: Under 50k	9% (110)	16% (199)	40% (506)	7% (85)	8% (99)	21% (271)	1270
Income: 50k-100k	6% (41)	23% (155)	44% (299)	8% (56)	6% (41)	14% (93)	684
Income: 100k+	5% (12)	21% (53)	43% (107)	8% (20)	9% (23)	13% (32)	247
Ethnicity: White	6% (109)	19% (333)	43% (772)	7% (129)	8% (140)	17% (297)	1780
Ethnicity: Hispanic	10% (22)	17% (36)	34% (73)	13% (27)	9% (19)	17% (37)	213
Ethnicity: Afr. Am.	14% (39)	19% (53)	31% (86)	7% (20)	6% (16)	23% (65)	279
Ethnicity: Other	11% (15)	15% (21)	38% (53)	8% (11)	5% (7)	24% (34)	142
Relig: Protestant	6% (32)	22% (111)	42% (214)	8% (39)	7% (38)	16% (80)	514
Relig: Roman Catholic	6% (27)	20% (83)	45% (188)	8% (32)	9% (40)	12% (51)	421
Relig: Something Else	9% (22)	18% (42)	39% (89)	8% (18)	5% (12)	21% (47)	229
Relig: Jewish	6% (3)	24% (14)	49% (29)	5% (3)	9% (5)	8% (5)	59
Relig: Evangelical	7% (55)	20% (162)	43% (354)	8% (66)	8% (64)	15% (125)	825
Relig: Non-Evang. Catholics	8% (26)	22% (74)	40% (137)	7% (23)	8% (26)	16% (53)	339
Relig: All Christian	7% (81)	20% (236)	42% (491)	8% (89)	8% (89)	15% (178)	1164
Relig: All Non-Christian	13% (36)	16% (43)	32% (85)	9% (25)	9% (24)	21% (57)	270
Community: Urban	10% (52)	18% (94)	42% (217)	6% (31)	7% (38)	17% (90)	522
Community: Suburban	7% (71)	22% (221)	42% (428)	8% (84)	7% (68)	14% (145)	1017
Community: Rural	6% (40)	14% (91)	40% (266)	7% (46)	9% (58)	24% (161)	662
Employ: Private Sector	9% (56)	18% (115)	44% (288)	9% (60)	7% (46)	14% (89)	655
Employ: Government	3% (4)	21% (33)	47% (73)	11% (17)	5% (8)	14% (21)	157
Employ: Self-Employed	10% (19)	18% (33)	44% (82)	7% (13)	8% (15)	13% (25)	186
Employ: Homemaker	8% (11)	18% (26)	46% (65)	3% (4)	3% (4)	22% (31)	141
Employ: Student	11% (10)	25% (23)	31% (27)	13% (12)	6% (6)	14% (13)	90
Employ: Retired	5% (29)	22% (123)	43% (238)	5% (26)	10% (58)	15% (85)	559
Employ: Unemployed	9% (18)	11% (22)	36% (71)	9% (18)	7% (14)	28% (56)	198
Employ: Other	8% (16)	15% (32)	31% (66)	5% (10)	6% (13)	36% (76)	214
Military HH: Yes	7% (29)	19% (78)	40% (169)	8% (33)	8% (34)	18% (76)	419
Military HH: No	8% (134)	18% (329)	42% (743)	7% (128)	7% (129)	18% (320)	1782
RD/WT: Right Direction	7% (67)	19% (172)	41% (382)	7% (62)	10% (92)	17% (153)	928
RD/WT: Wrong Track	8% (97)	18% (234)	42% (530)	8% (99)	6% (72)	19% (242)	1273

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Table HR5_14: In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average film

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (163)	18% (407)	41% (912)	7% (161)	7% (163)	18% (396)	2201
Trump Job Approve	6% (61)	19% (180)	42% (401)	8% (74)	9% (85)	17% (160)	962
Trump Job Disapprove	8% (94)	19% (215)	43% (484)	7% (82)	6% (72)	15% (170)	1116
Trump Job Strongly Approve	7% (33)	16% (82)	43% (217)	7% (34)	10% (53)	17% (87)	506
Trump Job Somewhat Approve	6% (28)	22% (98)	40% (184)	9% (40)	7% (32)	16% (74)	456
Trump Job Somewhat Disapprove	10% (30)	23% (65)	41% (118)	8% (23)	6% (18)	11% (32)	285
Trump Job Strongly Disapprove	8% (65)	18% (150)	44% (366)	7% (59)	7% (55)	17% (137)	831
#1 Issue: Economy	7% (38)	19% (110)	41% (242)	8% (47)	8% (44)	18% (103)	584
#1 Issue: Security	5% (20)	17% (65)	46% (176)	7% (28)	8% (31)	17% (65)	385
#1 Issue: Health Care	10% (34)	17% (60)	43% (149)	6% (22)	6% (20)	18% (63)	347
#1 Issue: Medicare / Social Security	9% (33)	19% (72)	39% (149)	5% (20)	11% (40)	17% (65)	380
#1 Issue: Women's Issues	8% (10)	21% (25)	39% (45)	9% (11)	4% (5)	18% (21)	117
#1 Issue: Education	8% (11)	19% (26)	38% (52)	10% (14)	5% (7)	20% (28)	138
#1 Issue: Energy	8% (9)	23% (25)	44% (48)	11% (11)	2% (2)	12% (13)	108
#1 Issue: Other	7% (10)	17% (24)	35% (50)	5% (7)	10% (14)	26% (37)	142
2018 House Vote: Democrat	8% (70)	22% (180)	43% (356)	6% (50)	5% (44)	15% (122)	823
2018 House Vote: Republican	6% (47)	18% (133)	45% (337)	8% (58)	9% (68)	15% (112)	755
2018 House Vote: Someone else	6% (6)	16% (16)	38% (37)	4% (4)	8% (7)	28% (27)	96
2018 House Vote: Didnt Vote	8% (41)	15% (76)	35% (182)	9% (47)	8% (44)	26% (134)	525
2016 Vote: Hillary Clinton	8% (57)	21% (150)	43% (298)	7% (49)	5% (36)	16% (110)	700
2016 Vote: Donald Trump	5% (39)	18% (138)	44% (328)	8% (56)	9% (68)	16% (119)	749
2016 Vote: Someone else	5% (11)	16% (32)	46% (91)	7% (14)	8% (15)	18% (35)	199
2016 Vote: Didnt Vote	10% (56)	16% (85)	35% (194)	7% (38)	8% (45)	24% (131)	548
Voted in 2014: Yes	7% (106)	19% (286)	44% (642)	7% (106)	7% (107)	15% (228)	1475
Voted in 2014: No	8% (58)	17% (120)	37% (270)	7% (54)	8% (56)	23% (167)	726
2012 Vote: Barack Obama	9% (75)	22% (191)	43% (378)	6% (50)	5% (46)	15% (130)	869
2012 Vote: Mitt Romney	5% (28)	17% (104)	43% (261)	9% (53)	10% (58)	17% (107)	611
2012 Vote: Other	2% (2)	6% (6)	54% (47)	8% (7)	12% (10)	17% (15)	87
2012 Vote: Didn't Vote	9% (56)	17% (106)	36% (225)	8% (50)	8% (49)	23% (144)	631

Continued on next page

Table HR5_14: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is about the length of an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	7% (163)	18% (407)	41% (912)	7% (161)	7% (163)	18% (396)	2201
4-Region: Northeast	6% (24)	21% (82)	46% (181)	5% (18)	8% (31)	14% (57)	393
4-Region: Midwest	6% (33)	16% (83)	40% (203)	8% (42)	7% (35)	22% (109)	506
4-Region: South	8% (70)	18% (145)	40% (330)	8% (67)	7% (59)	18% (151)	822
4-Region: West	8% (38)	20% (96)	41% (198)	7% (34)	8% (38)	16% (78)	481
Favorable of Trump	6% (59)	18% (164)	42% (387)	8% (73)	9% (82)	17% (151)	915
Unfavorable of Trump	8% (94)	20% (229)	44% (495)	7% (80)	6% (65)	15% (174)	1136
Very Favorable of Trump	7% (36)	16% (83)	41% (214)	8% (39)	12% (60)	17% (89)	521
Somewhat Favorable of Trump	6% (23)	20% (81)	44% (173)	8% (33)	5% (22)	16% (63)	394
Somewhat Unfavorable of Trump	7% (15)	25% (56)	42% (96)	7% (16)	5% (12)	14% (31)	227
Very Unfavorable of Trump	9% (79)	19% (173)	44% (398)	7% (64)	6% (52)	16% (143)	909
Frequent TV watchers	9% (98)	19% (211)	43% (483)	7% (82)	6% (68)	16% (182)	1123
Frequent movie watchers	13% (51)	17% (70)	38% (155)	6% (24)	7% (27)	20% (83)	410
Film: An avid fan	12% (83)	24% (174)	39% (278)	7% (49)	6% (46)	12% (85)	716
Film: A casual fan	5% (64)	18% (219)	44% (532)	8% (95)	7% (81)	18% (216)	1207
Film: Not a fan	6% (16)	5% (14)	36% (102)	6% (17)	13% (36)	34% (95)	279
TV: An avid fan	9% (99)	21% (216)	41% (428)	8% (85)	6% (67)	15% (155)	1049
TV: A casual fan	5% (53)	18% (176)	43% (433)	7% (71)	8% (83)	18% (181)	996
TV: Not a fan	7% (11)	10% (15)	33% (51)	3% (5)	9% (14)	38% (60)	156
Music: An avid fan	9% (105)	19% (217)	42% (473)	7% (83)	6% (71)	16% (175)	1123
Music: A casual fan	5% (52)	18% (173)	41% (394)	8% (73)	8% (79)	19% (180)	952
Music: Not a fan	5% (6)	13% (16)	36% (45)	4% (5)	11% (13)	32% (40)	126
Fashion: An avid fan	17% (47)	20% (55)	35% (95)	7% (19)	4% (11)	17% (45)	272
Fashion: A casual fan	7% (63)	25% (224)	41% (368)	8% (71)	7% (60)	13% (114)	900
Fashion: Not a fan	5% (53)	12% (128)	44% (449)	7% (71)	9% (92)	23% (236)	1029

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

Table HR5_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 The program is longer than an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (113)	8% (178)	35% (762)	16% (352)	18% (391)	18% (405)	2201
Gender: Male	6% (57)	7% (74)	37% (383)	16% (160)	17% (173)	18% (183)	1030
Gender: Female	5% (56)	9% (104)	32% (379)	16% (192)	19% (219)	19% (221)	1171
Age: 18-29	8% (31)	10% (40)	31% (123)	16% (63)	14% (56)	21% (82)	395
Age: 30-44	8% (38)	9% (44)	34% (168)	15% (72)	14% (66)	21% (104)	492
Age: 45-54	3% (10)	7% (26)	39% (145)	12% (45)	19% (70)	20% (72)	368
Age: 55-64	4% (18)	8% (33)	38% (163)	17% (74)	19% (82)	15% (65)	434
Age: 65+	3% (16)	7% (36)	32% (163)	19% (99)	23% (117)	16% (82)	512
Generation Z: 18-21	12% (16)	11% (14)	25% (32)	18% (24)	13% (16)	21% (26)	128
Millennial: Age 22-37	7% (37)	9% (48)	35% (188)	14% (72)	14% (72)	21% (114)	532
Generation X: Age 38-53	5% (26)	8% (43)	35% (195)	15% (81)	17% (96)	20% (111)	551
Boomers: Age 54-72	4% (32)	8% (65)	36% (313)	17% (147)	20% (176)	15% (129)	862
PID: Dem (no lean)	6% (46)	11% (80)	37% (277)	15% (115)	15% (110)	16% (119)	747
PID: Ind (no lean)	5% (36)	6% (51)	35% (272)	15% (117)	18% (141)	21% (165)	781
PID: Rep (no lean)	5% (30)	7% (47)	32% (213)	18% (120)	21% (141)	18% (121)	673
PID/Gender: Dem Men	6% (20)	10% (31)	42% (136)	14% (46)	11% (34)	17% (54)	321
PID/Gender: Dem Women	6% (27)	12% (49)	33% (141)	16% (69)	18% (75)	15% (65)	426
PID/Gender: Ind Men	4% (16)	5% (18)	35% (125)	16% (57)	18% (66)	21% (75)	357
PID/Gender: Ind Women	5% (20)	8% (32)	35% (147)	14% (60)	18% (75)	21% (89)	423
PID/Gender: Rep Men	6% (21)	7% (24)	35% (122)	16% (57)	21% (73)	15% (54)	352
PID/Gender: Rep Women	3% (9)	7% (23)	28% (91)	20% (63)	21% (69)	21% (67)	321
Ideo: Liberal (1-3)	6% (42)	11% (74)	37% (249)	17% (115)	14% (92)	14% (96)	669
Ideo: Moderate (4)	5% (24)	9% (43)	39% (197)	16% (81)	18% (88)	14% (68)	500
Ideo: Conservative (5-7)	3% (24)	6% (43)	33% (238)	18% (128)	24% (175)	16% (112)	721
Educ: < College	6% (84)	9% (120)	35% (483)	13% (181)	15% (207)	22% (310)	1384
Educ: Bachelors degree	4% (19)	8% (42)	33% (173)	21% (109)	21% (110)	13% (67)	521
Educ: Post-grad	3% (10)	6% (17)	36% (106)	21% (63)	25% (74)	9% (27)	296

Continued on next page

Table HR5_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average film*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	5%	(113)	8%	(178)	35%	(762)	16%	(352)	18%	(391)	18%	(405)	2201
Income: Under 50k	6%	(75)	8%	(103)	34%	(437)	14%	(177)	16%	(200)	22%	(278)	1270
Income: 50k-100k	4%	(29)	9%	(60)	36%	(244)	18%	(124)	19%	(130)	14%	(97)	684
Income: 100k+	3%	(9)	6%	(16)	32%	(80)	21%	(52)	25%	(61)	12%	(30)	247
Ethnicity: White	4%	(75)	8%	(135)	35%	(629)	17%	(302)	19%	(334)	17%	(305)	1780
Ethnicity: Hispanic	7%	(15)	12%	(26)	35%	(76)	13%	(27)	14%	(30)	19%	(40)	213
Ethnicity: Afr. Am.	10%	(29)	12%	(33)	30%	(83)	12%	(33)	13%	(35)	24%	(66)	279
Ethnicity: Other	6%	(9)	8%	(11)	35%	(50)	12%	(17)	16%	(22)	24%	(34)	142
Relig: Protestant	3%	(14)	6%	(32)	33%	(167)	20%	(104)	23%	(119)	15%	(78)	514
Relig: Roman Catholic	5%	(23)	10%	(44)	35%	(148)	17%	(73)	20%	(83)	12%	(51)	421
Relig: Something Else	7%	(16)	8%	(18)	39%	(91)	13%	(30)	12%	(27)	21%	(48)	229
Relig: Jewish	9%	(6)	15%	(9)	31%	(18)	17%	(10)	16%	(9)	11%	(7)	59
Relig: Evangelical	5%	(40)	7%	(61)	35%	(292)	19%	(154)	19%	(157)	15%	(122)	825
Relig: Non-Evang. Catholics	4%	(13)	10%	(33)	34%	(114)	16%	(53)	21%	(72)	16%	(55)	339
Relig: All Christian	4%	(52)	8%	(94)	35%	(405)	18%	(207)	20%	(229)	15%	(177)	1164
Relig: All Non-Christian	9%	(23)	10%	(26)	26%	(71)	15%	(41)	16%	(43)	24%	(65)	270
Community: Urban	8%	(40)	9%	(45)	38%	(197)	14%	(71)	17%	(87)	16%	(84)	522
Community: Suburban	5%	(50)	8%	(85)	35%	(358)	18%	(185)	17%	(176)	16%	(163)	1017
Community: Rural	3%	(23)	7%	(49)	31%	(207)	15%	(96)	20%	(129)	24%	(158)	662
Employ: Private Sector	4%	(29)	9%	(62)	39%	(254)	17%	(111)	17%	(110)	14%	(88)	655
Employ: Government	2%	(3)	7%	(11)	35%	(55)	20%	(32)	21%	(34)	14%	(22)	157
Employ: Self-Employed	6%	(11)	12%	(22)	37%	(68)	14%	(26)	18%	(33)	14%	(26)	186
Employ: Homemaker	4%	(5)	11%	(15)	38%	(53)	12%	(17)	16%	(22)	20%	(29)	141
Employ: Student	11%	(10)	12%	(11)	24%	(21)	20%	(18)	18%	(16)	15%	(14)	90
Employ: Retired	4%	(23)	6%	(33)	33%	(183)	17%	(97)	24%	(132)	16%	(91)	559
Employ: Unemployed	9%	(17)	7%	(14)	30%	(60)	12%	(24)	11%	(22)	30%	(60)	198
Employ: Other	7%	(14)	5%	(10)	31%	(66)	13%	(27)	10%	(22)	35%	(75)	214
Military HH: Yes	5%	(19)	7%	(30)	34%	(142)	16%	(67)	22%	(91)	17%	(70)	419
Military HH: No	5%	(93)	8%	(148)	35%	(620)	16%	(285)	17%	(300)	19%	(335)	1782
RD/WT: Right Direction	6%	(55)	8%	(73)	33%	(308)	16%	(149)	20%	(184)	17%	(159)	928
RD/WT: Wrong Track	5%	(58)	8%	(105)	36%	(454)	16%	(203)	16%	(207)	19%	(246)	1273

Continued on next page

Table HR5_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 The program is longer than an average film*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	5%	(113)	8%	(178)	35%	(762)	16%	(352)	18%	(391)	18%	(405)	2201
Trump Job Approve	5%	(50)	8%	(74)	33%	(320)	16%	(153)	21%	(206)	16%	(159)	962
Trump Job Disapprove	5%	(51)	9%	(100)	37%	(418)	17%	(188)	16%	(177)	16%	(182)	1116
Trump Job Strongly Approve	6%	(32)	7%	(35)	31%	(158)	15%	(78)	23%	(117)	17%	(87)	506
Trump Job Somewhat Approve	4%	(19)	9%	(40)	35%	(162)	17%	(76)	19%	(89)	16%	(71)	456
Trump Job Somewhat Disapprove	6%	(18)	13%	(36)	34%	(96)	18%	(50)	14%	(41)	15%	(44)	285
Trump Job Strongly Disapprove	4%	(32)	8%	(64)	39%	(323)	17%	(138)	16%	(136)	17%	(138)	831
#1 Issue: Economy	5%	(27)	9%	(54)	35%	(206)	18%	(102)	15%	(90)	18%	(104)	584
#1 Issue: Security	3%	(11)	7%	(28)	36%	(140)	16%	(60)	21%	(82)	17%	(65)	385
#1 Issue: Health Care	6%	(21)	8%	(27)	35%	(120)	15%	(52)	18%	(63)	19%	(65)	347
#1 Issue: Medicare / Social Security	7%	(27)	8%	(30)	30%	(114)	17%	(63)	20%	(75)	19%	(71)	380
#1 Issue: Women's Issues	9%	(10)	7%	(8)	29%	(34)	16%	(19)	17%	(20)	22%	(25)	117
#1 Issue: Education	7%	(9)	10%	(14)	35%	(48)	15%	(21)	14%	(19)	20%	(27)	138
#1 Issue: Energy	2%	(2)	11%	(12)	47%	(51)	15%	(16)	14%	(15)	13%	(14)	108
#1 Issue: Other	4%	(6)	4%	(6)	35%	(50)	13%	(18)	20%	(28)	24%	(34)	142
2018 House Vote: Democrat	5%	(42)	9%	(74)	37%	(306)	17%	(138)	17%	(141)	15%	(121)	823
2018 House Vote: Republican	4%	(33)	7%	(52)	34%	(258)	18%	(135)	22%	(165)	15%	(112)	755
2018 House Vote: Someone else	6%	(6)	4%	(4)	34%	(33)	14%	(13)	11%	(11)	30%	(29)	96
2018 House Vote: Didnt Vote	6%	(32)	9%	(47)	31%	(165)	12%	(65)	14%	(75)	27%	(142)	525
2016 Vote: Hillary Clinton	5%	(32)	9%	(66)	37%	(256)	18%	(125)	15%	(106)	16%	(115)	700
2016 Vote: Donald Trump	4%	(29)	7%	(51)	34%	(253)	18%	(133)	22%	(163)	16%	(120)	749
2016 Vote: Someone else	8%	(15)	6%	(13)	42%	(83)	11%	(22)	18%	(36)	15%	(30)	199
2016 Vote: Didnt Vote	7%	(36)	9%	(49)	31%	(170)	13%	(70)	15%	(84)	25%	(139)	548
Voted in 2014: Yes	5%	(74)	8%	(117)	36%	(526)	17%	(244)	19%	(284)	16%	(231)	1475
Voted in 2014: No	5%	(39)	8%	(61)	33%	(236)	15%	(108)	15%	(108)	24%	(174)	726
2012 Vote: Barack Obama	6%	(49)	9%	(77)	37%	(320)	16%	(142)	17%	(145)	16%	(136)	869
2012 Vote: Mitt Romney	3%	(17)	6%	(36)	34%	(205)	18%	(108)	23%	(143)	17%	(102)	611
2012 Vote: Other	4%	(4)	6%	(5)	40%	(35)	12%	(11)	22%	(19)	15%	(13)	87
2012 Vote: Didn't Vote	7%	(43)	9%	(57)	32%	(201)	15%	(92)	13%	(84)	24%	(153)	631

