



National Tracking Poll #190124
January 10-13, 2019

Crosstabulation Results

Methodology:

This poll was conducted from January 10-13, 2019, 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: Compared to this time last year, have you seen, read or heard more or less about diversity in Hollywood, or about the same amount?

Demographic	Have heard about						Don't know / No		Total N
	Have heard more		the same amount		Have heard less		opinion		
Adults	31%	(692)	34%	(751)	9%	(203)	25%	(555)	2201
Gender: Male	28%	(292)	34%	(351)	11%	(112)	27%	(276)	1030
Gender: Female	34%	(400)	34%	(400)	8%	(91)	24%	(280)	1171
Age: 18-29	30%	(126)	30%	(124)	12%	(52)	28%	(115)	417
Age: 30-44	28%	(130)	36%	(170)	9%	(43)	27%	(127)	470
Age: 45-54	30%	(130)	36%	(159)	7%	(31)	27%	(119)	439
Age: 55-64	33%	(118)	36%	(131)	8%	(31)	23%	(83)	363
Age: 65+	37%	(187)	33%	(167)	9%	(47)	22%	(111)	512
Generation Z: 18-21	27%	(42)	27%	(41)	15%	(22)	31%	(49)	155
Millennial: Age 22-37	30%	(156)	33%	(173)	10%	(51)	27%	(139)	519
Generation X: Age 38-53	29%	(178)	37%	(227)	8%	(51)	26%	(161)	617
Boomers: Age 54-72	35%	(277)	34%	(272)	9%	(69)	22%	(174)	792
PID: Dem (no lean)	37%	(258)	35%	(242)	10%	(67)	19%	(133)	700
PID: Ind (no lean)	27%	(213)	32%	(251)	10%	(77)	31%	(243)	783
PID: Rep (no lean)	31%	(221)	36%	(259)	8%	(59)	25%	(179)	718
PID/Gender: Dem Men	30%	(92)	34%	(104)	13%	(41)	22%	(68)	304
PID/Gender: Dem Women	42%	(167)	35%	(138)	7%	(27)	16%	(65)	396
PID/Gender: Ind Men	24%	(95)	33%	(131)	11%	(43)	32%	(126)	396
PID/Gender: Ind Women	30%	(117)	31%	(119)	9%	(33)	30%	(117)	387
PID/Gender: Rep Men	32%	(105)	35%	(115)	8%	(28)	25%	(82)	330
PID/Gender: Rep Women	30%	(116)	37%	(143)	8%	(31)	25%	(98)	388
Ideo: Liberal (1-3)	41%	(264)	33%	(213)	12%	(78)	15%	(95)	650
Ideo: Moderate (4)	26%	(119)	41%	(187)	7%	(32)	25%	(115)	454
Ideo: Conservative (5-7)	32%	(248)	35%	(267)	8%	(64)	24%	(185)	765
Educ: < College	26%	(363)	33%	(462)	10%	(141)	30%	(417)	1384
Educ: Bachelors degree	40%	(209)	36%	(189)	6%	(29)	18%	(94)	521
Educ: Post-grad	40%	(119)	34%	(100)	11%	(33)	15%	(44)	296

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Table HR1: Compared to this time last year, have you seen, read or heard more or less about diversity in Hollywood, or about the same amount?

Demographic	Have heard more		Have heard about the same amount		Have heard less		Don't know / No opinion		Total N
Adults	31%	(692)	34%	(751)	9%	(203)	25%	(555)	2201
Income: Under 50k	27%	(313)	33%	(390)	10%	(123)	30%	(348)	1174
Income: 50k-100k	36%	(240)	35%	(233)	7%	(45)	23%	(151)	670
Income: 100k+	39%	(138)	36%	(128)	10%	(35)	16%	(56)	357
Ethnicity: White Only	32%	(526)	34%	(567)	8%	(129)	26%	(423)	1645
Ethnicity: Hispanic Only	31%	(66)	30%	(63)	14%	(29)	25%	(54)	213
Ethnicity: Afr. Am. Only	30%	(78)	35%	(91)	13%	(35)	23%	(59)	262
Ethnicity: Other Only	27%	(21)	38%	(30)	13%	(10)	23%	(18)	80
Relig: Protestant	32%	(164)	38%	(191)	8%	(40)	22%	(113)	508
Relig: Roman Catholic	33%	(142)	38%	(163)	9%	(39)	20%	(85)	430
Relig: Something Else	32%	(70)	34%	(75)	13%	(28)	20%	(44)	217
Relig: Jewish	51%	(17)	33%	(11)	8%	(3)	8%	(3)	33
Relig: Evangelical	32%	(259)	37%	(296)	10%	(85)	21%	(169)	809
Relig: Non-Evang. Catholics	34%	(117)	38%	(133)	7%	(23)	21%	(73)	347
Relig: All Christian	33%	(377)	37%	(429)	9%	(107)	21%	(242)	1155
Relig: All Non-Christian	26%	(75)	30%	(87)	10%	(29)	35%	(102)	293
Community: Urban	32%	(162)	34%	(174)	10%	(51)	25%	(126)	512
Community: Suburban	35%	(365)	35%	(361)	9%	(91)	22%	(225)	1042
Community: Rural	25%	(164)	33%	(216)	9%	(61)	32%	(205)	647
Employ: Private Sector	32%	(223)	38%	(264)	9%	(64)	20%	(138)	689
Employ: Government	29%	(46)	42%	(66)	9%	(14)	20%	(31)	157
Employ: Self-Employed	34%	(65)	33%	(62)	9%	(18)	24%	(46)	191
Employ: Homemaker	33%	(42)	33%	(42)	7%	(9)	28%	(36)	128
Employ: Student	30%	(31)	31%	(33)	12%	(12)	27%	(29)	105
Employ: Retired	36%	(179)	32%	(163)	10%	(48)	23%	(115)	505
Employ: Unemployed	25%	(51)	28%	(57)	9%	(18)	38%	(79)	205
Employ: Other	24%	(54)	29%	(65)	9%	(21)	37%	(82)	222
Military HH: Yes	33%	(132)	33%	(132)	11%	(44)	23%	(91)	399
Military HH: No	31%	(560)	34%	(619)	9%	(159)	26%	(465)	1802
RD/WT: Right Direction	28%	(214)	37%	(284)	9%	(69)	27%	(211)	778
RD/WT: Wrong Track	34%	(478)	33%	(467)	9%	(134)	24%	(344)	1423