Continued on next page

Table HR5_15: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
The program is longer than an average film*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	5% (113)	8% (178)	35% (762)	16% (352)	18% (391)	18% (405)	2201
4-Region: Northeast	4% (17)	9% (35)	35% (136)	18% (69)	20% (77)	15% (58)	393
4-Region: Midwest	4% (22)	6% (30)	31% (154)	18% (90)	20% (100)	22% (110)	506
4-Region: South	6% (53)	9% (71)	35% (290)	15% (120)	15% (122)	20% (165)	822
4-Region: West	4% (21)	9% (43)	38% (181)	15% (73)	19% (92)	15% (72)	481
Favorable of Trump	5% (49)	8% (70)	34% (308)	16% (149)	21% (189)	16% (149)	915
Unfavorable of Trump	5% (56)	9% (99)	37% (425)	17% (192)	16% (184)	16% (180)	1136
Very Favorable of Trump	7% (38)	6% (31)	32% (168)	17% (86)	22% (113)	16% (86)	521
Somewhat Favorable of Trump	3% (11)	10% (39)	36% (140)	16% (63)	19% (76)	16% (63)	394
Somewhat Unfavorable of Trump	7% (16)	13% (28)	36% (81)	14% (31)	17% (39)	14% (32)	227
Very Unfavorable of Trump	4% (40)	8% (70)	38% (344)	18% (161)	16% (145)	16% (148)	909
Frequent TV watchers	6% (68)	8% (93)	33% (372)	17% (196)	19% (208)	17% (186)	1123
Frequent movie watchers	10% (41)	10% (41)	32% (130)	14% (58)	13% (52)	22% (88)	410
Film: An avid fan	9% (62)	10% (69)	37% (262)	15% (109)	17% (119)	13% (95)	716
Film: A casual fan	4% (43)	8% (95)	36% (428)	17% (209)	18% (221)	17% (209)	1207
Film: Not a fan	3% (8)	5% (14)	26% (72)	12% (33)	18% (51)	36% (100)	279
TV: An avid fan	6% (68)	10% (102)	35% (367)	17% (178)	17% (173)	15% (161)	1049
TV: A casual fan	4% (35)	6% (64)	36% (354)	16% (162)	20% (194)	19% (187)	996
TV: Not a fan	6% (10)	8% (13)	26% (40)	8% (13)	15% (24)	36% (57)	156
Music: An avid fan	7% (76)	10% (114)	36% (408)	16% (179)	15% (166)	16% (180)	1123
Music: A casual fan	3% (29)	6% (54)	34% (324)	17% (158)	21% (200)	19% (185)	952
Music: Not a fan	5% (7)	8% (10)	24% (30)	12% (15)	20% (25)	31% (40)	126
Fashion: An avid fan	10% (28)	14% (37)	34% (92)	12% (34)	12% (34)	17% (47)	272
Fashion: A casual fan	5% (46)	10% (86)	34% (304)	19% (175)	18% (166)	14% (123)	900
Fashion: Not a fan	4% (39)	5% (55)	35% (365)	14% (143)	19% (191)	23% (235)	1029

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

Table HR5_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (291)	22% (479)	32% (702)	4% (83)	9% (189)	21% (457)	2201
Gender: Male	11% (110)	23% (233)	34% (350)	5% (51)	10% (98)	18% (188)	1030
Gender: Female	15% (180)	21% (246)	30% (352)	3% (32)	8% (91)	23% (269)	1171
Age: 18-29	23% (92)	29% (114)	19% (73)	4% (14)	8% (30)	18% (72)	395
Age: 30-44	16% (78)	23% (115)	29% (145)	4% (18)	6% (31)	21% (106)	492
Age: 45-54	10% (38)	20% (75)	36% (132)	4% (16)	8% (29)	21% (77)	368
Age: 55-64	9% (39)	19% (84)	40% (172)	3% (14)	9% (41)	19% (84)	434
Age: 65+	8% (43)	18% (91)	35% (180)	4% (21)	11% (58)	23% (119)	512
Generation Z: 18-21	27% (34)	27% (35)	15% (19)	3% (4)	10% (13)	18% (23)	128
Millennial: Age 22-37	19% (102)	26% (140)	24% (126)	4% (22)	7% (37)	20% (104)	532
Generation X: Age 38-53	13% (70)	21% (115)	34% (189)	4% (20)	7% (37)	22% (120)	551
Boomers: Age 54-72	9% (75)	19% (166)	38% (329)	4% (33)	10% (87)	20% (171)	862
PID: Dem (no lean)	16% (122)	22% (168)	31% (229)	3% (23)	10% (73)	18% (133)	747
PID: Ind (no lean)	12% (95)	23% (181)	31% (238)	4% (28)	7% (57)	23% (182)	781
PID: Rep (no lean)	11% (74)	19% (131)	35% (235)	5% (32)	9% (59)	21% (142)	673
PID/Gender: Dem Men	13% (43)	24% (78)	33% (106)	5% (15)	10% (32)	15% (47)	321
PID/Gender: Dem Women	18% (79)	21% (89)	29% (123)	2% (8)	10% (41)	20% (86)	426
PID/Gender: Ind Men	10% (34)	25% (90)	31% (111)	3% (12)	7% (27)	23% (84)	357
PID/Gender: Ind Women	14% (61)	21% (90)	30% (128)	4% (16)	7% (31)	23% (98)	423
PID/Gender: Rep Men	9% (33)	18% (65)	38% (133)	7% (24)	11% (39)	16% (57)	352
PID/Gender: Rep Women	13% (41)	21% (66)	32% (102)	3% (8)	6% (20)	26% (84)	321
Ideo: Liberal (1-3)	19% (127)	24% (160)	29% (195)	4% (30)	7% (48)	16% (110)	669
Ideo: Moderate (4)	10% (50)	25% (127)	38% (192)	2% (9)	8% (41)	16% (83)	500
Ideo: Conservative (5-7)	10% (74)	21% (152)	35% (254)	5% (37)	9% (63)	20% (141)	721
Educ: < College	13% (185)	19% (269)	31% (432)	4% (51)	9% (122)	23% (325)	1384
Educ: Bachelors degree	11% (56)	24% (127)	35% (184)	5% (26)	10% (50)	15% (77)	521
Educ: Post-grad	17% (50)	28% (82)	29% (86)	2% (6)	6% (17)	19% (55)	296

Continued on next page

Table HR5_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (291)	22% (479)	32% (702)	4% (83)	9% (189)	21% (457)	2201
Income: Under 50k	14% (173)	18% (231)	31% (393)	4% (47)	9% (117)	24% (309)	1270
Income: 50k-100k	13% (86)	26% (176)	33% (223)	5% (32)	7% (51)	17% (116)	684
Income: 100k+	13% (32)	29% (71)	35% (86)	2% (5)	8% (21)	13% (32)	247
Ethnicity: White	12% (218)	22% (398)	33% (595)	4% (66)	8% (149)	20% (355)	1780
Ethnicity: Hispanic	14% (29)	24% (51)	28% (60)	4% (8)	12% (25)	19% (40)	213
Ethnicity: Afr. Am.	19% (53)	18% (49)	25% (70)	4% (12)	10% (27)	24% (68)	279
Ethnicity: Other	14% (20)	23% (32)	26% (37)	4% (5)	10% (14)	24% (34)	142
Relig: Protestant	12% (62)	22% (116)	36% (184)	3% (15)	8% (43)	18% (94)	514
Relig: Roman Catholic	13% (55)	22% (93)	34% (143)	5% (22)	10% (40)	16% (67)	421
Relig: Something Else	15% (35)	24% (56)	30% (68)	3% (7)	5% (12)	22% (51)	229
Relig: Jewish	14% (8)	17% (10)	38% (23)	5% (3)	10% (6)	17% (10)	59
Relig: Evangelical	13% (108)	24% (197)	33% (273)	4% (32)	8% (63)	18% (152)	825
Relig: Non-Evang. Catholics	13% (44)	20% (68)	36% (122)	4% (12)	10% (33)	18% (61)	339
Relig: All Christian	13% (153)	23% (264)	34% (396)	4% (44)	8% (95)	18% (213)	1164
Relig: All Non-Christian	14% (38)	17% (47)	27% (73)	4% (12)	14% (38)	23% (63)	270
Community: Urban	17% (91)	22% (115)	31% (162)	3% (13)	8% (44)	19% (98)	522
Community: Suburban	13% (133)	23% (235)	33% (336)	4% (43)	8% (85)	18% (185)	1017
Community: Rural	10% (67)	20% (130)	31% (204)	4% (27)	9% (61)	26% (174)	662
Employ: Private Sector	14% (94)	25% (164)	35% (226)	4% (25)	8% (54)	14% (91)	655
Employ: Government	9% (14)	28% (44)	33% (52)	4% (6)	9% (14)	16% (26)	157
Employ: Self-Employed	13% (24)	31% (57)	30% (55)	5% (10)	4% (8)	18% (33)	186
Employ: Homemaker	12% (17)	20% (28)	31% (43)	2% (3)	7% (10)	28% (40)	141
Employ: Student	22% (20)	37% (33)	18% (16)	4% (4)	4% (4)	15% (14)	90
Employ: Retired	10% (57)	16% (91)	36% (202)	4% (20)	11% (62)	23% (128)	559
Employ: Unemployed	19% (38)	13% (27)	25% (50)	3% (6)	7% (13)	32% (64)	198
Employ: Other	12% (27)	16% (35)	27% (57)	4% (9)	11% (24)	29% (62)	214
Military HH: Yes	12% (48)	18% (75)	35% (146)	4% (16)	13% (54)	19% (79)	419
Military HH: No	14% (242)	23% (404)	31% (556)	4% (67)	8% (135)	21% (378)	1782
RD/WT: Right Direction	12% (113)	20% (184)	35% (326)	4% (39)	9% (80)	20% (185)	928
RD/WT: Wrong Track	14% (177)	23% (295)	30% (376)	4% (45)	9% (109)	21% (272)	1273

Continued on next page

Table HR5_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (291)	22% (479)	32% (702)	4% (83)	9% (189)	21% (457)	2201
Trump Job Approve	12% (114)	20% (197)	34% (328)	4% (41)	9% (88)	20% (194)	962
Trump Job Disapprove	15% (165)	24% (269)	31% (349)	3% (38)	8% (93)	18% (202)	1116
Trump Job Strongly Approve	11% (58)	15% (77)	38% (191)	5% (23)	10% (48)	22% (109)	506
Trump Job Somewhat Approve	12% (56)	26% (120)	30% (137)	4% (18)	9% (40)	19% (85)	456
Trump Job Somewhat Disapprove	13% (37)	26% (75)	35% (99)	5% (15)	6% (17)	15% (42)	285
Trump Job Strongly Disapprove	15% (128)	23% (194)	30% (250)	3% (23)	9% (76)	19% (160)	831
#1 Issue: Economy	16% (92)	22% (131)	31% (183)	3% (15)	8% (49)	20% (114)	584
#1 Issue: Security	8% (30)	21% (79)	40% (155)	4% (15)	8% (31)	20% (75)	385
#1 Issue: Health Care	12% (42)	24% (83)	32% (112)	4% (15)	6% (22)	21% (73)	347
#1 Issue: Medicare / Social Security	11% (41)	16% (59)	31% (119)	4% (15)	13% (50)	25% (95)	380
#1 Issue: Women's Issues	20% (23)	29% (33)	19% (22)	6% (7)	5% (6)	21% (24)	117
#1 Issue: Education	14% (19)	29% (40)	23% (32)	5% (7)	9% (13)	20% (27)	138
#1 Issue: Energy	19% (21)	27% (29)	30% (33)	5% (6)	4% (4)	15% (16)	108
#1 Issue: Other	16% (23)	16% (23)	33% (47)	3% (4)	10% (14)	22% (31)	142
2018 House Vote: Democrat	16% (131)	24% (196)	30% (248)	4% (29)	9% (71)	18% (147)	823
2018 House Vote: Republican	10% (77)	21% (160)	38% (286)	4% (31)	8% (64)	18% (137)	755
2018 House Vote: Someone else	7% (6)	19% (18)	33% (32)	3% (3)	8% (8)	30% (29)	96
2018 House Vote: Didn't Vote	15% (76)	19% (102)	26% (136)	4% (20)	9% (47)	27% (144)	525
2016 Vote: Hillary Clinton	16% (111)	23% (160)	29% (206)	4% (25)	9% (61)	20% (137)	700
2016 Vote: Donald Trump	10% (75)	21% (159)	37% (280)	4% (32)	8% (62)	19% (140)	749
2016 Vote: Someone else	8% (16)	24% (48)	37% (73)	4% (8)	10% (19)	17% (34)	199
2016 Vote: Didn't Vote	16% (88)	20% (110)	26% (141)	3% (18)	8% (46)	27% (145)	548
Voted in 2014: Yes	12% (180)	22% (318)	35% (510)	4% (58)	9% (128)	19% (281)	1475
Voted in 2014: No	15% (111)	22% (161)	26% (192)	3% (25)	8% (61)	24% (176)	726
2012 Vote: Barack Obama	15% (133)	23% (198)	30% (264)	3% (28)	9% (81)	19% (166)	869
2012 Vote: Mitt Romney	8% (51)	22% (133)	38% (233)	4% (24)	8% (48)	20% (122)	611
2012 Vote: Other	8% (7)	13% (11)	49% (43)	6% (5)	8% (7)	16% (14)	87
2012 Vote: Didn't Vote	16% (100)	22% (138)	26% (162)	4% (24)	9% (54)	24% (153)	631

Continued on next page

Table HR5_16: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
My friends or family are hosting a viewing party*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	13% (291)	22% (479)	32% (702)	4% (83)	9% (189)	21% (457)	2201
4-Region: Northeast	12% (48)	25% (98)	33% (131)	4% (17)	10% (37)	16% (61)	393
4-Region: Midwest	14% (72)	22% (113)	29% (146)	4% (19)	9% (43)	22% (113)	506
4-Region: South	13% (108)	20% (166)	32% (266)	4% (29)	8% (64)	23% (188)	822
4-Region: West	13% (63)	21% (102)	33% (159)	4% (18)	9% (45)	20% (94)	481
Favorable of Trump	11% (103)	21% (194)	35% (317)	4% (37)	9% (84)	20% (181)	915
Unfavorable of Trump	15% (174)	24% (271)	31% (357)	3% (39)	8% (91)	18% (205)	1136
Very Favorable of Trump	12% (65)	17% (91)	35% (181)	4% (21)	10% (50)	22% (114)	521
Somewhat Favorable of Trump	10% (38)	26% (103)	34% (135)	4% (16)	9% (34)	17% (67)	394
Somewhat Unfavorable of Trump	14% (32)	25% (57)	33% (74)	4% (10)	6% (14)	17% (40)	227
Very Unfavorable of Trump	16% (142)	23% (213)	31% (283)	3% (29)	8% (76)	18% (165)	909
Frequent TV watchers	14% (160)	24% (266)	31% (350)	4% (40)	8% (92)	19% (214)	1123
Frequent movie watchers	19% (78)	20% (81)	30% (121)	5% (19)	7% (29)	20% (81)	410
Film: An avid fan	22% (157)	24% (172)	28% (199)	4% (28)	8% (54)	15% (105)	716
Film: A casual fan	10% (122)	23% (277)	35% (420)	4% (42)	9% (107)	20% (239)	1207
Film: Not a fan	4% (11)	11% (30)	30% (84)	5% (13)	10% (29)	40% (113)	279
TV: An avid fan	16% (168)	21% (222)	32% (341)	4% (39)	8% (87)	18% (191)	1049
TV: A casual fan	11% (109)	24% (235)	32% (318)	4% (40)	9% (92)	20% (202)	996
TV: Not a fan	9% (13)	14% (22)	28% (44)	2% (4)	6% (10)	41% (63)	156
Music: An avid fan	17% (187)	24% (264)	30% (338)	4% (46)	7% (83)	18% (206)	1123
Music: A casual fan	10% (94)	21% (202)	34% (320)	3% (32)	10% (96)	22% (208)	952
Music: Not a fan	8% (10)	10% (13)	35% (44)	4% (6)	8% (11)	34% (43)	126
Fashion: An avid fan	25% (68)	21% (58)	22% (59)	4% (11)	10% (26)	19% (51)	272
Fashion: A casual fan	15% (135)	27% (245)	31% (283)	3% (27)	6% (55)	17% (155)	900
Fashion: Not a fan	9% (88)	17% (176)	35% (360)	4% (46)	11% (108)	24% (251)	1029

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

Table HR5_17: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 Celebrities at the show express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	8% (186)	29% (634)	9% (200)	30% (658)	18% (386)	2201
Gender: Male	6% (59)	10% (107)	29% (298)	9% (97)	30% (307)	16% (163)	1030
Gender: Female	7% (78)	7% (78)	29% (336)	9% (104)	30% (352)	19% (223)	1171
Age: 18-29	11% (42)	12% (49)	27% (105)	11% (42)	20% (77)	20% (79)	395
Age: 30-44	9% (42)	11% (53)	30% (149)	8% (41)	21% (104)	21% (102)	492
Age: 45-54	4% (15)	7% (27)	27% (100)	8% (29)	33% (123)	20% (74)	368
Age: 55-64	5% (24)	6% (28)	32% (139)	9% (39)	34% (149)	13% (56)	434
Age: 65+	3% (14)	6% (28)	27% (141)	10% (49)	40% (205)	15% (75)	512
Generation Z: 18-21	14% (19)	10% (13)	25% (32)	10% (13)	18% (23)	23% (29)	128
Millennial: Age 22-37	9% (47)	13% (69)	28% (147)	10% (53)	20% (105)	21% (110)	532
Generation X: Age 38-53	6% (34)	8% (44)	31% (170)	8% (42)	28% (156)	19% (105)	551
Boomers: Age 54-72	4% (34)	6% (51)	30% (261)	9% (80)	36% (313)	14% (123)	862
PID: Dem (no lean)	9% (65)	13% (96)	41% (308)	9% (68)	12% (89)	16% (120)	747
PID: Ind (no lean)	5% (38)	6% (48)	30% (231)	9% (72)	29% (230)	21% (162)	781
PID: Rep (no lean)	5% (34)	6% (42)	14% (95)	9% (60)	50% (339)	15% (104)	673
PID/Gender: Dem Men	9% (28)	17% (54)	45% (145)	9% (28)	6% (18)	15% (48)	321
PID/Gender: Dem Women	9% (37)	10% (42)	38% (163)	10% (41)	17% (71)	17% (72)	426
PID/Gender: Ind Men	4% (14)	6% (22)	28% (102)	10% (36)	32% (113)	20% (71)	357
PID/Gender: Ind Women	6% (24)	6% (25)	31% (129)	8% (36)	28% (117)	22% (91)	423
PID/Gender: Rep Men	5% (18)	9% (31)	15% (51)	9% (33)	50% (176)	12% (44)	352
PID/Gender: Rep Women	5% (16)	3% (11)	14% (44)	8% (27)	51% (163)	19% (60)	321
Ideo: Liberal (1-3)	11% (73)	15% (100)	41% (275)	10% (68)	10% (64)	13% (89)	669
Ideo: Moderate (4)	4% (21)	7% (36)	34% (172)	11% (55)	30% (150)	13% (66)	500
Ideo: Conservative (5-7)	4% (31)	5% (34)	16% (113)	8% (60)	54% (388)	13% (95)	721
Educ: < College	7% (92)	8% (117)	29% (402)	8% (105)	26% (365)	22% (305)	1384
Educ: Bachelors degree	5% (27)	8% (42)	28% (147)	11% (56)	36% (189)	11% (59)	521
Educ: Post-grad	6% (17)	9% (27)	29% (86)	13% (39)	35% (105)	8% (22)	296

Continued on next page

Table HR5_17: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
Celebrities at the show express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	6% (137)	8% (186)	29% (634)	9% (200)	30% (658)	18% (386)	2201
Income: Under 50k	6% (82)	9% (120)	29% (368)	8% (102)	26% (330)	21% (269)	1270
Income: 50k-100k	6% (42)	7% (47)	29% (197)	11% (72)	34% (233)	14% (93)	684
Income: 100k+	5% (13)	8% (19)	28% (70)	11% (26)	39% (95)	10% (24)	247
Ethnicity: White	5% (96)	8% (137)	28% (495)	9% (163)	34% (610)	16% (278)	1780
Ethnicity: Hispanic	10% (21)	16% (35)	32% (69)	9% (18)	18% (39)	15% (32)	213
Ethnicity: Afr. Am.	11% (32)	11% (31)	32% (88)	9% (25)	9% (26)	27% (76)	279
Ethnicity: Other	6% (9)	12% (17)	36% (51)	8% (11)	16% (22)	22% (31)	142
Relig: Protestant	3% (16)	6% (29)	23% (118)	10% (53)	43% (223)	14% (74)	514
Relig: Roman Catholic	6% (26)	9% (37)	32% (134)	10% (42)	33% (141)	10% (42)	421
Relig: Something Else	8% (18)	9% (20)	32% (73)	8% (18)	23% (52)	21% (47)	229
Relig: Jewish	10% (6)	7% (4)	29% (17)	12% (7)	29% (17)	12% (7)	59
Relig: Evangelical	6% (46)	8% (64)	30% (249)	10% (84)	33% (270)	14% (113)	825
Relig: Non-Evang. Catholics	4% (14)	7% (22)	23% (77)	9% (30)	43% (146)	15% (51)	339
Relig: All Christian	5% (60)	7% (86)	28% (326)	10% (113)	36% (416)	14% (164)	1164
Relig: All Non-Christian	10% (28)	7% (20)	25% (67)	9% (25)	25% (68)	23% (62)	270
Community: Urban	9% (48)	10% (53)	33% (171)	6% (31)	24% (126)	18% (93)	522
Community: Suburban	6% (58)	9% (93)	29% (294)	11% (112)	31% (314)	14% (146)	1017
Community: Rural	5% (31)	6% (40)	26% (169)	9% (56)	33% (219)	22% (147)	662
Employ: Private Sector	6% (39)	9% (58)	31% (205)	10% (67)	31% (201)	13% (85)	655
Employ: Government	7% (10)	9% (14)	29% (46)	9% (14)	34% (54)	12% (19)	157
Employ: Self-Employed	7% (13)	10% (19)	30% (56)	7% (13)	29% (54)	16% (30)	186
Employ: Homemaker	6% (8)	11% (15)	26% (37)	2% (3)	33% (47)	22% (31)	141
Employ: Student	13% (12)	12% (11)	30% (27)	13% (12)	18% (17)	15% (13)	90
Employ: Retired	3% (19)	6% (34)	27% (153)	11% (59)	39% (217)	14% (78)	559
Employ: Unemployed	9% (18)	10% (19)	27% (53)	7% (13)	18% (35)	30% (60)	198
Employ: Other	8% (17)	7% (16)	27% (58)	9% (19)	16% (35)	33% (70)	214
Military HH: Yes	5% (19)	7% (28)	23% (98)	8% (35)	42% (174)	16% (65)	419
Military HH: No	7% (118)	9% (157)	30% (536)	9% (166)	27% (484)	18% (321)	1782
RD/WT: Right Direction	6% (51)	6% (59)	19% (176)	7% (69)	47% (433)	15% (139)	928
RD/WT: Wrong Track	7% (86)	10% (126)	36% (459)	10% (131)	18% (225)	19% (246)	1273

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Table HR5_17: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show express their political opinions*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion		Total N
Adults	6%	(137)	8%	(186)	29%	(634)	9%	(200)	30%	(658)	18%	(386)	2201
Trump Job Approve	5%	(52)	6%	(57)	18%	(173)	8%	(81)	48%	(458)	15%	(141)	962
Trump Job Disapprove	7%	(81)	11%	(121)	40%	(442)	10%	(115)	16%	(180)	16%	(177)	1116
Trump Job Strongly Approve	6%	(32)	5%	(27)	14%	(72)	7%	(33)	52%	(263)	15%	(78)	506
Trump Job Somewhat Approve	4%	(20)	7%	(31)	22%	(100)	11%	(48)	43%	(194)	14%	(63)	456
Trump Job Somewhat Disapprove	5%	(15)	9%	(24)	28%	(81)	16%	(45)	27%	(78)	15%	(42)	285
Trump Job Strongly Disapprove	8%	(66)	12%	(96)	43%	(361)	8%	(70)	12%	(102)	16%	(136)	831
#1 Issue: Economy	5%	(29)	7%	(41)	28%	(162)	9%	(52)	34%	(199)	17%	(102)	584
#1 Issue: Security	4%	(15)	4%	(14)	22%	(84)	8%	(29)	50%	(191)	14%	(53)	385
#1 Issue: Health Care	9%	(30)	10%	(36)	35%	(122)	9%	(33)	20%	(69)	16%	(57)	347
#1 Issue: Medicare / Social Security	6%	(21)	8%	(31)	29%	(110)	11%	(41)	29%	(109)	18%	(68)	380
#1 Issue: Women's Issues	11%	(13)	15%	(17)	30%	(35)	9%	(10)	13%	(15)	23%	(27)	117
#1 Issue: Education	9%	(12)	15%	(20)	30%	(42)	10%	(14)	17%	(23)	19%	(26)	138
#1 Issue: Energy	11%	(12)	11%	(12)	40%	(43)	10%	(11)	16%	(18)	12%	(13)	108
#1 Issue: Other	3%	(4)	10%	(14)	27%	(38)	8%	(12)	24%	(33)	29%	(40)	142
2018 House Vote: Democrat	8%	(62)	11%	(95)	42%	(349)	10%	(81)	14%	(111)	15%	(124)	823
2018 House Vote: Republican	4%	(33)	5%	(37)	16%	(124)	9%	(67)	54%	(404)	12%	(89)	755
2018 House Vote: Someone else	5%	(5)	4%	(3)	23%	(22)	11%	(11)	33%	(32)	25%	(24)	96
2018 House Vote: Didn't Vote	7%	(37)	10%	(50)	26%	(137)	8%	(41)	21%	(111)	28%	(149)	525
2016 Vote: Hillary Clinton	8%	(59)	12%	(85)	41%	(288)	11%	(76)	12%	(83)	16%	(109)	700
2016 Vote: Donald Trump	4%	(31)	5%	(38)	16%	(118)	8%	(61)	54%	(407)	12%	(93)	749
2016 Vote: Someone else	4%	(8)	6%	(13)	35%	(70)	10%	(20)	26%	(52)	18%	(35)	199
2016 Vote: Didn't Vote	6%	(35)	9%	(50)	29%	(157)	8%	(42)	21%	(116)	27%	(149)	548
Voted in 2014: Yes	6%	(92)	8%	(117)	29%	(432)	9%	(138)	33%	(481)	15%	(215)	1475
Voted in 2014: No	6%	(45)	10%	(69)	28%	(202)	9%	(62)	24%	(177)	23%	(170)	726
2012 Vote: Barack Obama	7%	(64)	11%	(93)	39%	(335)	11%	(97)	17%	(144)	16%	(137)	869
2012 Vote: Mitt Romney	4%	(24)	5%	(30)	17%	(107)	7%	(44)	53%	(324)	13%	(81)	611
2012 Vote: Other	3%	(2)	2%	(2)	26%	(23)	3%	(2)	51%	(45)	15%	(13)	87
2012 Vote: Didn't Vote	7%	(46)	9%	(58)	27%	(169)	9%	(57)	23%	(146)	24%	(154)	631

Continued on next page

Table HR5_17: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show express their political opinions*

Demographic	Much more likely		Somewhat more likely		No difference either way		Somewhat less likely		Much less likely		Don't know / No opinion	Total N	
Adults	6%	(137)	8%	(186)	29%	(634)	9%	(200)	30%	(658)	18%	(386)	2201
4-Region: Northeast	6%	(25)	9%	(34)	33%	(130)	9%	(35)	29%	(113)	14%	(56)	393
4-Region: Midwest	5%	(25)	7%	(36)	27%	(136)	12%	(59)	28%	(143)	21%	(107)	506
4-Region: South	8%	(63)	8%	(68)	26%	(210)	9%	(74)	31%	(253)	19%	(153)	822
4-Region: West	5%	(24)	10%	(48)	33%	(157)	7%	(32)	31%	(149)	15%	(71)	481
Favorable of Trump	5%	(48)	6%	(55)	17%	(156)	8%	(73)	50%	(455)	14%	(128)	915
Unfavorable of Trump	7%	(79)	10%	(119)	40%	(452)	11%	(124)	16%	(185)	16%	(178)	1136
Very Favorable of Trump	7%	(37)	5%	(27)	15%	(78)	6%	(33)	51%	(267)	15%	(78)	521
Somewhat Favorable of Trump	3%	(11)	7%	(28)	20%	(78)	10%	(40)	48%	(187)	13%	(50)	394
Somewhat Unfavorable of Trump	5%	(12)	8%	(18)	28%	(63)	18%	(41)	27%	(62)	14%	(31)	227
Very Unfavorable of Trump	7%	(67)	11%	(101)	43%	(389)	9%	(83)	13%	(122)	16%	(147)	909
Frequent TV watchers	6%	(72)	8%	(94)	28%	(319)	10%	(111)	31%	(349)	16%	(177)	1123
Frequent movie watchers	9%	(39)	10%	(41)	27%	(110)	8%	(32)	24%	(100)	22%	(88)	410
Film: An avid fan	10%	(68)	12%	(87)	32%	(226)	10%	(71)	25%	(175)	12%	(87)	716
Film: A casual fan	4%	(53)	7%	(85)	29%	(345)	10%	(118)	33%	(403)	17%	(203)	1207
Film: Not a fan	6%	(15)	5%	(14)	23%	(63)	4%	(11)	29%	(80)	34%	(96)	279
TV: An avid fan	7%	(77)	10%	(101)	30%	(315)	11%	(110)	28%	(295)	14%	(151)	1049
TV: A casual fan	5%	(46)	8%	(78)	28%	(278)	8%	(84)	33%	(329)	18%	(181)	996
TV: Not a fan	9%	(13)	5%	(7)	26%	(41)	4%	(6)	22%	(35)	35%	(54)	156
Music: An avid fan	8%	(94)	10%	(114)	32%	(358)	8%	(93)	26%	(289)	16%	(176)	1123
Music: A casual fan	3%	(31)	7%	(63)	26%	(251)	11%	(104)	35%	(331)	18%	(172)	952
Music: Not a fan	9%	(12)	7%	(9)	20%	(26)	3%	(4)	30%	(38)	30%	(38)	126
Fashion: An avid fan	14%	(38)	11%	(30)	30%	(83)	10%	(28)	18%	(49)	17%	(45)	272
Fashion: A casual fan	6%	(56)	10%	(89)	31%	(277)	11%	(97)	29%	(258)	14%	(124)	900
Fashion: Not a fan	4%	(43)	7%	(67)	27%	(275)	7%	(76)	34%	(352)	21%	(217)	1029

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

Table HR5_18: *In general, would the following make you more or less likely to watch an awards show or make no difference either way?
 Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (474)	18% (407)	34% (742)	4% (88)	5% (104)	18% (385)	2201
Gender: Male	22% (227)	19% (199)	33% (339)	5% (50)	5% (53)	16% (163)	1030
Gender: Female	21% (248)	18% (208)	34% (403)	3% (39)	4% (50)	19% (223)	1171
Age: 18-29	22% (86)	17% (66)	31% (124)	8% (31)	6% (22)	17% (66)	395
Age: 30-44	17% (82)	17% (85)	34% (167)	4% (20)	5% (23)	23% (115)	492
Age: 45-54	26% (94)	17% (62)	33% (121)	1% (5)	4% (15)	19% (70)	368
Age: 55-64	22% (98)	19% (81)	38% (167)	3% (12)	4% (19)	13% (58)	434
Age: 65+	22% (114)	22% (113)	32% (164)	4% (20)	5% (25)	15% (76)	512
Generation Z: 18-21	23% (29)	15% (20)	32% (41)	7% (9)	6% (7)	17% (22)	128
Millennial: Age 22-37	19% (99)	17% (92)	31% (166)	7% (35)	6% (30)	20% (109)	532
Generation X: Age 38-53	23% (125)	16% (88)	35% (193)	2% (12)	4% (22)	20% (111)	551
Boomers: Age 54-72	21% (180)	21% (184)	37% (316)	3% (25)	4% (32)	15% (125)	862
PID: Dem (no lean)	12% (88)	16% (116)	45% (338)	6% (43)	4% (33)	17% (129)	747
PID: Ind (no lean)	20% (156)	18% (143)	33% (261)	4% (30)	5% (35)	20% (155)	781
PID: Rep (no lean)	34% (230)	22% (148)	21% (143)	2% (15)	5% (35)	15% (101)	673
PID/Gender: Dem Men	8% (27)	16% (53)	45% (145)	8% (26)	4% (12)	18% (58)	321
PID/Gender: Dem Women	14% (61)	15% (63)	45% (193)	4% (17)	5% (21)	17% (71)	426
PID/Gender: Ind Men	22% (79)	18% (65)	34% (120)	4% (13)	5% (16)	18% (64)	357
PID/Gender: Ind Women	18% (78)	18% (78)	33% (142)	4% (16)	4% (19)	21% (91)	423
PID/Gender: Rep Men	34% (121)	23% (81)	21% (75)	3% (10)	7% (25)	11% (40)	352
PID/Gender: Rep Women	34% (109)	21% (67)	21% (68)	2% (5)	3% (10)	19% (61)	321
Ideo: Liberal (1-3)	11% (74)	16% (110)	46% (307)	8% (52)	4% (27)	15% (100)	669
Ideo: Moderate (4)	20% (100)	21% (106)	39% (196)	3% (14)	4% (21)	13% (63)	500
Ideo: Conservative (5-7)	37% (263)	22% (158)	22% (160)	2% (11)	5% (39)	12% (89)	721
Educ: < College	21% (288)	16% (224)	33% (457)	4% (52)	5% (69)	21% (294)	1384
Educ: Bachelors degree	21% (107)	23% (121)	33% (172)	5% (24)	6% (29)	13% (68)	521
Educ: Post-grad	27% (80)	21% (62)	38% (114)	4% (12)	2% (6)	8% (23)	296

Continued on next page

Table HR5_18: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (474)	18% (407)	34% (742)	4% (88)	5% (104)	18% (385)	2201
Income: Under 50k	19% (247)	17% (214)	34% (428)	4% (53)	5% (68)	21% (261)	1270
Income: 50k-100k	24% (164)	20% (139)	34% (234)	4% (25)	4% (29)	14% (93)	684
Income: 100k+	26% (64)	22% (54)	33% (81)	4% (11)	3% (7)	13% (31)	247
Ethnicity: White	23% (418)	20% (351)	33% (587)	3% (61)	5% (85)	16% (278)	1780
Ethnicity: Hispanic	15% (33)	13% (27)	39% (84)	7% (16)	8% (18)	17% (36)	213
Ethnicity: Afr. Am.	14% (40)	14% (39)	36% (101)	6% (16)	4% (11)	26% (73)	279
Ethnicity: Other	12% (17)	12% (18)	38% (54)	8% (11)	5% (7)	24% (34)	142
Relig: Protestant	31% (158)	22% (115)	27% (141)	3% (17)	3% (15)	13% (68)	514
Relig: Roman Catholic	20% (85)	23% (95)	35% (146)	4% (19)	7% (29)	11% (48)	421
Relig: Something Else	19% (44)	16% (38)	36% (82)	2% (4)	5% (12)	22% (50)	229
Relig: Jewish	20% (12)	19% (11)	37% (22)	4% (2)	7% (4)	14% (9)	59
Relig: Evangelical	22% (184)	21% (174)	33% (271)	4% (32)	5% (40)	15% (125)	825
Relig: Non-Evang. Catholics	30% (103)	22% (74)	29% (98)	2% (8)	5% (16)	12% (41)	339
Relig: All Christian	25% (286)	21% (248)	32% (369)	3% (40)	5% (56)	14% (165)	1164
Relig: All Non-Christian	23% (63)	14% (37)	29% (79)	3% (7)	7% (18)	25% (67)	270
Community: Urban	19% (100)	15% (77)	39% (202)	4% (19)	6% (29)	18% (95)	522
Community: Suburban	22% (219)	22% (223)	33% (332)	5% (48)	4% (41)	15% (154)	1017
Community: Rural	24% (156)	16% (107)	32% (209)	3% (21)	5% (33)	21% (137)	662
Employ: Private Sector	23% (153)	20% (134)	36% (234)	3% (21)	4% (24)	13% (88)	655
Employ: Government	24% (38)	21% (34)	35% (54)	5% (8)	2% (3)	12% (19)	157
Employ: Self-Employed	25% (47)	15% (28)	37% (69)	5% (9)	5% (9)	13% (24)	186
Employ: Homemaker	25% (36)	17% (24)	29% (41)	3% (5)	4% (5)	22% (31)	141
Employ: Student	22% (20)	17% (15)	34% (31)	8% (7)	7% (7)	12% (11)	90
Employ: Retired	22% (121)	22% (121)	34% (189)	4% (21)	6% (32)	14% (76)	559
Employ: Unemployed	16% (31)	11% (22)	31% (62)	4% (7)	9% (18)	30% (59)	198
Employ: Other	14% (29)	14% (29)	28% (61)	5% (10)	3% (7)	36% (78)	214
Military HH: Yes	24% (102)	21% (87)	31% (129)	4% (16)	5% (21)	15% (65)	419
Military HH: No	21% (373)	18% (321)	34% (613)	4% (72)	5% (83)	18% (320)	1782
RD/WT: Right Direction	33% (309)	21% (195)	23% (212)	2% (23)	6% (56)	14% (133)	928
RD/WT: Wrong Track	13% (166)	17% (212)	42% (530)	5% (66)	4% (47)	20% (252)	1273

Continued on next page

Table HR5_18: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (474)	18% (407)	34% (742)	4% (88)	5% (104)	18% (385)	2201
Trump Job Approve	33% (318)	23% (220)	23% (217)	2% (20)	5% (48)	14% (139)	962
Trump Job Disapprove	13% (143)	16% (175)	45% (503)	6% (65)	4% (50)	16% (180)	1116
Trump Job Strongly Approve	39% (196)	20% (101)	19% (98)	1% (6)	6% (32)	14% (73)	506
Trump Job Somewhat Approve	27% (122)	26% (120)	26% (119)	3% (14)	4% (17)	14% (66)	456
Trump Job Somewhat Disapprove	18% (52)	25% (70)	38% (107)	5% (14)	4% (10)	11% (31)	285
Trump Job Strongly Disapprove	11% (91)	13% (104)	48% (396)	6% (51)	5% (40)	18% (149)	831
#1 Issue: Economy	24% (140)	19% (112)	33% (191)	3% (19)	4% (24)	17% (99)	584
#1 Issue: Security	33% (129)	21% (81)	25% (95)	2% (8)	5% (20)	14% (52)	385
#1 Issue: Health Care	18% (62)	18% (64)	38% (131)	5% (18)	5% (16)	16% (57)	347
#1 Issue: Medicare / Social Security	20% (77)	16% (62)	36% (136)	4% (15)	4% (17)	19% (73)	380
#1 Issue: Women's Issues	12% (14)	17% (20)	31% (36)	9% (11)	8% (10)	23% (27)	117
#1 Issue: Education	14% (20)	19% (26)	36% (50)	7% (9)	3% (4)	20% (28)	138
#1 Issue: Energy	11% (12)	20% (21)	50% (54)	3% (3)	5% (5)	11% (12)	108
#1 Issue: Other	15% (22)	15% (21)	35% (49)	3% (5)	6% (8)	26% (37)	142
2018 House Vote: Democrat	12% (100)	16% (133)	46% (379)	5% (43)	4% (33)	16% (134)	823
2018 House Vote: Republican	37% (279)	23% (171)	23% (170)	2% (13)	5% (37)	11% (85)	755
2018 House Vote: Someone else	14% (14)	21% (20)	26% (25)	4% (4)	7% (7)	28% (27)	96
2018 House Vote: Didnt Vote	16% (82)	16% (82)	32% (168)	5% (28)	5% (26)	26% (139)	525
2016 Vote: Hillary Clinton	11% (75)	16% (110)	47% (327)	5% (38)	4% (29)	17% (121)	700
2016 Vote: Donald Trump	37% (275)	23% (173)	22% (162)	1% (11)	5% (37)	12% (91)	749
2016 Vote: Someone else	16% (32)	20% (39)	41% (81)	3% (7)	3% (6)	17% (35)	199
2016 Vote: Didnt Vote	17% (92)	15% (83)	31% (170)	6% (33)	6% (32)	25% (139)	548
Voted in 2014: Yes	23% (339)	20% (292)	35% (512)	3% (50)	4% (63)	15% (221)	1475
Voted in 2014: No	19% (136)	16% (115)	32% (230)	5% (39)	6% (41)	23% (165)	726
2012 Vote: Barack Obama	14% (122)	18% (153)	44% (382)	4% (37)	4% (32)	16% (142)	869
2012 Vote: Mitt Romney	35% (213)	23% (142)	22% (135)	1% (9)	5% (30)	13% (82)	611
2012 Vote: Other	23% (20)	17% (15)	36% (31)	2% (2)	5% (5)	17% (15)	87
2012 Vote: Didn't Vote	19% (119)	15% (97)	30% (191)	6% (40)	6% (37)	23% (147)	631

Continued on next page

Table HR5_18: *In general, would the following make you more or less likely to watch an awards show or make no difference either way? Celebrities at the show do not express their political opinions*

Demographic	Much more likely	Somewhat more likely	No difference either way	Somewhat less likely	Much less likely	Don't know / No opinion	Total N
Adults	22% (474)	18% (407)	34% (742)	4% (88)	5% (104)	18% (385)	2201
4-Region: Northeast	20% (79)	18% (72)	39% (155)	5% (21)	5% (21)	11% (45)	393
4-Region: Midwest	21% (104)	22% (111)	31% (158)	3% (16)	3% (15)	20% (101)	506
4-Region: South	24% (194)	17% (139)	30% (248)	4% (30)	6% (52)	19% (159)	822
4-Region: West	20% (97)	17% (84)	38% (181)	5% (22)	3% (15)	17% (81)	481
Favorable of Trump	35% (319)	22% (199)	22% (203)	2% (17)	6% (50)	14% (126)	915
Unfavorable of Trump	13% (145)	17% (194)	45% (506)	6% (63)	4% (43)	16% (184)	1136
Very Favorable of Trump	40% (209)	17% (91)	20% (103)	2% (9)	8% (39)	14% (70)	521
Somewhat Favorable of Trump	28% (111)	27% (108)	25% (100)	2% (8)	3% (11)	14% (56)	394
Somewhat Unfavorable of Trump	21% (47)	28% (63)	32% (72)	5% (12)	2% (5)	12% (28)	227
Very Unfavorable of Trump	11% (98)	14% (131)	48% (434)	6% (52)	4% (38)	17% (156)	909
Frequent TV watchers	24% (268)	19% (217)	34% (378)	4% (46)	4% (44)	15% (171)	1123
Frequent movie watchers	25% (104)	14% (59)	29% (120)	3% (12)	4% (18)	23% (96)	410
Film: An avid fan	24% (172)	18% (130)	34% (245)	5% (37)	5% (36)	13% (96)	716
Film: A casual fan	21% (250)	20% (236)	35% (426)	3% (38)	5% (59)	16% (198)	1207
Film: Not a fan	19% (52)	15% (41)	26% (72)	5% (14)	3% (9)	33% (91)	279
TV: An avid fan	23% (245)	18% (190)	35% (364)	4% (43)	5% (55)	14% (152)	1049
TV: A casual fan	20% (202)	19% (194)	34% (337)	4% (40)	4% (44)	18% (179)	996
TV: Not a fan	18% (28)	15% (23)	27% (42)	3% (5)	3% (5)	35% (55)	156
Music: An avid fan	23% (255)	16% (183)	36% (404)	4% (50)	5% (57)	16% (174)	1123
Music: A casual fan	20% (190)	22% (205)	33% (312)	4% (33)	4% (38)	18% (173)	952
Music: Not a fan	24% (30)	15% (19)	21% (26)	4% (5)	6% (8)	30% (38)	126
Fashion: An avid fan	22% (59)	17% (47)	32% (88)	5% (14)	5% (13)	19% (51)	272
Fashion: A casual fan	21% (192)	20% (180)	35% (317)	4% (37)	5% (48)	14% (126)	900
Fashion: Not a fan	22% (223)	18% (181)	33% (337)	4% (37)	4% (43)	20% (209)	1029

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

Table HRdem1_1: How often do you watch or stream the following?
 TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	51% (1123)	23% (503)	7% (157)	5% (119)	3% (62)	3% (65)	8% (171)	2201
Gender: Male	50% (513)	25% (260)	7% (72)	6% (58)	3% (30)	2% (19)	8% (78)	1030
Gender: Female	52% (610)	21% (243)	7% (85)	5% (61)	3% (32)	4% (46)	8% (93)	1171
Age: 18-29	50% (198)	25% (100)	9% (36)	5% (19)	4% (14)	2% (9)	5% (19)	395
Age: 30-44	55% (271)	24% (119)	7% (35)	4% (19)	3% (14)	3% (13)	5% (22)	492
Age: 45-54	44% (161)	25% (92)	7% (26)	7% (27)	5% (17)	4% (17)	8% (28)	368
Age: 55-64	53% (232)	21% (91)	5% (21)	6% (27)	1% (5)	3% (12)	10% (45)	434
Age: 65+	51% (261)	20% (102)	8% (39)	5% (28)	2% (11)	3% (15)	11% (57)	512
Generation Z: 18-21	44% (57)	27% (35)	14% (17)	4% (5)	4% (6)	— (0)	6% (8)	128
Millennial: Age 22-37	54% (286)	24% (126)	8% (41)	5% (25)	3% (16)	3% (14)	4% (23)	532
Generation X: Age 38-53	49% (269)	25% (137)	7% (37)	6% (33)	4% (20)	4% (21)	6% (34)	551
Boomers: Age 54-72	51% (443)	21% (183)	7% (58)	6% (50)	2% (18)	3% (23)	10% (87)	862
PID: Dem (no lean)	54% (400)	23% (170)	8% (60)	4% (33)	2% (18)	2% (15)	7% (50)	747
PID: Ind (no lean)	46% (362)	23% (181)	8% (59)	7% (53)	3% (23)	5% (37)	8% (65)	781
PID: Rep (no lean)	53% (360)	23% (152)	6% (38)	5% (34)	3% (21)	2% (13)	8% (56)	673
PID/Gender: Dem Men	50% (162)	27% (85)	8% (27)	5% (16)	2% (8)	1% (4)	6% (20)	321
PID/Gender: Dem Women	56% (238)	20% (85)	8% (34)	4% (17)	2% (10)	3% (12)	7% (30)	426
PID/Gender: Ind Men	49% (174)	24% (85)	6% (22)	6% (23)	3% (11)	3% (10)	9% (32)	357
PID/Gender: Ind Women	45% (189)	23% (96)	9% (37)	7% (30)	3% (12)	6% (27)	8% (33)	423
PID/Gender: Rep Men	50% (177)	26% (90)	7% (23)	5% (19)	3% (11)	1% (5)	7% (26)	352
PID/Gender: Rep Women	57% (183)	19% (62)	5% (14)	5% (15)	3% (10)	2% (7)	9% (30)	321
Ideo: Liberal (1-3)	52% (347)	24% (160)	8% (55)	6% (38)	2% (14)	2% (13)	6% (42)	669
Ideo: Moderate (4)	53% (266)	24% (120)	7% (37)	6% (30)	2% (12)	2% (8)	5% (27)	500
Ideo: Conservative (5-7)	50% (359)	24% (171)	7% (50)	5% (33)	3% (20)	4% (26)	9% (61)	721
Educ: < College	51% (710)	20% (281)	7% (99)	6% (76)	3% (46)	3% (45)	9% (126)	1384
Educ: Bachelors degree	53% (278)	27% (140)	6% (32)	6% (30)	1% (6)	2% (11)	4% (23)	521
Educ: Post-grad	45% (135)	28% (82)	9% (26)	4% (13)	3% (10)	3% (8)	8% (22)	296

Continued on next page

Table HRdem1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	51% (1123)	23% (503)	7% (157)	5% (119)	3% (62)	3% (65)	8% (171)	2201
Income: Under 50k	50% (633)	21% (268)	7% (94)	6% (71)	3% (40)	3% (38)	10% (124)	1270
Income: 50k-100k	52% (359)	25% (172)	7% (46)	6% (39)	3% (18)	3% (22)	4% (28)	684
Income: 100k+	53% (130)	26% (63)	7% (17)	4% (9)	1% (3)	2% (5)	8% (19)	247
Ethnicity: White	51% (910)	23% (414)	7% (127)	6% (101)	3% (46)	3% (54)	7% (127)	1780
Ethnicity: Hispanic	43% (92)	30% (64)	8% (18)	4% (9)	4% (9)	2% (5)	8% (16)	213
Ethnicity: Afr. Am.	55% (153)	17% (48)	7% (19)	5% (14)	4% (12)	2% (6)	10% (28)	279
Ethnicity: Other	42% (60)	29% (41)	8% (12)	3% (5)	2% (3)	4% (5)	12% (16)	142
Relig: Protestant	53% (272)	22% (115)	6% (33)	6% (29)	2% (9)	3% (13)	8% (42)	514
Relig: Roman Catholic	50% (209)	27% (115)	7% (31)	5% (21)	3% (12)	2% (10)	5% (23)	421
Relig: Something Else	56% (128)	20% (45)	6% (14)	5% (12)	2% (4)	3% (7)	9% (20)	229
Relig: Jewish	55% (32)	23% (14)	6% (3)	5% (3)	2% (1)	3% (2)	5% (3)	59
Relig: Evangelical	52% (433)	24% (201)	6% (48)	5% (43)	2% (18)	2% (18)	8% (63)	825
Relig: Non-Evang. Catholics	52% (176)	22% (74)	9% (29)	6% (19)	2% (7)	4% (12)	6% (22)	339
Relig: All Christian	52% (610)	24% (276)	7% (78)	5% (62)	2% (24)	3% (31)	7% (85)	1164
Relig: All Non-Christian	52% (139)	21% (55)	8% (20)	7% (18)	3% (9)	3% (7)	8% (21)	270
Community: Urban	48% (253)	22% (117)	8% (42)	5% (25)	3% (18)	2% (13)	10% (55)	522
Community: Suburban	53% (539)	25% (250)	7% (73)	5% (52)	2% (25)	2% (18)	6% (60)	1017
Community: Rural	50% (331)	21% (136)	6% (42)	6% (42)	3% (19)	5% (34)	9% (57)	662
Employ: Private Sector	50% (326)	27% (175)	7% (45)	5% (30)	3% (20)	4% (24)	5% (35)	655
Employ: Government	44% (68)	30% (47)	5% (8)	11% (17)	3% (5)	4% (6)	4% (6)	157
Employ: Self-Employed	54% (101)	23% (44)	9% (16)	7% (14)	1% (3)	— (0)	4% (8)	186
Employ: Homemaker	62% (87)	14% (20)	3% (5)	7% (9)	3% (5)	3% (4)	8% (11)	141
Employ: Student	40% (36)	28% (25)	17% (15)	6% (5)	3% (2)	3% (3)	3% (3)	90
Employ: Retired	53% (294)	19% (109)	8% (47)	4% (23)	2% (14)	2% (11)	11% (62)	559
Employ: Unemployed	51% (101)	20% (40)	6% (12)	4% (9)	5% (9)	3% (6)	10% (21)	198
Employ: Other	50% (107)	21% (44)	4% (9)	6% (13)	2% (4)	5% (11)	12% (26)	214
Military HH: Yes	59% (245)	18% (74)	9% (39)	5% (21)	2% (9)	1% (5)	6% (26)	419
Military HH: No	49% (877)	24% (430)	7% (118)	6% (98)	3% (53)	3% (60)	8% (146)	1782

Continued on next page

Table HRdem1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	51% (1123)	23% (503)	7% (157)	5% (119)	3% (62)	3% (65)	8% (171)	2201
RD/WT: Right Direction	52% (481)	23% (213)	8% (70)	5% (46)	2% (23)	3% (26)	7% (68)	928
RD/WT: Wrong Track	50% (641)	23% (291)	7% (88)	6% (73)	3% (39)	3% (39)	8% (103)	1273
Trump Job Approve	52% (500)	23% (217)	7% (70)	5% (49)	3% (27)	3% (26)	8% (74)	962
Trump Job Disapprove	52% (575)	23% (259)	7% (81)	6% (63)	3% (33)	3% (28)	7% (76)	1116
Trump Job Strongly Approve	51% (259)	21% (108)	7% (33)	6% (30)	3% (16)	2% (12)	9% (48)	506
Trump Job Somewhat Approve	53% (241)	24% (109)	8% (37)	4% (18)	2% (11)	3% (14)	6% (27)	456
Trump Job Somewhat Disapprove	52% (147)	25% (71)	7% (21)	6% (18)	3% (9)	3% (8)	4% (11)	285
Trump Job Strongly Disapprove	52% (428)	23% (188)	7% (59)	5% (46)	3% (24)	2% (20)	8% (66)	831
#1 Issue: Economy	48% (281)	25% (147)	7% (43)	5% (29)	3% (18)	3% (19)	8% (47)	584
#1 Issue: Security	56% (215)	23% (88)	5% (21)	3% (13)	2% (8)	3% (10)	8% (30)	385
#1 Issue: Health Care	55% (191)	22% (75)	6% (21)	4% (12)	4% (12)	4% (14)	6% (21)	347
#1 Issue: Medicare / Social Security	49% (187)	19% (73)	8% (31)	8% (29)	3% (12)	2% (8)	10% (40)	380
#1 Issue: Women's Issues	57% (66)	20% (24)	10% (11)	8% (10)	1% (2)	— (0)	3% (4)	117
#1 Issue: Education	48% (66)	27% (37)	6% (8)	9% (12)	3% (4)	2% (3)	5% (6)	138
#1 Issue: Energy	47% (51)	29% (31)	8% (9)	8% (8)	4% (4)	1% (1)	3% (4)	108
#1 Issue: Other	45% (64)	20% (28)	9% (13)	5% (6)	1% (1)	7% (10)	13% (19)	142
2018 House Vote: Democrat	53% (436)	23% (187)	7% (59)	6% (47)	3% (21)	2% (18)	7% (54)	823
2018 House Vote: Republican	50% (378)	26% (195)	6% (48)	5% (37)	3% (20)	3% (19)	8% (58)	755
2018 House Vote: Someone else	47% (46)	13% (13)	14% (13)	6% (6)	5% (5)	7% (7)	8% (8)	96
2018 House Vote: Didnt Vote	50% (263)	21% (109)	7% (35)	6% (30)	3% (16)	4% (21)	10% (51)	525
2016 Vote: Hillary Clinton	54% (375)	23% (160)	7% (46)	5% (35)	3% (20)	2% (16)	7% (48)	700
2016 Vote: Donald Trump	50% (377)	26% (191)	6% (46)	5% (37)	2% (18)	3% (21)	8% (58)	749
2016 Vote: Someone else	50% (100)	21% (41)	7% (14)	9% (17)	3% (6)	4% (8)	6% (12)	199
2016 Vote: Didnt Vote	49% (267)	20% (110)	9% (51)	5% (29)	3% (18)	4% (20)	10% (54)	548
Voted in 2014: Yes	52% (762)	23% (347)	7% (100)	5% (78)	3% (41)	3% (40)	7% (108)	1475
Voted in 2014: No	50% (360)	22% (157)	8% (57)	6% (42)	3% (21)	3% (25)	9% (64)	726

Continued on next page

Table HRdem1_1: How often do you watch or stream the following?

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	51% (1123)	23% (503)	7% (157)	5% (119)	3% (62)	3% (65)	8% (171)	2201
2012 Vote: Barack Obama	54% (472)	23% (200)	6% (53)	6% (48)	3% (26)	2% (15)	6% (54)	869
2012 Vote: Mitt Romney	48% (296)	26% (156)	7% (45)	5% (30)	2% (14)	3% (20)	8% (50)	611
2012 Vote: Other	48% (42)	23% (20)	12% (11)	3% (3)	1% (1)	4% (3)	9% (8)	87
2012 Vote: Didn't Vote	49% (311)	20% (125)	8% (49)	6% (38)	3% (21)	4% (26)	10% (60)	631
4-Region: Northeast	53% (208)	21% (83)	8% (32)	9% (33)	2% (8)	3% (10)	5% (19)	393
4-Region: Midwest	50% (252)	25% (127)	6% (31)	4% (18)	4% (21)	2% (10)	9% (46)	506
4-Region: South	52% (428)	21% (172)	8% (65)	5% (44)	3% (22)	3% (28)	8% (63)	822
4-Region: West	49% (235)	25% (122)	6% (29)	5% (23)	2% (11)	4% (17)	9% (43)	481
Favorable of Trump	52% (475)	23% (214)	7% (65)	5% (43)	3% (24)	2% (22)	8% (71)	915
Unfavorable of Trump	52% (594)	23% (266)	7% (83)	6% (66)	3% (30)	3% (29)	6% (68)	1136
Very Favorable of Trump	53% (275)	22% (114)	6% (33)	5% (28)	3% (16)	3% (14)	8% (42)	521
Somewhat Favorable of Trump	51% (201)	26% (101)	8% (32)	4% (15)	2% (8)	2% (8)	7% (29)	394
Somewhat Unfavorable of Trump	54% (123)	24% (54)	6% (14)	6% (14)	4% (10)	3% (6)	3% (6)	227
Very Unfavorable of Trump	52% (471)	23% (212)	8% (69)	6% (52)	2% (20)	3% (23)	7% (62)	909
Frequent TV watchers	100% (1123)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1123
Frequent movie watchers	77% (317)	12% (49)	4% (17)	1% (4)	2% (8)	2% (9)	2% (6)	410
Film: An avid fan	57% (411)	25% (179)	7% (51)	4% (25)	2% (15)	1% (9)	4% (25)	716
Film: A casual fan	50% (606)	24% (289)	7% (88)	6% (76)	2% (29)	3% (38)	7% (80)	1207
Film: Not a fan	38% (105)	13% (35)	7% (19)	7% (18)	6% (17)	6% (18)	24% (66)	279
TV: An avid fan	66% (690)	18% (193)	5% (56)	2% (26)	2% (16)	1% (14)	5% (53)	1049
TV: A casual fan	40% (399)	29% (293)	8% (82)	8% (80)	4% (42)	4% (36)	6% (64)	996
TV: Not a fan	21% (33)	11% (18)	12% (19)	9% (13)	3% (4)	10% (15)	34% (54)	156
Music: An avid fan	54% (606)	23% (255)	8% (85)	5% (52)	3% (30)	2% (25)	6% (71)	1123
Music: A casual fan	50% (475)	24% (228)	7% (64)	6% (60)	3% (28)	3% (33)	7% (65)	952
Music: Not a fan	33% (42)	17% (21)	7% (9)	6% (7)	3% (4)	5% (7)	29% (36)	126
Fashion: An avid fan	60% (162)	19% (50)	10% (27)	3% (8)	2% (6)	1% (3)	6% (16)	272
Fashion: A casual fan	51% (463)	26% (231)	7% (65)	6% (50)	2% (17)	3% (27)	5% (47)	900
Fashion: Not a fan	48% (497)	22% (223)	6% (66)	6% (61)	4% (39)	3% (35)	11% (108)	1029

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

Table HRdem1_4: How often do you watch or stream the following?

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	19% (410)	28% (616)	17% (371)	12% (265)	8% (167)	8% (180)	9% (193)	2201
Gender: Male	18% (181)	31% (324)	18% (185)	11% (118)	7% (68)	7% (76)	8% (79)	1030
Gender: Female	20% (229)	25% (292)	16% (186)	13% (147)	8% (99)	9% (104)	10% (113)	1171
Age: 18-29	28% (110)	30% (117)	17% (67)	12% (47)	6% (23)	4% (15)	4% (16)	395
Age: 30-44	26% (129)	30% (149)	18% (87)	10% (48)	6% (30)	5% (27)	5% (23)	492
Age: 45-54	18% (65)	28% (102)	19% (68)	13% (47)	9% (32)	5% (19)	9% (34)	368
Age: 55-64	12% (50)	29% (125)	18% (77)	11% (46)	9% (38)	11% (48)	11% (49)	434
Age: 65+	11% (55)	24% (123)	14% (71)	15% (78)	9% (44)	14% (70)	14% (71)	512
Generation Z: 18-21	29% (37)	29% (38)	16% (20)	11% (14)	6% (7)	4% (6)	4% (6)	128
Millennial: Age 22-37	29% (152)	29% (157)	17% (91)	11% (56)	6% (30)	4% (24)	4% (22)	532
Generation X: Age 38-53	20% (108)	28% (155)	20% (109)	12% (64)	8% (45)	6% (31)	7% (41)	551
Boomers: Age 54-72	12% (103)	28% (242)	16% (135)	13% (109)	9% (77)	11% (95)	12% (100)	862
PID: Dem (no lean)	19% (139)	28% (207)	19% (140)	13% (97)	7% (55)	7% (52)	8% (58)	747
PID: Ind (no lean)	21% (161)	25% (194)	16% (123)	12% (94)	7% (56)	10% (75)	10% (77)	781
PID: Rep (no lean)	16% (110)	32% (215)	16% (108)	11% (74)	8% (55)	8% (53)	9% (58)	673
PID/Gender: Dem Men	19% (63)	32% (102)	19% (61)	12% (38)	6% (19)	6% (18)	6% (20)	321
PID/Gender: Dem Women	18% (76)	25% (105)	18% (78)	14% (59)	9% (36)	8% (34)	9% (38)	426
PID/Gender: Ind Men	18% (65)	28% (100)	18% (64)	12% (44)	5% (18)	10% (34)	9% (32)	357
PID/Gender: Ind Women	23% (96)	22% (94)	14% (59)	12% (51)	9% (38)	10% (41)	11% (45)	423
PID/Gender: Rep Men	15% (54)	35% (122)	17% (59)	10% (36)	9% (30)	7% (24)	8% (27)	352
PID/Gender: Rep Women	18% (57)	29% (93)	15% (48)	12% (38)	8% (25)	9% (29)	10% (31)	321
Ideo: Liberal (1-3)	18% (120)	29% (196)	17% (116)	14% (94)	8% (51)	7% (49)	6% (42)	669
Ideo: Moderate (4)	16% (82)	27% (134)	20% (101)	15% (73)	8% (38)	7% (36)	7% (36)	500
Ideo: Conservative (5-7)	16% (112)	30% (217)	17% (124)	10% (69)	8% (58)	10% (70)	10% (71)	721
Educ: < College	23% (316)	27% (375)	14% (199)	10% (141)	7% (102)	8% (107)	10% (144)	1384
Educ: Bachelors degree	13% (67)	28% (147)	22% (115)	14% (75)	8% (43)	8% (42)	6% (31)	521
Educ: Post-grad	9% (27)	32% (94)	19% (56)	17% (49)	7% (22)	10% (30)	6% (18)	296

Continued on next page

Table HRdem1_4: How often do you watch or stream the following?

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	19% (410)	28% (616)	17% (371)	12% (265)	8% (167)	8% (180)	9% (193)	2201
Income: Under 50k	22% (281)	27% (345)	15% (188)	10% (126)	7% (92)	7% (94)	11% (144)	1270
Income: 50k-100k	16% (106)	29% (198)	18% (124)	14% (99)	8% (53)	10% (71)	5% (33)	684
Income: 100k+	9% (23)	29% (73)	24% (59)	16% (41)	9% (22)	6% (14)	7% (16)	247
Ethnicity: White	17% (303)	28% (500)	17% (305)	13% (227)	8% (136)	9% (161)	8% (147)	1780
Ethnicity: Hispanic	24% (52)	33% (70)	19% (40)	8% (16)	4% (8)	5% (11)	8% (16)	213
Ethnicity: Afr. Am.	28% (79)	25% (70)	16% (45)	9% (24)	8% (23)	5% (13)	9% (26)	279
Ethnicity: Other	20% (28)	32% (46)	15% (21)	10% (14)	5% (7)	4% (6)	14% (20)	142
Relig: Protestant	14% (71)	28% (141)	18% (91)	10% (53)	10% (53)	10% (50)	10% (54)	514
Relig: Roman Catholic	18% (77)	32% (136)	18% (75)	12% (51)	4% (16)	9% (40)	6% (27)	421
Relig: Something Else	22% (51)	28% (64)	17% (40)	8% (18)	8% (19)	9% (20)	8% (18)	229
Relig: Jewish	12% (7)	15% (9)	13% (8)	34% (20)	10% (6)	7% (4)	9% (5)	59
Relig: Evangelical	18% (145)	28% (235)	19% (153)	11% (90)	7% (55)	10% (79)	8% (68)	825
Relig: Non-Evang. Catholics	16% (53)	31% (106)	16% (53)	9% (32)	10% (33)	9% (31)	9% (31)	339
Relig: All Christian	17% (198)	29% (341)	18% (206)	10% (122)	8% (88)	9% (110)	9% (99)	1164
Relig: All Non-Christian	27% (73)	24% (64)	14% (38)	11% (29)	9% (25)	7% (18)	8% (22)	270
Community: Urban	23% (122)	26% (137)	16% (86)	11% (59)	5% (28)	7% (39)	10% (52)	522
Community: Suburban	16% (166)	30% (305)	18% (183)	13% (131)	9% (88)	8% (77)	7% (68)	1017
Community: Rural	19% (123)	26% (175)	15% (102)	11% (76)	8% (50)	10% (64)	11% (73)	662
Employ: Private Sector	16% (106)	31% (201)	21% (136)	14% (89)	7% (46)	6% (42)	5% (35)	655
Employ: Government	11% (17)	30% (48)	24% (38)	12% (19)	10% (15)	8% (12)	5% (8)	157
Employ: Self-Employed	23% (43)	31% (57)	19% (35)	12% (22)	6% (11)	7% (13)	3% (6)	186
Employ: Homemaker	29% (40)	24% (34)	11% (16)	12% (17)	8% (11)	7% (10)	10% (13)	141
Employ: Student	20% (18)	31% (28)	16% (15)	14% (13)	10% (9)	7% (7)	1% (1)	90
Employ: Retired	12% (69)	26% (144)	14% (80)	12% (67)	10% (54)	13% (72)	13% (74)	559
Employ: Unemployed	34% (67)	24% (47)	11% (22)	10% (19)	3% (7)	7% (15)	11% (22)	198
Employ: Other	23% (50)	26% (57)	14% (30)	9% (20)	7% (15)	4% (10)	16% (35)	214
Military HH: Yes	18% (74)	29% (123)	16% (68)	12% (51)	7% (30)	10% (41)	8% (33)	419
Military HH: No	19% (336)	28% (493)	17% (302)	12% (215)	8% (137)	8% (139)	9% (160)	1782

Continued on next page

Table HRdem1_4: How often do you watch or stream the following?
 Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	19% (410)	28% (616)	17% (371)	12% (265)	8% (167)	8% (180)	9% (193)	2201
RD/WT: Right Direction	20% (186)	29% (270)	16% (150)	10% (93)	8% (71)	8% (74)	9% (85)	928
RD/WT: Wrong Track	18% (224)	27% (346)	17% (221)	14% (173)	8% (96)	8% (106)	8% (108)	1273
Trump Job Approve	19% (183)	30% (286)	16% (155)	10% (97)	8% (78)	8% (77)	9% (86)	962
Trump Job Disapprove	17% (193)	27% (307)	17% (195)	15% (162)	7% (82)	8% (92)	8% (84)	1116
Trump Job Strongly Approve	20% (100)	30% (154)	15% (78)	8% (39)	7% (38)	9% (46)	10% (53)	506
Trump Job Somewhat Approve	18% (83)	29% (132)	17% (77)	13% (59)	9% (41)	7% (31)	7% (33)	456
Trump Job Somewhat Disapprove	18% (51)	31% (88)	18% (52)	13% (38)	7% (20)	8% (24)	4% (13)	285
Trump Job Strongly Disapprove	17% (142)	26% (219)	17% (143)	15% (124)	7% (62)	8% (68)	9% (72)	831
#1 Issue: Economy	21% (125)	31% (183)	16% (92)	11% (65)	6% (33)	8% (47)	7% (40)	584
#1 Issue: Security	17% (64)	30% (117)	17% (65)	8% (30)	8% (31)	8% (31)	12% (47)	385
#1 Issue: Health Care	20% (71)	27% (93)	17% (60)	14% (47)	9% (32)	7% (24)	6% (19)	347
#1 Issue: Medicare / Social Security	12% (47)	22% (83)	16% (60)	16% (61)	8% (32)	12% (46)	13% (51)	380
#1 Issue: Women's Issues	19% (22)	23% (27)	23% (27)	16% (18)	10% (12)	5% (5)	4% (5)	117
#1 Issue: Education	21% (28)	32% (44)	19% (26)	12% (16)	7% (10)	5% (7)	5% (7)	138
#1 Issue: Energy	22% (24)	30% (33)	20% (21)	6% (7)	13% (14)	5% (6)	4% (4)	108
#1 Issue: Other	20% (28)	25% (36)	14% (20)	15% (21)	2% (3)	10% (14)	14% (20)	142
2018 House Vote: Democrat	16% (128)	27% (225)	19% (160)	14% (118)	8% (70)	8% (65)	7% (57)	823
2018 House Vote: Republican	16% (119)	31% (235)	16% (123)	11% (87)	7% (56)	9% (70)	9% (65)	755
2018 House Vote: Someone else	24% (23)	20% (19)	10% (10)	9% (9)	11% (10)	12% (12)	14% (13)	96
2018 House Vote: Didnt Vote	27% (139)	26% (136)	15% (76)	10% (52)	6% (30)	6% (33)	11% (58)	525
2016 Vote: Hillary Clinton	16% (112)	27% (187)	20% (141)	14% (98)	7% (52)	9% (62)	7% (49)	700
2016 Vote: Donald Trump	16% (117)	31% (230)	16% (120)	10% (77)	9% (66)	9% (67)	9% (71)	749
2016 Vote: Someone else	19% (38)	28% (55)	14% (27)	15% (29)	9% (18)	8% (15)	8% (16)	199
2016 Vote: Didnt Vote	25% (139)	26% (144)	15% (82)	11% (61)	6% (30)	7% (36)	10% (57)	548
Voted in 2014: Yes	15% (228)	29% (421)	18% (263)	12% (183)	8% (122)	9% (136)	8% (123)	1475
Voted in 2014: No	25% (183)	27% (195)	15% (107)	11% (83)	6% (44)	6% (44)	10% (70)	726

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Table HRdem1_4: How often do you watch or stream the following?

Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	19% (410)	28% (616)	17% (371)	12% (265)	8% (167)	8% (180)	9% (193)	2201
2012 Vote: Barack Obama	17% (147)	28% (247)	19% (161)	13% (115)	7% (65)	8% (72)	7% (63)	869
2012 Vote: Mitt Romney	14% (88)	30% (180)	15% (94)	12% (73)	9% (55)	10% (61)	10% (60)	611
2012 Vote: Other	15% (13)	32% (28)	16% (14)	6% (5)	11% (10)	7% (6)	13% (11)	87
2012 Vote: Didn't Vote	25% (161)	26% (161)	16% (100)	11% (72)	6% (37)	6% (40)	9% (59)	631
4-Region: Northeast	20% (77)	27% (104)	17% (68)	15% (58)	8% (31)	7% (27)	7% (27)	393
4-Region: Midwest	18% (89)	25% (128)	16% (81)	13% (64)	9% (47)	9% (44)	10% (53)	506
4-Region: South	21% (176)	28% (233)	16% (135)	11% (93)	6% (51)	8% (63)	9% (71)	822
4-Region: West	14% (68)	31% (151)	18% (87)	10% (50)	8% (37)	10% (46)	9% (42)	481
Favorable of Trump	19% (174)	30% (277)	16% (143)	10% (92)	8% (71)	8% (76)	9% (82)	915
Unfavorable of Trump	17% (196)	27% (311)	18% (209)	15% (165)	7% (85)	8% (93)	7% (77)	1136
Very Favorable of Trump	21% (108)	30% (157)	15% (76)	8% (43)	8% (41)	9% (47)	9% (49)	521
Somewhat Favorable of Trump	17% (66)	30% (120)	17% (67)	13% (50)	7% (29)	7% (28)	8% (33)	394
Somewhat Unfavorable of Trump	19% (44)	29% (65)	21% (47)	10% (24)	9% (20)	9% (20)	3% (7)	227
Very Unfavorable of Trump	17% (152)	27% (246)	18% (162)	16% (141)	7% (64)	8% (73)	8% (70)	909
Frequent TV watchers	28% (317)	30% (334)	17% (191)	10% (108)	6% (68)	6% (69)	3% (34)	1123
Frequent movie watchers	100% (410)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	410
Film: An avid fan	33% (233)	37% (266)	15% (107)	9% (64)	3% (20)	1% (9)	2% (17)	716
Film: A casual fan	13% (155)	27% (322)	19% (229)	15% (183)	10% (117)	10% (120)	7% (81)	1207
Film: Not a fan	8% (23)	10% (28)	12% (34)	7% (19)	11% (29)	18% (51)	34% (95)	279
TV: An avid fan	23% (240)	30% (317)	17% (178)	12% (122)	6% (60)	6% (61)	7% (71)	1049
TV: A casual fan	15% (151)	28% (276)	17% (173)	13% (130)	10% (100)	9% (91)	7% (75)	996
TV: Not a fan	12% (19)	15% (23)	13% (20)	8% (13)	4% (7)	18% (28)	30% (47)	156
Music: An avid fan	23% (256)	30% (342)	17% (187)	11% (118)	6% (67)	7% (75)	7% (77)	1123
Music: A casual fan	15% (138)	26% (249)	18% (167)	14% (134)	10% (96)	10% (94)	8% (75)	952
Music: Not a fan	12% (16)	20% (25)	14% (17)	10% (13)	4% (4)	8% (10)	32% (41)	126
Fashion: An avid fan	30% (82)	30% (81)	14% (39)	9% (25)	7% (20)	3% (8)	6% (17)	272
Fashion: A casual fan	19% (174)	30% (274)	18% (163)	13% (113)	6% (58)	8% (72)	5% (46)	900
Fashion: Not a fan	15% (154)	25% (261)	16% (169)	12% (128)	9% (89)	10% (99)	13% (129)	1029

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

Table HRdem1_5: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (163)	20% (437)	16% (351)	6% (136)	7% (150)	13% (291)	31% (675)	2201
Gender: Male	12% (122)	30% (305)	18% (190)	6% (60)	5% (49)	8% (86)	21% (218)	1030
Gender: Female	3% (41)	11% (132)	14% (160)	6% (76)	9% (101)	17% (204)	39% (457)	1171
Age: 18-29	10% (38)	16% (64)	15% (57)	6% (25)	8% (32)	12% (48)	33% (131)	395
Age: 30-44	12% (59)	22% (107)	13% (65)	6% (29)	6% (29)	14% (71)	27% (131)	492
Age: 45-54	7% (26)	18% (66)	18% (65)	6% (24)	7% (27)	12% (42)	32% (117)	368
Age: 55-64	5% (20)	22% (97)	18% (78)	5% (24)	6% (27)	14% (60)	29% (128)	434
Age: 65+	4% (21)	20% (102)	17% (85)	7% (34)	7% (34)	13% (69)	33% (167)	512
Generation Z: 18-21	13% (17)	14% (18)	15% (19)	5% (7)	10% (12)	9% (12)	33% (43)	128
Millennial: Age 22-37	10% (53)	19% (101)	13% (69)	6% (31)	7% (38)	15% (80)	30% (160)	532
Generation X: Age 38-53	9% (51)	20% (111)	16% (89)	7% (36)	7% (37)	11% (63)	30% (165)	551
Boomers: Age 54-72	4% (37)	20% (170)	18% (153)	6% (49)	6% (56)	15% (126)	31% (270)	862
PID: Dem (no lean)	9% (65)	21% (155)	14% (101)	7% (55)	7% (49)	13% (97)	30% (226)	747
PID: Ind (no lean)	6% (50)	16% (126)	17% (130)	5% (36)	7% (56)	14% (113)	34% (268)	781
PID: Rep (no lean)	7% (48)	23% (155)	18% (119)	7% (45)	7% (44)	12% (81)	27% (181)	673
PID/Gender: Dem Men	14% (46)	31% (100)	15% (50)	7% (24)	4% (13)	7% (24)	20% (65)	321
PID/Gender: Dem Women	4% (19)	13% (55)	12% (52)	7% (31)	9% (37)	17% (73)	38% (160)	426
PID/Gender: Ind Men	10% (34)	25% (91)	20% (72)	5% (17)	6% (23)	10% (36)	24% (84)	357
PID/Gender: Ind Women	4% (16)	8% (36)	14% (58)	4% (19)	8% (33)	18% (77)	43% (184)	423
PID/Gender: Rep Men	12% (42)	32% (114)	19% (68)	5% (19)	4% (14)	8% (27)	19% (69)	352
PID/Gender: Rep Women	2% (6)	13% (41)	16% (51)	8% (26)	10% (31)	17% (54)	35% (113)	321
Ideo: Liberal (1-3)	8% (51)	20% (135)	13% (85)	7% (48)	7% (48)	13% (84)	33% (219)	669
Ideo: Moderate (4)	8% (39)	20% (98)	19% (95)	5% (25)	9% (44)	14% (72)	25% (126)	500
Ideo: Conservative (5-7)	6% (45)	23% (163)	19% (134)	7% (50)	5% (38)	13% (96)	27% (195)	721
Educ: < College	7% (104)	17% (229)	15% (214)	6% (85)	7% (97)	13% (187)	34% (470)	1384
Educ: Bachelors degree	7% (38)	27% (140)	19% (99)	6% (32)	6% (30)	13% (68)	22% (112)	521
Educ: Post-grad	7% (21)	23% (68)	13% (37)	6% (19)	8% (23)	12% (36)	31% (93)	296

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Table HRdem1_5: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (163)	20% (437)	16% (351)	6% (136)	7% (150)	13% (291)	31% (675)	2201
Income: Under 50k	6% (79)	15% (195)	15% (194)	5% (69)	8% (96)	14% (183)	36% (453)	1270
Income: 50k-100k	9% (60)	25% (169)	16% (111)	7% (50)	6% (43)	13% (88)	24% (163)	684
Income: 100k+	9% (23)	29% (72)	19% (46)	7% (16)	4% (11)	8% (20)	24% (59)	247
Ethnicity: White	6% (99)	21% (368)	17% (296)	6% (102)	7% (123)	14% (257)	30% (535)	1780
Ethnicity: Hispanic	10% (21)	19% (40)	12% (25)	9% (19)	9% (19)	13% (27)	29% (63)	213
Ethnicity: Afr. Am.	20% (56)	16% (44)	13% (35)	8% (21)	4% (12)	8% (21)	32% (89)	279
Ethnicity: Other	6% (8)	17% (24)	14% (20)	9% (13)	11% (15)	8% (12)	35% (50)	142
Relig: Protestant	7% (35)	21% (110)	16% (83)	7% (38)	7% (37)	14% (72)	27% (140)	514
Relig: Roman Catholic	8% (32)	24% (103)	21% (87)	6% (27)	7% (30)	14% (58)	20% (85)	421
Relig: Something Else	9% (21)	15% (34)	13% (31)	5% (11)	8% (19)	15% (35)	35% (79)	229
Relig: Jewish	12% (7)	17% (10)	16% (9)	13% (7)	7% (4)	11% (6)	25% (15)	59
Relig: Evangelical	8% (65)	22% (181)	18% (150)	6% (47)	7% (58)	14% (120)	25% (205)	825
Relig: Non-Evang. Catholics	7% (23)	20% (66)	15% (50)	8% (29)	8% (28)	13% (45)	29% (99)	339
Relig: All Christian	8% (87)	21% (247)	17% (200)	7% (76)	7% (86)	14% (165)	26% (304)	1164
Relig: All Non-Christian	9% (25)	18% (50)	13% (34)	6% (17)	5% (13)	11% (28)	38% (102)	270
Community: Urban	9% (46)	20% (104)	14% (71)	5% (24)	6% (32)	13% (68)	34% (177)	522
Community: Suburban	8% (77)	23% (239)	18% (183)	6% (62)	7% (76)	12% (121)	25% (259)	1017
Community: Rural	6% (40)	14% (94)	15% (97)	8% (50)	6% (43)	15% (101)	36% (238)	662
Employ: Private Sector	10% (65)	23% (153)	17% (112)	6% (40)	5% (33)	13% (83)	26% (169)	655
Employ: Government	9% (13)	26% (41)	18% (28)	6% (9)	7% (11)	13% (20)	22% (34)	157
Employ: Self-Employed	9% (16)	20% (38)	13% (24)	9% (17)	8% (14)	15% (27)	26% (49)	186
Employ: Homemaker	9% (12)	9% (12)	13% (19)	8% (11)	11% (16)	18% (25)	33% (46)	141
Employ: Student	10% (9)	12% (10)	14% (12)	6% (6)	11% (10)	18% (16)	30% (27)	90
Employ: Retired	5% (26)	21% (119)	16% (92)	6% (34)	8% (43)	13% (72)	31% (175)	559
Employ: Unemployed	5% (10)	18% (36)	17% (34)	4% (7)	7% (14)	10% (20)	39% (76)	198
Employ: Other	5% (11)	13% (28)	14% (30)	5% (12)	4% (9)	12% (26)	46% (99)	214
Military HH: Yes	8% (32)	24% (99)	19% (78)	7% (29)	5% (22)	13% (54)	25% (104)	419
Military HH: No	7% (131)	19% (337)	15% (272)	6% (107)	7% (128)	13% (237)	32% (570)	1782

Continued on next page

Table HRdem1_5: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (163)	20% (437)	16% (351)	6% (136)	7% (150)	13% (291)	31% (675)	2201
RD/WT: Right Direction	9% (83)	24% (218)	17% (159)	6% (55)	7% (61)	13% (122)	25% (229)	928
RD/WT: Wrong Track	6% (80)	17% (218)	15% (191)	6% (81)	7% (89)	13% (168)	35% (445)	1273
Trump Job Approve	8% (80)	23% (220)	17% (163)	6% (55)	7% (65)	14% (131)	26% (249)	962
Trump Job Disapprove	7% (78)	18% (204)	16% (174)	7% (75)	7% (75)	13% (142)	33% (368)	1116
Trump Job Strongly Approve	9% (45)	21% (107)	19% (98)	5% (27)	7% (38)	13% (64)	25% (128)	506
Trump Job Somewhat Approve	8% (35)	25% (113)	14% (65)	6% (29)	6% (27)	15% (67)	27% (121)	456
Trump Job Somewhat Disapprove	5% (15)	18% (52)	19% (53)	4% (11)	8% (22)	14% (41)	32% (90)	285
Trump Job Strongly Disapprove	8% (62)	18% (152)	15% (121)	8% (64)	6% (53)	12% (100)	33% (278)	831
#1 Issue: Economy	8% (47)	22% (129)	16% (92)	6% (35)	7% (43)	13% (75)	28% (164)	584
#1 Issue: Security	7% (28)	24% (91)	20% (77)	7% (26)	5% (20)	13% (49)	25% (95)	385
#1 Issue: Health Care	8% (27)	22% (76)	14% (50)	6% (22)	8% (27)	10% (36)	31% (109)	347
#1 Issue: Medicare / Social Security	5% (18)	17% (63)	17% (65)	6% (22)	6% (23)	13% (50)	36% (138)	380
#1 Issue: Women's Issues	5% (6)	12% (14)	13% (15)	6% (7)	8% (10)	17% (20)	39% (45)	117
#1 Issue: Education	12% (17)	15% (20)	13% (18)	7% (10)	8% (10)	13% (18)	32% (45)	138
#1 Issue: Energy	10% (11)	20% (21)	12% (13)	5% (5)	9% (10)	16% (18)	27% (29)	108
#1 Issue: Other	5% (7)	15% (22)	15% (21)	7% (9)	5% (7)	18% (25)	35% (49)	142
2018 House Vote: Democrat	9% (71)	20% (167)	15% (120)	7% (56)	5% (44)	13% (107)	31% (257)	823
2018 House Vote: Republican	7% (52)	24% (179)	19% (144)	6% (45)	8% (58)	13% (98)	24% (179)	755
2018 House Vote: Someone else	5% (5)	17% (17)	17% (17)	4% (4)	6% (6)	14% (13)	37% (36)	96
2018 House Vote: Didnt Vote	7% (34)	14% (73)	13% (70)	6% (30)	8% (42)	14% (72)	39% (203)	525
2016 Vote: Hillary Clinton	8% (58)	20% (139)	14% (99)	8% (54)	6% (40)	14% (97)	30% (213)	700
2016 Vote: Donald Trump	7% (54)	24% (183)	18% (137)	6% (44)	7% (54)	13% (100)	24% (177)	749
2016 Vote: Someone else	7% (14)	16% (32)	19% (38)	4% (7)	7% (13)	12% (24)	36% (71)	199
2016 Vote: Didnt Vote	7% (37)	14% (79)	14% (77)	6% (30)	8% (41)	13% (70)	39% (214)	548
Voted in 2014: Yes	8% (111)	22% (329)	17% (246)	7% (99)	6% (93)	13% (196)	27% (402)	1475
Voted in 2014: No	7% (52)	15% (107)	14% (105)	5% (37)	8% (57)	13% (95)	38% (273)	726

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Table HRdem1_5: How often do you watch or stream the following?
Sporting events

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	7% (163)	20% (437)	16% (351)	6% (136)	7% (150)	13% (291)	31% (675)	2201
2012 Vote: Barack Obama	8% (70)	21% (184)	15% (128)	7% (62)	6% (55)	13% (112)	30% (258)	869
2012 Vote: Mitt Romney	7% (43)	24% (147)	18% (109)	6% (38)	7% (40)	13% (79)	25% (155)	611
2012 Vote: Other	6% (5)	18% (16)	28% (25)	8% (7)	3% (2)	11% (10)	26% (23)	87
2012 Vote: Didn't Vote	7% (45)	14% (90)	14% (88)	5% (28)	8% (53)	14% (89)	38% (237)	631
4-Region: Northeast	9% (35)	20% (79)	16% (61)	7% (26)	9% (36)	12% (47)	28% (110)	393
4-Region: Midwest	6% (29)	20% (102)	17% (88)	7% (36)	7% (35)	13% (67)	30% (149)	506
4-Region: South	9% (72)	18% (149)	16% (129)	6% (47)	6% (47)	13% (109)	33% (270)	822
4-Region: West	6% (27)	22% (107)	15% (72)	6% (28)	7% (33)	14% (68)	30% (146)	481
Favorable of Trump	8% (75)	24% (216)	17% (151)	6% (55)	7% (59)	13% (122)	26% (236)	915
Unfavorable of Trump	7% (77)	18% (206)	16% (182)	6% (69)	7% (84)	13% (149)	32% (369)	1136
Very Favorable of Trump	9% (48)	24% (123)	18% (94)	5% (29)	7% (38)	11% (58)	25% (132)	521
Somewhat Favorable of Trump	7% (27)	24% (93)	15% (58)	7% (26)	5% (21)	16% (65)	26% (104)	394
Somewhat Unfavorable of Trump	7% (15)	20% (45)	20% (45)	3% (8)	8% (19)	15% (35)	26% (60)	227
Very Unfavorable of Trump	7% (62)	18% (160)	15% (137)	7% (62)	7% (65)	13% (114)	34% (309)	909
Frequent TV watchers	11% (124)	22% (249)	18% (206)	5% (60)	6% (69)	14% (158)	23% (257)	1123
Frequent movie watchers	19% (79)	18% (72)	18% (75)	3% (11)	7% (29)	10% (39)	26% (105)	410
Film: An avid fan	11% (80)	22% (155)	17% (121)	6% (42)	7% (48)	12% (87)	25% (182)	716
Film: A casual fan	5% (66)	20% (244)	15% (185)	7% (80)	7% (81)	14% (172)	31% (378)	1207
Film: Not a fan	6% (16)	13% (38)	16% (44)	5% (14)	8% (21)	11% (31)	41% (114)	279
TV: An avid fan	9% (98)	22% (228)	17% (179)	5% (56)	6% (68)	12% (129)	28% (290)	1049
TV: A casual fan	6% (55)	19% (193)	16% (159)	7% (71)	8% (75)	15% (145)	30% (298)	996
TV: Not a fan	6% (10)	10% (16)	8% (13)	6% (9)	4% (7)	11% (16)	55% (86)	156
Music: An avid fan	9% (105)	20% (227)	16% (175)	6% (66)	8% (85)	12% (138)	29% (327)	1123
Music: A casual fan	5% (52)	20% (186)	17% (160)	6% (62)	6% (58)	15% (140)	31% (295)	952
Music: Not a fan	5% (6)	19% (24)	13% (16)	6% (8)	5% (6)	10% (13)	42% (53)	126
Fashion: An avid fan	13% (35)	18% (49)	14% (38)	7% (19)	7% (20)	16% (44)	25% (68)	272
Fashion: A casual fan	7% (59)	19% (175)	16% (144)	7% (65)	7% (66)	15% (137)	28% (255)	900
Fashion: Not a fan	7% (69)	21% (213)	16% (169)	5% (52)	6% (64)	11% (109)	34% (353)	1029

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

Table HRdem2_1: Do you, or anyone in your household, subscribe to the following?
 Cable television

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	47% (1043)	36% (784)	17% (373)	2201
Gender: Male	50% (517)	33% (335)	17% (178)	1030
Gender: Female	45% (526)	38% (449)	17% (195)	1171
Age: 18-29	38% (150)	38% (150)	24% (96)	395
Age: 30-44	43% (210)	37% (183)	20% (99)	492
Age: 45-54	49% (179)	38% (139)	13% (49)	368
Age: 55-64	54% (235)	32% (137)	14% (61)	434
Age: 65+	53% (269)	34% (175)	13% (68)	512
Generation Z: 18-21	43% (55)	35% (44)	23% (29)	128
Millennial: Age 22-37	38% (200)	38% (202)	24% (130)	532
Generation X: Age 38-53	47% (259)	38% (210)	15% (82)	551
Boomers: Age 54-72	52% (451)	34% (289)	14% (121)	862
PID: Dem (no lean)	54% (400)	30% (227)	16% (120)	747
PID: Ind (no lean)	44% (346)	38% (293)	18% (141)	781
PID: Rep (no lean)	44% (297)	39% (264)	17% (112)	673
PID/Gender: Dem Men	57% (183)	27% (88)	16% (51)	321
PID/Gender: Dem Women	51% (217)	33% (140)	16% (69)	426
PID/Gender: Ind Men	46% (164)	34% (123)	20% (71)	357
PID/Gender: Ind Women	43% (183)	40% (170)	17% (71)	423
PID/Gender: Rep Men	49% (171)	35% (125)	16% (57)	352
PID/Gender: Rep Women	39% (126)	43% (140)	17% (55)	321
Ideo: Liberal (1-3)	53% (353)	33% (220)	14% (95)	669
Ideo: Moderate (4)	51% (255)	34% (170)	15% (76)	500
Ideo: Conservative (5-7)	44% (320)	38% (274)	18% (127)	721
Educ: < College	43% (602)	37% (511)	20% (271)	1384
Educ: Bachelors degree	54% (282)	32% (169)	13% (69)	521
Educ: Post-grad	54% (159)	35% (104)	11% (33)	296

Continued on next page

Table HRdem2_1: Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	47% (1043)	36% (784)	17% (373)	2201
Income: Under 50k	43% (550)	37% (468)	20% (251)	1270
Income: 50k-100k	51% (346)	36% (245)	14% (93)	684
Income: 100k+	60% (147)	29% (71)	12% (29)	247
Ethnicity: White	47% (829)	37% (659)	16% (292)	1780
Ethnicity: Hispanic	43% (92)	37% (79)	20% (43)	213
Ethnicity: Afr. Am.	54% (151)	26% (72)	20% (56)	279
Ethnicity: Other	44% (63)	37% (53)	18% (26)	142
Relig: Protestant	45% (232)	37% (190)	18% (92)	514
Relig: Roman Catholic	59% (247)	30% (125)	12% (49)	421
Relig: Something Else	47% (109)	36% (84)	16% (37)	229
Relig: Jewish	64% (38)	36% (21)	1% (0)	59
Relig: Evangelical	54% (448)	33% (274)	13% (103)	825
Relig: Non-Evang. Catholics	41% (140)	37% (124)	22% (75)	339
Relig: All Christian	50% (587)	34% (399)	15% (178)	1164
Relig: All Non-Christian	41% (111)	39% (106)	20% (53)	270
Community: Urban	47% (246)	35% (181)	18% (95)	522
Community: Suburban	56% (571)	32% (322)	12% (125)	1017
Community: Rural	34% (227)	43% (281)	23% (154)	662
Employ: Private Sector	47% (308)	35% (229)	18% (117)	655
Employ: Government	43% (67)	44% (69)	13% (21)	157
Employ: Self-Employed	49% (92)	34% (63)	17% (31)	186
Employ: Homemaker	40% (57)	41% (59)	19% (26)	141
Employ: Student	41% (37)	38% (34)	21% (19)	90
Employ: Retired	54% (304)	34% (187)	12% (68)	559
Employ: Unemployed	43% (86)	35% (69)	22% (44)	198
Employ: Other	43% (93)	34% (74)	22% (47)	214
Military HH: Yes	47% (197)	38% (159)	15% (63)	419
Military HH: No	47% (846)	35% (625)	17% (311)	1782

Continued on next page

Table HRdem2_1: Do you, or anyone in your household, subscribe to the following?
Cable television

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	47% (1043)	36% (784)	17% (373)	2201
RD/WT: Right Direction	45% (418)	39% (362)	16% (148)	928
RD/WT: Wrong Track	49% (625)	33% (423)	18% (225)	1273
Trump Job Approve	45% (434)	38% (370)	16% (158)	962
Trump Job Disapprove	50% (563)	33% (368)	17% (184)	1116
Trump Job Strongly Approve	47% (238)	39% (197)	14% (71)	506
Trump Job Somewhat Approve	43% (196)	38% (174)	19% (86)	456
Trump Job Somewhat Disapprove	47% (135)	33% (95)	19% (55)	285
Trump Job Strongly Disapprove	52% (428)	33% (273)	16% (129)	831
#1 Issue: Economy	46% (266)	37% (214)	18% (105)	584
#1 Issue: Security	48% (186)	36% (139)	16% (60)	385
#1 Issue: Health Care	49% (169)	32% (110)	20% (68)	347
#1 Issue: Medicare / Social Security	54% (206)	32% (120)	14% (53)	380
#1 Issue: Women's Issues	42% (49)	34% (40)	24% (28)	117
#1 Issue: Education	49% (68)	37% (51)	14% (19)	138
#1 Issue: Energy	41% (44)	46% (50)	13% (14)	108
#1 Issue: Other	39% (55)	43% (61)	18% (25)	142
2018 House Vote: Democrat	55% (452)	30% (250)	15% (121)	823
2018 House Vote: Republican	46% (347)	38% (287)	16% (120)	755
2018 House Vote: Someone else	41% (39)	42% (41)	17% (17)	96
2018 House Vote: Didnt Vote	39% (205)	39% (207)	22% (113)	525
2016 Vote: Hillary Clinton	57% (397)	31% (217)	12% (86)	700
2016 Vote: Donald Trump	46% (347)	37% (274)	17% (127)	749
2016 Vote: Someone else	39% (76)	42% (83)	20% (39)	199
2016 Vote: Didnt Vote	41% (222)	38% (207)	22% (119)	548
Voted in 2014: Yes	50% (744)	35% (509)	15% (223)	1475
Voted in 2014: No	41% (300)	38% (275)	21% (151)	726

Continued on next page

Table HRdem2_1: Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	47% (1043)	36% (784)	17% (373)	2201
2012 Vote: Barack Obama	52% (451)	35% (301)	13% (117)	869
2012 Vote: Mitt Romney	48% (294)	35% (213)	17% (103)	611
2012 Vote: Other	49% (43)	36% (32)	14% (12)	87
2012 Vote: Didn't Vote	40% (253)	38% (238)	22% (139)	631
4-Region: Northeast	62% (245)	27% (107)	10% (41)	393
4-Region: Midwest	48% (242)	37% (189)	15% (74)	506
4-Region: South	46% (377)	36% (293)	18% (152)	822
4-Region: West	37% (180)	40% (195)	22% (106)	481
Favorable of Trump	45% (416)	39% (359)	15% (140)	915
Unfavorable of Trump	51% (578)	33% (378)	16% (180)	1136
Very Favorable of Trump	46% (239)	40% (208)	14% (74)	521
Somewhat Favorable of Trump	45% (177)	38% (151)	17% (66)	394
Somewhat Unfavorable of Trump	44% (101)	34% (78)	21% (49)	227
Very Unfavorable of Trump	52% (477)	33% (301)	14% (132)	909
Frequent TV watchers	50% (558)	35% (390)	16% (174)	1123
Frequent movie watchers	46% (190)	36% (149)	17% (71)	410
Film: An avid fan	52% (369)	32% (231)	16% (115)	716
Film: A casual fan	48% (579)	37% (443)	15% (184)	1207
Film: Not a fan	34% (95)	39% (110)	27% (74)	279
TV: An avid fan	53% (554)	32% (340)	15% (155)	1049
TV: A casual fan	45% (450)	38% (379)	17% (166)	996
TV: Not a fan	25% (39)	42% (65)	33% (52)	156
Music: An avid fan	49% (550)	35% (399)	16% (174)	1123
Music: A casual fan	47% (443)	36% (345)	17% (164)	952
Music: Not a fan	40% (50)	32% (40)	28% (36)	126
Fashion: An avid fan	50% (135)	32% (86)	18% (50)	272
Fashion: A casual fan	48% (434)	37% (334)	15% (132)	900
Fashion: Not a fan	46% (474)	35% (364)	19% (192)	1029

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

Table HRdem2_4: Do you, or anyone in your household, subscribe to the following?
 Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	24%	(521)	30%	(659)	46%	(1021)	2201
Gender: Male	23%	(240)	29%	(301)	48%	(489)	1030
Gender: Female	24%	(281)	31%	(358)	45%	(531)	1171
Age: 18-29	24%	(93)	33%	(130)	44%	(172)	395
Age: 30-44	24%	(117)	33%	(163)	43%	(213)	492
Age: 45-54	22%	(80)	38%	(141)	40%	(146)	368
Age: 55-64	24%	(105)	25%	(108)	51%	(221)	434
Age: 65+	25%	(126)	23%	(117)	53%	(269)	512
Generation Z: 18-21	24%	(31)	39%	(50)	37%	(47)	128
Millennial: Age 22-37	23%	(123)	31%	(166)	46%	(243)	532
Generation X: Age 38-53	24%	(130)	38%	(207)	39%	(214)	551
Boomers: Age 54-72	24%	(203)	26%	(225)	50%	(434)	862
PID: Dem (no lean)	21%	(154)	28%	(209)	51%	(384)	747
PID: Ind (no lean)	22%	(170)	32%	(252)	46%	(358)	781
PID: Rep (no lean)	29%	(196)	29%	(199)	41%	(278)	673
PID/Gender: Dem Men	21%	(68)	29%	(95)	49%	(158)	321
PID/Gender: Dem Women	20%	(86)	27%	(114)	53%	(226)	426
PID/Gender: Ind Men	23%	(82)	28%	(99)	49%	(176)	357
PID/Gender: Ind Women	21%	(89)	36%	(152)	43%	(183)	423
PID/Gender: Rep Men	26%	(90)	30%	(107)	44%	(155)	352
PID/Gender: Rep Women	33%	(107)	29%	(92)	38%	(123)	321
Ideo: Liberal (1-3)	21%	(140)	29%	(195)	50%	(334)	669
Ideo: Moderate (4)	24%	(119)	27%	(136)	49%	(246)	500
Ideo: Conservative (5-7)	26%	(189)	29%	(211)	45%	(321)	721
Educ: < College	25%	(343)	32%	(441)	43%	(600)	1384
Educ: Bachelors degree	23%	(120)	27%	(142)	50%	(258)	521
Educ: Post-grad	19%	(57)	26%	(77)	55%	(162)	296

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Table HRdem2_4: Do you, or anyone in your household, subscribe to the following?
Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	24%	(521)	30%	(659)	46%	(1021)	2201
Income: Under 50k	22%	(277)	33%	(417)	45%	(576)	1270
Income: 50k-100k	28%	(190)	26%	(181)	46%	(314)	684
Income: 100k+	22%	(54)	25%	(62)	53%	(131)	247
Ethnicity: White	24%	(420)	30%	(536)	46%	(824)	1780
Ethnicity: Hispanic	20%	(43)	37%	(79)	43%	(92)	213
Ethnicity: Afr. Am.	25%	(69)	29%	(80)	47%	(130)	279
Ethnicity: Other	23%	(32)	30%	(43)	47%	(66)	142
Relig: Protestant	25%	(131)	30%	(155)	44%	(228)	514
Relig: Roman Catholic	25%	(104)	26%	(111)	49%	(206)	421
Relig: Something Else	22%	(50)	39%	(90)	39%	(89)	229
Relig: Jewish	24%	(14)	12%	(7)	65%	(38)	59
Relig: Evangelical	22%	(183)	32%	(265)	46%	(378)	825
Relig: Non-Evang. Catholics	30%	(102)	27%	(91)	43%	(145)	339
Relig: All Christian	25%	(285)	31%	(356)	45%	(523)	1164
Relig: All Non-Christian	26%	(69)	30%	(80)	45%	(121)	270
Community: Urban	21%	(111)	29%	(151)	50%	(260)	522
Community: Suburban	19%	(193)	29%	(295)	52%	(530)	1017
Community: Rural	33%	(217)	32%	(214)	35%	(231)	662
Employ: Private Sector	23%	(148)	32%	(210)	45%	(297)	655
Employ: Government	27%	(42)	29%	(45)	45%	(70)	157
Employ: Self-Employed	26%	(48)	31%	(58)	43%	(79)	186
Employ: Homemaker	19%	(27)	39%	(55)	42%	(59)	141
Employ: Student	26%	(24)	41%	(37)	33%	(29)	90
Employ: Retired	25%	(140)	23%	(129)	52%	(290)	559
Employ: Unemployed	27%	(53)	26%	(51)	48%	(95)	198
Employ: Other	18%	(39)	34%	(74)	47%	(101)	214
Military HH: Yes	28%	(118)	29%	(120)	43%	(180)	419
Military HH: No	23%	(403)	30%	(539)	47%	(840)	1782

Continued on next page

Table HRdem2_4: Do you, or anyone in your household, subscribe to the following?
 Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	24%	(521)	30%	(659)	46%	(1021)	2201
RD/WT: Right Direction	28%	(260)	30%	(278)	42%	(390)	928
RD/WT: Wrong Track	21%	(262)	30%	(381)	50%	(630)	1273
Trump Job Approve	28%	(265)	31%	(301)	41%	(396)	962
Trump Job Disapprove	20%	(224)	29%	(320)	51%	(571)	1116
Trump Job Strongly Approve	29%	(145)	33%	(165)	39%	(196)	506
Trump Job Somewhat Approve	26%	(120)	30%	(136)	44%	(200)	456
Trump Job Somewhat Disapprove	21%	(60)	28%	(79)	52%	(147)	285
Trump Job Strongly Disapprove	20%	(165)	29%	(242)	51%	(424)	831
#1 Issue: Economy	24%	(143)	29%	(169)	47%	(272)	584
#1 Issue: Security	29%	(112)	30%	(117)	40%	(156)	385
#1 Issue: Health Care	21%	(72)	28%	(98)	51%	(177)	347
#1 Issue: Medicare / Social Security	24%	(93)	25%	(96)	50%	(191)	380
#1 Issue: Women's Issues	20%	(23)	34%	(40)	46%	(54)	117
#1 Issue: Education	14%	(20)	38%	(53)	47%	(65)	138
#1 Issue: Energy	23%	(25)	43%	(46)	35%	(37)	108
#1 Issue: Other	24%	(35)	28%	(39)	48%	(68)	142
2018 House Vote: Democrat	20%	(166)	27%	(224)	53%	(432)	823
2018 House Vote: Republican	28%	(208)	30%	(230)	42%	(317)	755
2018 House Vote: Someone else	20%	(19)	34%	(33)	46%	(44)	96
2018 House Vote: Didnt Vote	24%	(126)	33%	(172)	43%	(227)	525
2016 Vote: Hillary Clinton	21%	(144)	28%	(197)	51%	(359)	700
2016 Vote: Donald Trump	29%	(219)	29%	(214)	42%	(316)	749
2016 Vote: Someone else	20%	(40)	35%	(69)	45%	(90)	199
2016 Vote: Didnt Vote	21%	(116)	32%	(177)	47%	(255)	548
Voted in 2014: Yes	24%	(350)	29%	(424)	48%	(702)	1475
Voted in 2014: No	24%	(171)	32%	(235)	44%	(319)	726

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Table HRdem2_4: Do you, or anyone in your household, subscribe to the following?
Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	24%	(521)	30%	(659)	46%	(1021)	2201
2012 Vote: Barack Obama	21%	(181)	29%	(249)	51%	(439)	869
2012 Vote: Mitt Romney	28%	(171)	28%	(173)	44%	(266)	611
2012 Vote: Other	23%	(20)	28%	(25)	49%	(43)	87
2012 Vote: Didn't Vote	24%	(150)	33%	(209)	43%	(272)	631
4-Region: Northeast	19%	(73)	21%	(81)	61%	(239)	393
4-Region: Midwest	24%	(123)	29%	(145)	47%	(238)	506
4-Region: South	25%	(204)	33%	(275)	42%	(343)	822
4-Region: West	25%	(121)	33%	(158)	42%	(202)	481
Favorable of Trump	28%	(257)	31%	(279)	41%	(379)	915
Unfavorable of Trump	20%	(226)	30%	(339)	50%	(571)	1136
Very Favorable of Trump	30%	(155)	32%	(168)	38%	(197)	521
Somewhat Favorable of Trump	26%	(101)	28%	(111)	46%	(182)	394
Somewhat Unfavorable of Trump	21%	(49)	32%	(72)	47%	(107)	227
Very Unfavorable of Trump	20%	(177)	29%	(267)	51%	(464)	909
Frequent TV watchers	24%	(268)	31%	(351)	45%	(503)	1123
Frequent movie watchers	23%	(94)	35%	(143)	42%	(173)	410
Film: An avid fan	22%	(160)	33%	(237)	45%	(319)	716
Film: A casual fan	22%	(269)	30%	(359)	48%	(578)	1207
Film: Not a fan	33%	(92)	23%	(63)	44%	(124)	279
TV: An avid fan	24%	(253)	30%	(316)	46%	(480)	1049
TV: A casual fan	23%	(230)	31%	(305)	46%	(460)	996
TV: Not a fan	24%	(38)	24%	(38)	51%	(80)	156
Music: An avid fan	23%	(261)	34%	(382)	43%	(480)	1123
Music: A casual fan	25%	(235)	26%	(252)	49%	(465)	952
Music: Not a fan	20%	(25)	20%	(25)	60%	(76)	126
Fashion: An avid fan	23%	(62)	32%	(87)	45%	(123)	272
Fashion: A casual fan	25%	(222)	32%	(284)	44%	(394)	900
Fashion: Not a fan	23%	(237)	28%	(288)	49%	(504)	1029

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

Table HRdem2_5: Do you, or anyone in your household, subscribe to the following?
 Streaming service(s)

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	57%	(1261)	11%	(243)	32%	(698)	2201
Gender: Male	56%	(575)	13%	(130)	32%	(325)	1030
Gender: Female	59%	(685)	10%	(113)	32%	(373)	1171
Age: 18-29	72%	(284)	11%	(45)	17%	(66)	395
Age: 30-44	71%	(351)	10%	(50)	18%	(91)	492
Age: 45-54	63%	(231)	11%	(41)	26%	(96)	368
Age: 55-64	47%	(202)	12%	(54)	41%	(178)	434
Age: 65+	38%	(193)	10%	(53)	52%	(266)	512
Generation Z: 18-21	68%	(87)	16%	(21)	16%	(20)	128
Millennial: Age 22-37	73%	(390)	9%	(48)	18%	(94)	532
Generation X: Age 38-53	65%	(357)	12%	(66)	23%	(127)	551
Boomers: Age 54-72	44%	(383)	11%	(95)	45%	(384)	862
PID: Dem (no lean)	60%	(448)	10%	(77)	30%	(222)	747
PID: Ind (no lean)	58%	(452)	12%	(91)	30%	(237)	781
PID: Rep (no lean)	54%	(360)	11%	(74)	35%	(238)	673
PID/Gender: Dem Men	57%	(181)	13%	(40)	31%	(99)	321
PID/Gender: Dem Women	63%	(266)	9%	(37)	29%	(123)	426
PID/Gender: Ind Men	55%	(196)	14%	(49)	32%	(113)	357
PID/Gender: Ind Women	61%	(257)	10%	(42)	29%	(125)	423
PID/Gender: Rep Men	56%	(198)	12%	(41)	32%	(113)	352
PID/Gender: Rep Women	50%	(162)	11%	(34)	39%	(126)	321
Ideo: Liberal (1-3)	66%	(443)	10%	(69)	23%	(157)	669
Ideo: Moderate (4)	53%	(265)	11%	(56)	36%	(179)	500
Ideo: Conservative (5-7)	54%	(386)	11%	(77)	36%	(258)	721
Educ: < College	54%	(742)	13%	(179)	33%	(463)	1384
Educ: Bachelors degree	64%	(334)	6%	(34)	29%	(153)	521
Educ: Post-grad	62%	(185)	10%	(30)	27%	(81)	296

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**Table HRdem2_5: Do you, or anyone in your household, subscribe to the following?
Streaming service(s)**

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	57%	(1261)	11%	(243)	32%	(698)	2201
Income: Under 50k	52%	(659)	12%	(154)	36%	(456)	1270
Income: 50k-100k	66%	(452)	9%	(64)	25%	(168)	684
Income: 100k+	61%	(150)	10%	(24)	29%	(73)	247
Ethnicity: White	57%	(1007)	11%	(190)	33%	(583)	1780
Ethnicity: Hispanic	66%	(140)	12%	(26)	22%	(48)	213
Ethnicity: Afr. Am.	62%	(173)	11%	(30)	27%	(75)	279
Ethnicity: Other	57%	(81)	16%	(22)	27%	(39)	142
Relig: Protestant	50%	(256)	10%	(51)	40%	(207)	514
Relig: Roman Catholic	52%	(221)	12%	(51)	35%	(149)	421
Relig: Something Else	65%	(150)	12%	(27)	23%	(53)	229
Relig: Jewish	54%	(32)	19%	(11)	27%	(16)	59
Relig: Evangelical	55%	(455)	11%	(91)	34%	(279)	825
Relig: Non-Evang. Catholics	51%	(172)	11%	(37)	38%	(130)	339
Relig: All Christian	54%	(627)	11%	(128)	35%	(409)	1164
Relig: All Non-Christian	59%	(160)	8%	(23)	32%	(88)	270
Community: Urban	56%	(292)	12%	(63)	32%	(167)	522
Community: Suburban	60%	(614)	11%	(111)	29%	(292)	1017
Community: Rural	54%	(355)	10%	(68)	36%	(238)	662
Employ: Private Sector	67%	(442)	8%	(55)	24%	(158)	655
Employ: Government	76%	(118)	9%	(14)	15%	(24)	157
Employ: Self-Employed	62%	(115)	11%	(20)	28%	(52)	186
Employ: Homemaker	63%	(89)	13%	(19)	24%	(34)	141
Employ: Student	73%	(66)	13%	(11)	14%	(13)	90
Employ: Retired	39%	(217)	12%	(69)	49%	(274)	559
Employ: Unemployed	52%	(104)	15%	(29)	33%	(66)	198
Employ: Other	52%	(112)	12%	(26)	36%	(77)	214
Military HH: Yes	56%	(235)	10%	(41)	34%	(143)	419
Military HH: No	58%	(1026)	11%	(202)	31%	(555)	1782

Continued on next page

**Table HRdem2_5: Do you, or anyone in your household, subscribe to the following?
 Streaming service(s)**

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	57%	(1261)	11%	(243)	32%	(698)	2201
RD/WT: Right Direction	53%	(493)	13%	(122)	34%	(313)	928
RD/WT: Wrong Track	60%	(768)	9%	(121)	30%	(385)	1273
Trump Job Approve	53%	(506)	13%	(128)	34%	(329)	962
Trump Job Disapprove	62%	(691)	9%	(97)	29%	(328)	1116
Trump Job Strongly Approve	50%	(252)	15%	(77)	35%	(177)	506
Trump Job Somewhat Approve	56%	(254)	11%	(51)	33%	(152)	456
Trump Job Somewhat Disapprove	62%	(177)	9%	(25)	29%	(84)	285
Trump Job Strongly Disapprove	62%	(514)	9%	(72)	29%	(245)	831
#1 Issue: Economy	62%	(362)	11%	(67)	27%	(155)	584
#1 Issue: Security	51%	(195)	11%	(41)	39%	(149)	385
#1 Issue: Health Care	63%	(219)	8%	(28)	29%	(100)	347
#1 Issue: Medicare / Social Security	41%	(157)	13%	(48)	46%	(175)	380
#1 Issue: Women's Issues	69%	(80)	11%	(13)	20%	(24)	117
#1 Issue: Education	68%	(93)	11%	(15)	21%	(29)	138
#1 Issue: Energy	68%	(74)	14%	(15)	18%	(19)	108
#1 Issue: Other	56%	(79)	11%	(16)	33%	(47)	142
2018 House Vote: Democrat	62%	(506)	10%	(84)	28%	(233)	823
2018 House Vote: Republican	52%	(393)	11%	(85)	37%	(276)	755
2018 House Vote: Someone else	54%	(52)	16%	(15)	30%	(29)	96
2018 House Vote: Didnt Vote	59%	(310)	11%	(57)	30%	(159)	525
2016 Vote: Hillary Clinton	63%	(438)	10%	(71)	27%	(191)	700
2016 Vote: Donald Trump	51%	(384)	10%	(76)	39%	(289)	749
2016 Vote: Someone else	64%	(126)	10%	(19)	27%	(53)	199
2016 Vote: Didnt Vote	57%	(312)	14%	(75)	29%	(161)	548
Voted in 2014: Yes	56%	(829)	10%	(151)	34%	(495)	1475
Voted in 2014: No	59%	(431)	13%	(92)	28%	(203)	726

Continued on next page

**Table HRdem2_5: Do you, or anyone in your household, subscribe to the following?
Streaming service(s)**

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	57%	(1261)	11%	(243)	32%	(698)	2201
2012 Vote: Barack Obama	61%	(531)	10%	(90)	29%	(248)	869
2012 Vote: Mitt Romney	50%	(306)	10%	(63)	39%	(241)	611
2012 Vote: Other	55%	(48)	8%	(7)	37%	(32)	87
2012 Vote: Didn't Vote	59%	(374)	13%	(82)	28%	(174)	631
4-Region: Northeast	55%	(215)	11%	(42)	34%	(135)	393
4-Region: Midwest	54%	(275)	12%	(58)	34%	(172)	506
4-Region: South	59%	(484)	11%	(92)	30%	(246)	822
4-Region: West	60%	(286)	11%	(51)	30%	(144)	481
Favorable of Trump	53%	(483)	14%	(125)	33%	(306)	915
Unfavorable of Trump	62%	(706)	8%	(93)	30%	(337)	1136
Very Favorable of Trump	51%	(264)	14%	(75)	35%	(183)	521
Somewhat Favorable of Trump	56%	(219)	13%	(51)	31%	(124)	394
Somewhat Unfavorable of Trump	63%	(143)	9%	(20)	28%	(65)	227
Very Unfavorable of Trump	62%	(563)	8%	(72)	30%	(273)	909
Frequent TV watchers	58%	(653)	9%	(102)	33%	(368)	1123
Frequent movie watchers	65%	(266)	9%	(38)	26%	(106)	410
Film: An avid fan	69%	(497)	9%	(62)	22%	(157)	716
Film: A casual fan	56%	(673)	12%	(144)	32%	(390)	1207
Film: Not a fan	32%	(90)	13%	(37)	54%	(151)	279
TV: An avid fan	59%	(616)	10%	(102)	32%	(332)	1049
TV: A casual fan	58%	(575)	13%	(125)	30%	(296)	996
TV: Not a fan	45%	(70)	10%	(16)	45%	(70)	156
Music: An avid fan	64%	(718)	9%	(105)	27%	(301)	1123
Music: A casual fan	52%	(494)	13%	(128)	35%	(330)	952
Music: Not a fan	39%	(49)	8%	(10)	53%	(67)	126
Fashion: An avid fan	61%	(166)	10%	(26)	29%	(79)	272
Fashion: A casual fan	60%	(539)	12%	(104)	29%	(257)	900
Fashion: Not a fan	54%	(555)	11%	(112)	35%	(362)	1029

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

Table HRdem3_1: *In general, what kind of fan do you consider yourself of the following?*

Film

Demographic	Film: An avid fan		Film: A casual fan		Film: Not a fan		Total N
Adults	33%	(716)	55%	(1207)	13%	(279)	2201
Gender: Male	35%	(358)	55%	(563)	11%	(109)	1030
Gender: Female	31%	(358)	55%	(643)	14%	(169)	1171
Age: 18-29	39%	(153)	48%	(191)	13%	(51)	395
Age: 30-44	43%	(210)	48%	(235)	10%	(47)	492
Age: 45-54	34%	(126)	55%	(202)	11%	(40)	368
Age: 55-64	25%	(110)	63%	(273)	12%	(52)	434
Age: 65+	23%	(117)	60%	(306)	17%	(89)	512
Generation Z: 18-21	35%	(45)	54%	(70)	11%	(14)	128
Millennial: Age 22-37	42%	(222)	47%	(250)	11%	(60)	532
Generation X: Age 38-53	38%	(208)	52%	(284)	11%	(60)	551
Boomers: Age 54-72	25%	(218)	61%	(525)	14%	(118)	862
PID: Dem (no lean)	38%	(284)	53%	(395)	9%	(69)	747
PID: Ind (no lean)	31%	(239)	55%	(431)	14%	(110)	781
PID: Rep (no lean)	29%	(192)	56%	(380)	15%	(100)	673
PID/Gender: Dem Men	46%	(147)	47%	(152)	7%	(22)	321
PID/Gender: Dem Women	32%	(137)	57%	(243)	11%	(46)	426
PID/Gender: Ind Men	28%	(100)	60%	(213)	12%	(43)	357
PID/Gender: Ind Women	33%	(139)	51%	(218)	16%	(66)	423
PID/Gender: Rep Men	31%	(111)	56%	(198)	12%	(44)	352
PID/Gender: Rep Women	25%	(82)	57%	(183)	18%	(57)	321
Ideo: Liberal (1-3)	41%	(273)	51%	(341)	8%	(54)	669
Ideo: Moderate (4)	29%	(147)	60%	(299)	11%	(55)	500
Ideo: Conservative (5-7)	26%	(189)	59%	(427)	15%	(106)	721
Educ: < College	34%	(464)	52%	(724)	14%	(196)	1384
Educ: Bachelors degree	30%	(154)	60%	(315)	10%	(51)	521
Educ: Post-grad	33%	(97)	57%	(167)	11%	(31)	296

Continued on next page

Table HRdem3_1: In general, what kind of fan do you consider yourself of the following?

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	33% (716)	55% (1207)	13% (279)	2201
Income: Under 50k	33% (416)	52% (666)	15% (188)	1270
Income: 50k-100k	32% (216)	58% (399)	10% (69)	684
Income: 100k+	34% (84)	57% (141)	9% (22)	247
Ethnicity: White	31% (551)	56% (1003)	13% (226)	1780
Ethnicity: Hispanic	43% (92)	46% (97)	11% (23)	213
Ethnicity: Afr. Am.	38% (107)	50% (139)	12% (33)	279
Ethnicity: Other	41% (57)	45% (64)	14% (20)	142
Relig: Protestant	25% (131)	61% (313)	14% (70)	514
Relig: Roman Catholic	37% (156)	53% (222)	10% (43)	421
Relig: Something Else	33% (76)	57% (130)	10% (23)	229
Relig: Jewish	27% (16)	69% (41)	4% (3)	59
Relig: Evangelical	33% (270)	57% (466)	11% (88)	825
Relig: Non-Evang. Catholics	27% (93)	58% (198)	14% (48)	339
Relig: All Christian	31% (363)	57% (664)	12% (137)	1164
Relig: All Non-Christian	35% (94)	50% (135)	15% (41)	270
Community: Urban	35% (181)	54% (283)	11% (58)	522
Community: Suburban	35% (360)	53% (543)	11% (115)	1017
Community: Rural	26% (175)	57% (380)	16% (107)	662
Employ: Private Sector	36% (238)	54% (354)	9% (62)	655
Employ: Government	30% (48)	59% (92)	11% (17)	157
Employ: Self-Employed	37% (69)	56% (104)	7% (13)	186
Employ: Homemaker	28% (40)	57% (81)	14% (20)	141
Employ: Student	41% (37)	50% (45)	9% (8)	90
Employ: Retired	26% (146)	59% (328)	15% (85)	559
Employ: Unemployed	33% (65)	49% (97)	18% (36)	198
Employ: Other	34% (74)	49% (105)	17% (36)	214
Military HH: Yes	30% (127)	59% (245)	11% (47)	419
Military HH: No	33% (589)	54% (961)	13% (232)	1782
RD/WT: Right Direction	31% (283)	56% (522)	13% (123)	928
RD/WT: Wrong Track	34% (433)	54% (685)	12% (156)	1273

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Table HRdem3_1: In general, what kind of fan do you consider yourself of the following?
 Film

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	33% (716)	55% (1207)	13% (279)	2201
Trump Job Approve	29% (276)	57% (553)	14% (133)	962
Trump Job Disapprove	36% (407)	53% (595)	10% (114)	1116
Trump Job Strongly Approve	26% (133)	56% (284)	18% (89)	506
Trump Job Somewhat Approve	31% (143)	59% (269)	10% (44)	456
Trump Job Somewhat Disapprove	36% (103)	55% (158)	9% (25)	285
Trump Job Strongly Disapprove	37% (304)	53% (437)	11% (89)	831
#1 Issue: Economy	34% (199)	55% (322)	11% (63)	584
#1 Issue: Security	28% (108)	56% (215)	16% (63)	385
#1 Issue: Health Care	35% (122)	53% (186)	12% (40)	347
#1 Issue: Medicare / Social Security	26% (99)	60% (227)	14% (54)	380
#1 Issue: Women's Issues	34% (40)	55% (64)	10% (12)	117
#1 Issue: Education	37% (51)	55% (76)	8% (11)	138
#1 Issue: Energy	47% (51)	44% (48)	9% (10)	108
#1 Issue: Other	32% (45)	49% (69)	19% (27)	142
2018 House Vote: Democrat	36% (295)	55% (455)	9% (73)	823
2018 House Vote: Republican	28% (214)	58% (437)	14% (104)	755
2018 House Vote: Someone else	29% (28)	57% (55)	14% (14)	96
2018 House Vote: Didnt Vote	34% (180)	49% (258)	17% (88)	525
2016 Vote: Hillary Clinton	37% (256)	55% (383)	9% (62)	700
2016 Vote: Donald Trump	27% (203)	59% (441)	14% (105)	749
2016 Vote: Someone else	35% (70)	54% (108)	11% (21)	199
2016 Vote: Didnt Vote	34% (186)	49% (271)	17% (91)	548
Voted in 2014: Yes	32% (470)	57% (834)	12% (171)	1475
Voted in 2014: No	34% (245)	51% (373)	15% (108)	726
2012 Vote: Barack Obama	36% (312)	57% (492)	7% (64)	869
2012 Vote: Mitt Romney	25% (153)	58% (355)	17% (103)	611
2012 Vote: Other	22% (19)	66% (58)	12% (11)	87
2012 Vote: Didn't Vote	36% (229)	48% (300)	16% (101)	631

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Table HRdem3_1: In general, what kind of fan do you consider yourself of the following?

Demographic	Film: An avid fan	Film: A casual fan	Film: Not a fan	Total N
Adults	33% (716)	55% (1207)	13% (279)	2201
4-Region: Northeast	35% (138)	52% (206)	12% (48)	393
4-Region: Midwest	31% (156)	56% (284)	13% (65)	506
4-Region: South	32% (263)	55% (453)	13% (106)	822
4-Region: West	33% (158)	55% (263)	12% (60)	481
Favorable of Trump	29% (262)	58% (526)	14% (127)	915
Unfavorable of Trump	37% (420)	53% (606)	10% (110)	1136
Very Favorable of Trump	28% (147)	54% (282)	18% (92)	521
Somewhat Favorable of Trump	29% (115)	62% (244)	9% (35)	394
Somewhat Unfavorable of Trump	39% (89)	52% (119)	8% (19)	227
Very Unfavorable of Trump	36% (331)	54% (487)	10% (91)	909
Frequent TV watchers	37% (411)	54% (606)	9% (105)	1123
Frequent movie watchers	57% (233)	38% (155)	6% (23)	410
Film: An avid fan	100% (716)	— (0)	— (0)	716
Film: A casual fan	— (0)	100% (1207)	— (0)	1207
Film: Not a fan	— (0)	— (0)	100% (279)	279
TV: An avid fan	50% (528)	44% (459)	6% (62)	1049
TV: A casual fan	17% (164)	70% (702)	13% (130)	996
TV: Not a fan	15% (23)	29% (46)	56% (87)	156
Music: An avid fan	46% (517)	46% (517)	8% (89)	1123
Music: A casual fan	19% (185)	67% (640)	13% (126)	952
Music: Not a fan	11% (14)	39% (49)	50% (63)	126
Fashion: An avid fan	56% (153)	37% (102)	6% (17)	272
Fashion: A casual fan	35% (312)	58% (519)	8% (69)	900
Fashion: Not a fan	24% (251)	57% (586)	19% (192)	1029

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

Table HRdem3_4: *In general, what kind of fan do you consider yourself of the following?*
 Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	48% (1049)	45% (996)	7% (156)	2201
Gender: Male	48% (491)	46% (474)	6% (65)	1030
Gender: Female	48% (558)	45% (521)	8% (92)	1171
Age: 18-29	40% (158)	51% (201)	9% (36)	395
Age: 30-44	51% (251)	42% (207)	7% (35)	492
Age: 45-54	45% (165)	48% (178)	7% (25)	368
Age: 55-64	50% (218)	44% (191)	6% (25)	434
Age: 65+	50% (257)	43% (220)	7% (35)	512
Generation Z: 18-21	32% (41)	61% (78)	7% (9)	128
Millennial: Age 22-37	46% (244)	45% (240)	9% (48)	532
Generation X: Age 38-53	49% (268)	44% (244)	7% (39)	551
Boomers: Age 54-72	49% (425)	44% (383)	6% (54)	862
PID: Dem (no lean)	54% (404)	42% (310)	4% (33)	747
PID: Ind (no lean)	40% (311)	51% (395)	10% (75)	781
PID: Rep (no lean)	50% (334)	43% (290)	7% (49)	673
PID/Gender: Dem Men	55% (175)	40% (128)	6% (18)	321
PID/Gender: Dem Women	54% (229)	43% (183)	3% (14)	426
PID/Gender: Ind Men	39% (140)	53% (188)	8% (29)	357
PID/Gender: Ind Women	40% (171)	49% (207)	11% (46)	423
PID/Gender: Rep Men	50% (176)	45% (159)	5% (17)	352
PID/Gender: Rep Women	49% (158)	41% (132)	10% (31)	321
Ideo: Liberal (1-3)	50% (334)	43% (289)	7% (45)	669
Ideo: Moderate (4)	49% (245)	45% (226)	6% (29)	500
Ideo: Conservative (5-7)	45% (323)	49% (350)	7% (47)	721
Educ: < College	49% (679)	43% (601)	8% (104)	1384
Educ: Bachelors degree	47% (245)	48% (250)	5% (26)	521
Educ: Post-grad	42% (125)	49% (144)	9% (27)	296

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Table HRdem3_4: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	48% (1049)	45% (996)	7% (156)	2201
Income: Under 50k	49% (620)	42% (538)	9% (112)	1270
Income: 50k-100k	46% (312)	49% (334)	6% (38)	684
Income: 100k+	47% (117)	50% (124)	3% (6)	247
Ethnicity: White	47% (837)	46% (823)	7% (120)	1780
Ethnicity: Hispanic	47% (100)	44% (94)	9% (19)	213
Ethnicity: Afr. Am.	55% (155)	38% (107)	6% (18)	279
Ethnicity: Other	41% (58)	46% (66)	13% (18)	142
Relig: Protestant	46% (236)	49% (252)	5% (26)	514
Relig: Roman Catholic	56% (234)	40% (170)	4% (17)	421
Relig: Something Else	45% (104)	50% (114)	5% (12)	229
Relig: Jewish	53% (31)	44% (26)	3% (2)	59
Relig: Evangelical	50% (409)	46% (380)	4% (36)	825
Relig: Non-Evang. Catholics	49% (165)	46% (156)	5% (18)	339
Relig: All Christian	49% (574)	46% (536)	5% (54)	1164
Relig: All Non-Christian	54% (146)	36% (97)	10% (28)	270
Community: Urban	44% (230)	46% (239)	10% (53)	522
Community: Suburban	52% (529)	43% (439)	5% (50)	1017
Community: Rural	44% (290)	48% (318)	8% (54)	662
Employ: Private Sector	50% (326)	44% (290)	6% (39)	655
Employ: Government	39% (61)	55% (86)	6% (9)	157
Employ: Self-Employed	35% (66)	57% (105)	8% (15)	186
Employ: Homemaker	44% (62)	49% (69)	7% (10)	141
Employ: Student	40% (36)	53% (48)	7% (6)	90
Employ: Retired	53% (297)	41% (228)	6% (34)	559
Employ: Unemployed	50% (99)	42% (83)	8% (17)	198
Employ: Other	48% (103)	40% (86)	12% (25)	214
Military HH: Yes	50% (207)	45% (189)	5% (23)	419
Military HH: No	47% (842)	45% (807)	8% (134)	1782
RD/WT: Right Direction	46% (428)	47% (436)	7% (63)	928
RD/WT: Wrong Track	49% (621)	44% (559)	7% (93)	1273

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Table HRdem3_4: In general, what kind of fan do you consider yourself of the following?
 Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	48% (1049)	45% (996)	7% (156)	2201
Trump Job Approve	45% (429)	48% (465)	7% (67)	962
Trump Job Disapprove	51% (567)	43% (478)	6% (70)	1116
Trump Job Strongly Approve	46% (232)	47% (236)	8% (38)	506
Trump Job Somewhat Approve	43% (198)	50% (229)	6% (29)	456
Trump Job Somewhat Disapprove	49% (141)	45% (128)	6% (17)	285
Trump Job Strongly Disapprove	51% (427)	42% (351)	6% (53)	831
#1 Issue: Economy	45% (263)	47% (274)	8% (48)	584
#1 Issue: Security	45% (175)	49% (189)	6% (21)	385
#1 Issue: Health Care	52% (182)	44% (151)	4% (14)	347
#1 Issue: Medicare / Social Security	54% (205)	38% (145)	8% (29)	380
#1 Issue: Women's Issues	51% (60)	43% (50)	5% (6)	117
#1 Issue: Education	41% (57)	52% (72)	7% (10)	138
#1 Issue: Energy	44% (47)	46% (50)	11% (11)	108
#1 Issue: Other	43% (61)	45% (64)	12% (16)	142
2018 House Vote: Democrat	50% (415)	44% (362)	6% (46)	823
2018 House Vote: Republican	47% (351)	47% (356)	6% (47)	755
2018 House Vote: Someone else	45% (44)	47% (45)	8% (8)	96
2018 House Vote: Didnt Vote	45% (237)	44% (233)	11% (55)	525
2016 Vote: Hillary Clinton	53% (369)	43% (298)	5% (33)	700
2016 Vote: Donald Trump	47% (349)	47% (356)	6% (44)	749
2016 Vote: Someone else	43% (85)	46% (92)	11% (21)	199
2016 Vote: Didnt Vote	45% (245)	45% (246)	11% (58)	548
Voted in 2014: Yes	49% (719)	46% (676)	5% (81)	1475
Voted in 2014: No	45% (330)	44% (320)	10% (76)	726
2012 Vote: Barack Obama	53% (460)	42% (364)	5% (45)	869
2012 Vote: Mitt Romney	45% (277)	49% (300)	5% (33)	611
2012 Vote: Other	39% (34)	53% (46)	7% (6)	87
2012 Vote: Didn't Vote	44% (275)	45% (284)	11% (71)	631

Continued on next page

Table HRdem3_4: In general, what kind of fan do you consider yourself of the following?

Television

Demographic	TV: An avid fan	TV: A casual fan	TV: Not a fan	Total N
Adults	48% (1049)	45% (996)	7% (156)	2201
4-Region: Northeast	49% (191)	46% (179)	6% (23)	393
4-Region: Midwest	49% (246)	44% (220)	8% (40)	506
4-Region: South	50% (407)	44% (365)	6% (50)	822
4-Region: West	43% (205)	48% (232)	9% (44)	481
Favorable of Trump	46% (419)	48% (435)	7% (61)	915
Unfavorable of Trump	50% (571)	43% (493)	6% (73)	1136
Very Favorable of Trump	49% (255)	44% (228)	7% (38)	521
Somewhat Favorable of Trump	42% (164)	53% (207)	6% (23)	394
Somewhat Unfavorable of Trump	48% (110)	44% (101)	7% (17)	227
Very Unfavorable of Trump	51% (461)	43% (392)	6% (56)	909
Frequent TV watchers	61% (690)	36% (399)	3% (33)	1123
Frequent movie watchers	59% (240)	37% (151)	5% (19)	410
Film: An avid fan	74% (528)	23% (164)	3% (23)	716
Film: A casual fan	38% (459)	58% (702)	4% (46)	1207
Film: Not a fan	22% (62)	46% (130)	31% (87)	279
TV: An avid fan	100% (1049)	— (0)	— (0)	1049
TV: A casual fan	— (0)	100% (996)	— (0)	996
TV: Not a fan	— (0)	— (0)	100% (156)	156
Music: An avid fan	59% (663)	36% (409)	5% (51)	1123
Music: A casual fan	38% (359)	57% (542)	5% (51)	952
Music: Not a fan	22% (27)	35% (45)	43% (54)	126
Fashion: An avid fan	71% (193)	26% (72)	3% (7)	272
Fashion: A casual fan	51% (456)	45% (404)	4% (40)	900
Fashion: Not a fan	39% (400)	50% (519)	11% (110)	1029

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

Table HRdem3_5: *In general, what kind of fan do you consider yourself of the following?*

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	51% (1123)	43% (952)	6% (126)	2201
Gender: Male	48% (499)	45% (460)	7% (71)	1030
Gender: Female	53% (625)	42% (492)	5% (55)	1171
Age: 18-29	63% (251)	32% (125)	5% (19)	395
Age: 30-44	61% (303)	35% (171)	4% (19)	492
Age: 45-54	51% (186)	43% (159)	6% (23)	368
Age: 55-64	48% (209)	45% (195)	7% (30)	434
Age: 65+	34% (174)	59% (302)	7% (36)	512
Generation Z: 18-21	68% (88)	28% (36)	4% (5)	128
Millennial: Age 22-37	62% (331)	33% (176)	5% (25)	532
Generation X: Age 38-53	54% (297)	41% (226)	5% (28)	551
Boomers: Age 54-72	42% (364)	51% (435)	7% (62)	862
PID: Dem (no lean)	54% (407)	42% (312)	4% (28)	747
PID: Ind (no lean)	52% (405)	42% (329)	6% (47)	781
PID: Rep (no lean)	46% (311)	46% (311)	8% (51)	673
PID/Gender: Dem Men	54% (173)	40% (130)	6% (18)	321
PID/Gender: Dem Women	55% (234)	43% (182)	2% (10)	426
PID/Gender: Ind Men	49% (174)	44% (157)	7% (26)	357
PID/Gender: Ind Women	55% (231)	41% (172)	5% (21)	423
PID/Gender: Rep Men	43% (152)	49% (173)	8% (27)	352
PID/Gender: Rep Women	50% (159)	43% (138)	7% (24)	321
Ideo: Liberal (1-3)	57% (380)	39% (263)	4% (26)	669
Ideo: Moderate (4)	51% (257)	43% (215)	6% (28)	500
Ideo: Conservative (5-7)	43% (309)	50% (357)	8% (54)	721
Educ: < College	55% (760)	39% (542)	6% (83)	1384
Educ: Bachelors degree	46% (239)	49% (254)	5% (27)	521
Educ: Post-grad	42% (124)	53% (156)	5% (16)	296

Continued on next page

Table HRdem3_5: In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	51% (1123)	43% (952)	6% (126)	2201
Income: Under 50k	52% (664)	41% (522)	7% (84)	1270
Income: 50k-100k	50% (342)	45% (311)	4% (31)	684
Income: 100k+	47% (117)	48% (118)	5% (11)	247
Ethnicity: White	49% (866)	46% (816)	6% (99)	1780
Ethnicity: Hispanic	64% (137)	29% (61)	7% (15)	213
Ethnicity: Afr. Am.	61% (170)	34% (96)	5% (13)	279
Ethnicity: Other	62% (87)	28% (40)	10% (14)	142
Relig: Protestant	45% (229)	50% (256)	6% (29)	514
Relig: Roman Catholic	49% (208)	46% (192)	5% (21)	421
Relig: Something Else	64% (146)	34% (78)	2% (6)	229
Relig: Jewish	30% (18)	67% (40)	3% (2)	59
Relig: Evangelical	51% (422)	44% (366)	5% (37)	825
Relig: Non-Evang. Catholics	48% (162)	47% (160)	5% (18)	339
Relig: All Christian	50% (584)	45% (526)	5% (55)	1164
Relig: All Non-Christian	59% (160)	32% (88)	8% (22)	270
Community: Urban	54% (283)	40% (208)	6% (31)	522
Community: Suburban	51% (516)	45% (457)	4% (45)	1017
Community: Rural	49% (324)	43% (287)	8% (50)	662
Employ: Private Sector	57% (372)	38% (251)	5% (32)	655
Employ: Government	56% (88)	42% (66)	1% (2)	157
Employ: Self-Employed	60% (113)	36% (68)	3% (6)	186
Employ: Homemaker	50% (70)	42% (59)	9% (13)	141
Employ: Student	60% (54)	34% (30)	6% (5)	90
Employ: Retired	35% (196)	58% (324)	7% (40)	559
Employ: Unemployed	59% (116)	36% (71)	6% (12)	198
Employ: Other	53% (114)	39% (84)	8% (16)	214
Military HH: Yes	46% (191)	48% (201)	6% (27)	419
Military HH: No	52% (932)	42% (751)	6% (99)	1782
RD/WT: Right Direction	49% (453)	44% (410)	7% (65)	928
RD/WT: Wrong Track	53% (670)	43% (542)	5% (62)	1273

Continued on next page

Table HRdem3_5: In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	51% (1123)	43% (952)	6% (126)	2201
Trump Job Approve	48% (466)	45% (435)	6% (61)	962
Trump Job Disapprove	54% (597)	41% (463)	5% (55)	1116
Trump Job Strongly Approve	47% (236)	45% (227)	9% (43)	506
Trump Job Somewhat Approve	51% (230)	46% (208)	4% (18)	456
Trump Job Somewhat Disapprove	50% (143)	44% (125)	6% (17)	285
Trump Job Strongly Disapprove	55% (454)	41% (339)	5% (38)	831
#1 Issue: Economy	58% (336)	37% (216)	6% (33)	584
#1 Issue: Security	48% (186)	45% (172)	7% (27)	385
#1 Issue: Health Care	50% (172)	46% (161)	4% (15)	347
#1 Issue: Medicare / Social Security	41% (156)	52% (199)	7% (25)	380
#1 Issue: Women's Issues	58% (68)	37% (43)	6% (6)	117
#1 Issue: Education	57% (79)	39% (54)	3% (5)	138
#1 Issue: Energy	60% (65)	36% (39)	4% (4)	108
#1 Issue: Other	44% (62)	48% (69)	8% (11)	142
2018 House Vote: Democrat	52% (431)	43% (356)	4% (36)	823
2018 House Vote: Republican	45% (342)	47% (356)	8% (57)	755
2018 House Vote: Someone else	48% (46)	50% (49)	2% (2)	96
2018 House Vote: Didn't Vote	58% (305)	36% (189)	6% (32)	525
2016 Vote: Hillary Clinton	51% (360)	45% (314)	4% (26)	700
2016 Vote: Donald Trump	45% (335)	48% (361)	7% (52)	749
2016 Vote: Someone else	51% (100)	44% (87)	6% (11)	199
2016 Vote: Didn't Vote	59% (326)	34% (187)	7% (36)	548
Voted in 2014: Yes	49% (717)	46% (676)	6% (82)	1475
Voted in 2014: No	56% (406)	38% (276)	6% (44)	726
2012 Vote: Barack Obama	53% (464)	43% (371)	4% (34)	869
2012 Vote: Mitt Romney	41% (249)	52% (317)	7% (45)	611
2012 Vote: Other	47% (41)	49% (43)	5% (4)	87
2012 Vote: Didn't Vote	58% (368)	35% (221)	7% (42)	631

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Table HRdem3_5: In general, what kind of fan do you consider yourself of the following?

Music

Demographic	Music: An avid fan	Music: A casual fan	Music: Not a fan	Total N
Adults	51% (1123)	43% (952)	6% (126)	2201
4-Region: Northeast	51% (201)	45% (176)	4% (15)	393
4-Region: Midwest	48% (244)	45% (228)	7% (34)	506
4-Region: South	51% (421)	44% (358)	5% (43)	822
4-Region: West	53% (256)	39% (190)	7% (35)	481
Favorable of Trump	49% (452)	44% (405)	6% (58)	915
Unfavorable of Trump	54% (608)	42% (477)	4% (51)	1136
Very Favorable of Trump	51% (266)	41% (214)	8% (41)	521
Somewhat Favorable of Trump	47% (186)	49% (191)	4% (17)	394
Somewhat Unfavorable of Trump	52% (118)	42% (95)	6% (14)	227
Very Unfavorable of Trump	54% (490)	42% (382)	4% (37)	909
Frequent TV watchers	54% (606)	42% (475)	4% (42)	1123
Frequent movie watchers	63% (256)	34% (138)	4% (16)	410
Film: An avid fan	72% (517)	26% (185)	2% (14)	716
Film: A casual fan	43% (517)	53% (640)	4% (49)	1207
Film: Not a fan	32% (89)	45% (126)	23% (63)	279
TV: An avid fan	63% (663)	34% (359)	3% (27)	1049
TV: A casual fan	41% (409)	54% (542)	4% (45)	996
TV: Not a fan	33% (51)	33% (51)	34% (54)	156
Music: An avid fan	100% (1123)	— (0)	— (0)	1123
Music: A casual fan	— (0)	100% (952)	— (0)	952
Music: Not a fan	— (0)	— (0)	100% (126)	126
Fashion: An avid fan	81% (221)	17% (46)	2% (5)	272
Fashion: A casual fan	56% (508)	43% (383)	1% (9)	900
Fashion: Not a fan	38% (395)	51% (523)	11% (112)	1029

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

Table HRdem3_6: *In general, what kind of fan do you consider yourself of the following?*

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	12%	(272)	41%	(900)	47%	(1029)	2201
Gender: Male	8%	(78)	30%	(314)	62%	(639)	1030
Gender: Female	17%	(194)	50%	(587)	33%	(390)	1171
Age: 18-29	23%	(92)	42%	(165)	35%	(138)	395
Age: 30-44	15%	(74)	44%	(218)	41%	(200)	492
Age: 45-54	12%	(45)	40%	(147)	48%	(176)	368
Age: 55-64	6%	(27)	41%	(179)	53%	(228)	434
Age: 65+	7%	(33)	37%	(192)	56%	(287)	512
Generation Z: 18-21	26%	(33)	44%	(56)	30%	(38)	128
Millennial: Age 22-37	18%	(96)	43%	(229)	39%	(206)	532
Generation X: Age 38-53	14%	(76)	41%	(228)	45%	(247)	551
Boomers: Age 54-72	7%	(64)	39%	(334)	54%	(464)	862
PID: Dem (no lean)	16%	(122)	45%	(335)	39%	(290)	747
PID: Ind (no lean)	12%	(90)	39%	(305)	49%	(385)	781
PID: Rep (no lean)	9%	(59)	39%	(260)	53%	(354)	673
PID/Gender: Dem Men	10%	(31)	38%	(121)	53%	(169)	321
PID/Gender: Dem Women	21%	(91)	50%	(214)	28%	(121)	426
PID/Gender: Ind Men	7%	(25)	30%	(108)	63%	(224)	357
PID/Gender: Ind Women	15%	(65)	47%	(197)	38%	(161)	423
PID/Gender: Rep Men	6%	(22)	24%	(84)	70%	(246)	352
PID/Gender: Rep Women	12%	(37)	55%	(176)	34%	(108)	321
Ideo: Liberal (1-3)	17%	(111)	42%	(284)	41%	(274)	669
Ideo: Moderate (4)	11%	(55)	46%	(228)	43%	(217)	500
Ideo: Conservative (5-7)	7%	(53)	36%	(259)	57%	(409)	721
Educ: < College	13%	(184)	42%	(578)	45%	(622)	1384
Educ: Bachelors degree	10%	(54)	39%	(202)	51%	(265)	521
Educ: Post-grad	11%	(34)	40%	(120)	48%	(143)	296

Continued on next page

Table HRdem3_6: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	12%	(272)	41%	(900)	47%	(1029)	2201
Income: Under 50k	13%	(165)	42%	(532)	45%	(574)	1270
Income: 50k-100k	11%	(73)	39%	(263)	51%	(348)	684
Income: 100k+	14%	(34)	43%	(105)	43%	(107)	247
Ethnicity: White	8%	(149)	41%	(730)	51%	(901)	1780
Ethnicity: Hispanic	18%	(39)	45%	(96)	36%	(78)	213
Ethnicity: Afr. Am.	34%	(94)	39%	(109)	27%	(76)	279
Ethnicity: Other	20%	(29)	43%	(61)	36%	(52)	142
Relig: Protestant	9%	(44)	39%	(202)	52%	(268)	514
Relig: Roman Catholic	10%	(42)	44%	(183)	46%	(196)	421
Relig: Something Else	15%	(34)	49%	(111)	37%	(84)	229
Relig: Jewish	7%	(4)	53%	(31)	40%	(24)	59
Relig: Evangelical	9%	(78)	45%	(370)	46%	(377)	825
Relig: Non-Evang. Catholics	12%	(42)	37%	(127)	50%	(170)	339
Relig: All Christian	10%	(120)	43%	(497)	47%	(547)	1164
Relig: All Non-Christian	23%	(61)	42%	(113)	36%	(96)	270
Community: Urban	17%	(87)	42%	(218)	42%	(218)	522
Community: Suburban	12%	(121)	42%	(425)	46%	(471)	1017
Community: Rural	10%	(64)	39%	(257)	51%	(341)	662
Employ: Private Sector	14%	(90)	38%	(252)	48%	(313)	655
Employ: Government	12%	(18)	48%	(75)	41%	(64)	157
Employ: Self-Employed	13%	(25)	43%	(80)	44%	(81)	186
Employ: Homemaker	10%	(14)	47%	(67)	43%	(61)	141
Employ: Student	22%	(20)	44%	(40)	34%	(31)	90
Employ: Retired	7%	(41)	38%	(214)	54%	(304)	559
Employ: Unemployed	19%	(37)	36%	(72)	45%	(90)	198
Employ: Other	13%	(27)	48%	(102)	40%	(85)	214
Military HH: Yes	9%	(40)	34%	(144)	56%	(235)	419
Military HH: No	13%	(232)	42%	(757)	45%	(794)	1782
RD/WT: Right Direction	11%	(104)	39%	(365)	49%	(459)	928
RD/WT: Wrong Track	13%	(168)	42%	(535)	45%	(571)	1273

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Table HRdem3_6: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	12%	(272)	41%	(900)	47%	(1029)	2201
Trump Job Approve	10%	(98)	38%	(369)	52%	(496)	962
Trump Job Disapprove	14%	(156)	43%	(481)	43%	(479)	1116
Trump Job Strongly Approve	9%	(46)	36%	(183)	55%	(278)	506
Trump Job Somewhat Approve	11%	(52)	41%	(186)	48%	(218)	456
Trump Job Somewhat Disapprove	14%	(39)	44%	(126)	42%	(120)	285
Trump Job Strongly Disapprove	14%	(116)	43%	(355)	43%	(360)	831
#1 Issue: Economy	14%	(79)	41%	(241)	45%	(264)	584
#1 Issue: Security	10%	(38)	35%	(135)	55%	(212)	385
#1 Issue: Health Care	15%	(51)	37%	(129)	48%	(167)	347
#1 Issue: Medicare / Social Security	8%	(29)	43%	(161)	50%	(189)	380
#1 Issue: Women's Issues	15%	(18)	58%	(68)	27%	(31)	117
#1 Issue: Education	17%	(23)	51%	(70)	32%	(45)	138
#1 Issue: Energy	15%	(16)	39%	(42)	46%	(50)	108
#1 Issue: Other	12%	(16)	38%	(54)	50%	(72)	142
2018 House Vote: Democrat	14%	(118)	43%	(352)	43%	(353)	823
2018 House Vote: Republican	8%	(59)	37%	(282)	55%	(413)	755
2018 House Vote: Someone else	11%	(11)	37%	(36)	52%	(50)	96
2018 House Vote: Didnt Vote	16%	(83)	44%	(229)	41%	(213)	525
2016 Vote: Hillary Clinton	15%	(105)	44%	(308)	41%	(286)	700
2016 Vote: Donald Trump	8%	(64)	38%	(281)	54%	(404)	749
2016 Vote: Someone else	6%	(12)	36%	(71)	58%	(116)	199
2016 Vote: Didnt Vote	16%	(90)	43%	(237)	40%	(221)	548
Voted in 2014: Yes	11%	(166)	40%	(593)	49%	(716)	1475
Voted in 2014: No	15%	(106)	42%	(307)	43%	(313)	726
2012 Vote: Barack Obama	13%	(113)	43%	(373)	44%	(383)	869
2012 Vote: Mitt Romney	7%	(44)	38%	(229)	55%	(338)	611
2012 Vote: Other	8%	(7)	27%	(23)	66%	(57)	87
2012 Vote: Didn't Vote	17%	(108)	43%	(273)	40%	(250)	631

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Table HRdem3_6: In general, what kind of fan do you consider yourself of the following?

Fashion

Demographic	Fashion: An avid fan	Fashion: A casual fan	Fashion: Not a fan	Total N
Adults	12% (272)	41% (900)	47% (1029)	2201
4-Region: Northeast	13% (50)	44% (172)	43% (171)	393
4-Region: Midwest	11% (57)	37% (188)	52% (261)	506
4-Region: South	14% (113)	41% (339)	45% (370)	822
4-Region: West	11% (51)	42% (202)	47% (228)	481
Favorable of Trump	11% (96)	38% (349)	51% (470)	915
Unfavorable of Trump	13% (152)	44% (497)	43% (486)	1136
Very Favorable of Trump	9% (49)	38% (197)	53% (276)	521
Somewhat Favorable of Trump	12% (47)	39% (152)	49% (195)	394
Somewhat Unfavorable of Trump	15% (34)	42% (96)	43% (97)	227
Very Unfavorable of Trump	13% (118)	44% (401)	43% (390)	909
Frequent TV watchers	14% (162)	41% (463)	44% (497)	1123
Frequent movie watchers	20% (82)	42% (174)	38% (154)	410
Film: An avid fan	21% (153)	44% (312)	35% (251)	716
Film: A casual fan	8% (102)	43% (519)	49% (586)	1207
Film: Not a fan	6% (17)	25% (69)	69% (192)	279
TV: An avid fan	18% (193)	43% (456)	38% (400)	1049
TV: A casual fan	7% (72)	41% (404)	52% (519)	996
TV: Not a fan	5% (7)	25% (40)	70% (110)	156
Music: An avid fan	20% (221)	45% (508)	35% (395)	1123
Music: A casual fan	5% (46)	40% (383)	55% (523)	952
Music: Not a fan	4% (5)	7% (9)	89% (112)	126
Fashion: An avid fan	100% (272)	— (0)	— (0)	272
Fashion: A casual fan	— (0)	100% (900)	— (0)	900
Fashion: Not a fan	— (0)	— (0)	100% (1029)	1029

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	395	18%
	Age: 30-44	492	22%
	Age: 45-54	368	17%
	Age: 55-64	434	20%
	Age: 65+	512	23%
	N	2201	
demAgeGeneration	Generation Z: 18-21	128	6%
	Millennial: Age 22-37	532	24%
	Generation X: Age 38-53	551	25%
	Boomers: Age 54-72	862	39%
	N	2073	
xpid3	PID: Dem (no lean)	747	34%
	PID: Ind (no lean)	781	35%
	PID: Rep (no lean)	673	31%
	N	2201	
xpidGender	PID/Gender: Dem Men	321	15%
	PID/Gender: Dem Women	426	19%
	PID/Gender: Ind Men	357	16%
	PID/Gender: Ind Women	423	19%
	PID/Gender: Rep Men	352	16%
	PID/Gender: Rep Women	321	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	669	30%
	Ideo: Moderate (4)	500	23%
	Ideo: Conservative (5-7)	721	33%
	N	1890	
xeduc3	Educ: < College	1384	63%
	Educ: Bachelors degree	521	24%
	Educ: Post-grad	296	13%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1270	58%
	Income: 50k-100k	684	31%
	Income: 100k+	247	11%
	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	514	23%
	Relig: Roman Catholic	421	19%
	Relig: Something Else	229	10%
	N	1164	
xreligion1	Relig: Jewish	59	3%
xreligion2	Relig: Evangelical	825	37%
	Relig: Non-Evang. Catholics	339	15%
	N	1164	
xreligion3	Relig: All Christian	1164	53%
	Relig: All Non-Christian	270	12%
	N	1435	
xdemUsr	Community: Urban	522	24%
	Community: Suburban	1017	46%
	Community: Rural	662	30%
	N	2201	
xdemEmploy	Employ: Private Sector	655	30%
	Employ: Government	157	7%
	Employ: Self-Employed	186	8%
	Employ: Homemaker	141	6%
	Employ: Student	90	4%
	Employ: Retired	559	25%
	Employ: Unemployed	198	9%
	Employ: Other	214	10%
	N	2201	
xdemMilHH1	Military HH: Yes	419	19%
	Military HH: No	1782	81%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	928	42%
	RD/WT: Wrong Track	1273	58%
	N	2201	
Trump_Approve	Trump Job Approve	962	44%
	Trump Job Disapprove	1116	51%
	N	2078	
Trump_Approve2	Trump Job Strongly Approve	506	23%
	Trump Job Somewhat Approve	456	21%
	Trump Job Somewhat Disapprove	285	13%
	Trump Job Strongly Disapprove	831	38%
	N	2078	
xnr3	#1 Issue: Economy	584	27%
	#1 Issue: Security	385	18%
	#1 Issue: Health Care	347	16%
	#1 Issue: Medicare / Social Security	380	17%
	#1 Issue: Women's Issues	117	5%
	#1 Issue: Education	138	6%
	#1 Issue: Energy	108	5%
	#1 Issue: Other	142	6%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	823	37%
	2018 House Vote: Republican	755	34%
	2018 House Vote: Someone else	96	4%
	2018 House Vote: Didnt Vote	525	24%
	N	2199	
xsubVote16O	2016 Vote: Hillary Clinton	700	32%
	2016 Vote: Donald Trump	749	34%
	2016 Vote: Someone else	199	9%
	2016 Vote: Didnt Vote	548	25%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1475	67%
	Voted in 2014: No	726	33%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	869	39%
	2012 Vote: Mitt Romney	611	28%
	2012 Vote: Other	87	4%
	2012 Vote: Didn't Vote	631	29%
	N	2197	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	506	23%
	4-Region: South	822	37%
	4-Region: West	481	22%
	N	2201	
Trump_Fav	Favorable of Trump	915	42%
	Unfavorable of Trump	1136	52%
	N	2051	
Trump_Fav_FULL	Very Favorable of Trump	521	24%
	Somewhat Favorable of Trump	394	18%
	Somewhat Unfavorable of Trump	227	10%
	Very Unfavorable of Trump	909	41%
	N	2051	
HRdem3x	Frequent TV watchers	1123	51%
HRdem4x	Frequent movie watchers	410	19%
HRdem3_1	Film: An avid fan	716	33%
	Film: A casual fan	1207	55%
	Film: Not a fan	279	13%
	N	2201	
HRdem3_4	TV: An avid fan	1049	48%
	TV: A casual fan	996	45%
	TV: Not a fan	156	7%
	N	2201	
HRdem3_5	Music: An avid fan	1123	51%
	Music: A casual fan	952	43%
	Music: Not a fan	126	6%
	N	2201	
HRdem3_6	Fashion: An avid fan	272	12%
	Fashion: A casual fan	900	41%
	Fashion: Not a fan	1029	47%
	N	2201	

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



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