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Table HR1: Compared to this time last year, have you seen, read or heard more or less about diversity in Hollywood, or about the same amount?

Demographic	Have heard more		Have heard about the same amount		Have heard less		Don't know / No opinion		Total N
Adults	31%	(692)	34%	(751)	9%	(203)	25%	(555)	2201
Trump Job Approve	29%	(268)	35%	(325)	9%	(79)	28%	(258)	929
Trump Job Disapprove	35%	(401)	35%	(402)	10%	(112)	20%	(225)	1139
Trump Job Strongly Approve	32%	(160)	33%	(163)	8%	(41)	27%	(135)	499
Trump Job Somewhat Approve	25%	(108)	37%	(162)	9%	(38)	29%	(123)	431
Trump Job Somewhat Disapprove	34%	(92)	35%	(96)	10%	(26)	22%	(60)	275
Trump Job Strongly Disapprove	36%	(309)	35%	(306)	10%	(85)	19%	(165)	865
#1 Issue: Economy	29%	(189)	38%	(253)	9%	(62)	24%	(159)	663
#1 Issue: Security	33%	(148)	33%	(150)	8%	(34)	26%	(119)	451
#1 Issue: Health Care	32%	(120)	36%	(135)	6%	(23)	25%	(95)	374
#1 Issue: Medicare / Social Security	30%	(76)	33%	(84)	12%	(31)	25%	(64)	254
#1 Issue: Women's Issues	43%	(38)	32%	(29)	6%	(6)	18%	(16)	88
#1 Issue: Education	32%	(49)	28%	(43)	15%	(23)	25%	(39)	153
#1 Issue: Energy	33%	(31)	31%	(29)	13%	(12)	23%	(21)	93
#1 Issue: Other	32%	(40)	23%	(29)	10%	(13)	34%	(42)	124
2018 House Vote: Democrat	40%	(306)	35%	(268)	8%	(64)	17%	(128)	767
2018 House Vote: Republican	32%	(244)	36%	(280)	8%	(64)	24%	(185)	773
2018 House Vote: Someone else	23%	(26)	38%	(43)	5%	(6)	35%	(39)	114
2018 House Vote: Didn't Vote	21%	(114)	29%	(159)	12%	(68)	37%	(202)	543
2016 Vote: Hillary Clinton	41%	(254)	34%	(216)	9%	(58)	16%	(98)	628
2016 Vote: Donald Trump	31%	(245)	36%	(277)	8%	(61)	25%	(198)	780
2016 Vote: Someone else	30%	(56)	39%	(74)	9%	(17)	23%	(43)	191
2016 Vote: Didn't Vote	23%	(135)	30%	(181)	11%	(65)	36%	(216)	597
Voted in 2014: Yes	35%	(511)	36%	(516)	9%	(128)	20%	(293)	1447
Voted in 2014: No	24%	(181)	31%	(235)	10%	(75)	35%	(262)	754
2012 Vote: Barack Obama	37%	(306)	37%	(301)	8%	(68)	18%	(148)	824
2012 Vote: Mitt Romney	32%	(183)	37%	(208)	8%	(46)	23%	(128)	566
2012 Vote: Other	35%	(40)	27%	(31)	6%	(7)	32%	(36)	113
2012 Vote: Didn't Vote	23%	(159)	30%	(211)	12%	(81)	35%	(241)	693

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Table HR1: Compared to this time last year, have you seen, read or heard more or less about diversity in Hollywood, or about the same amount?

Demographic	Have heard more		Have heard about the same amount		Have heard less		Don't know / No opinion		Total N
Adults	31%	(692)	34%	(751)	9%	(203)	25%	(555)	2201
4-Region: Northeast	35%	(138)	35%	(139)	9%	(35)	20%	(80)	393
4-Region: Midwest	29%	(149)	33%	(168)	9%	(47)	28%	(142)	506
4-Region: South	30%	(245)	33%	(274)	9%	(75)	28%	(228)	822
4-Region: West	33%	(160)	35%	(170)	10%	(46)	22%	(105)	481
Favorable of Trump	30%	(279)	35%	(327)	8%	(78)	27%	(251)	934
Unfavorable of Trump	35%	(393)	35%	(398)	10%	(110)	21%	(237)	1137
Very Favorable of Trump	31%	(161)	33%	(174)	8%	(42)	28%	(148)	526
Somewhat Favorable of Trump	29%	(118)	37%	(152)	9%	(36)	25%	(103)	408
Somewhat Unfavorable of Trump	33%	(73)	35%	(76)	9%	(20)	23%	(49)	218
Very Unfavorable of Trump	35%	(320)	35%	(322)	10%	(90)	20%	(187)	918
Watch TV: Every day	34%	(381)	36%	(400)	8%	(87)	22%	(250)	1117
Watch TV: Several times per week	33%	(169)	33%	(169)	12%	(59)	23%	(116)	513
Watch TV: About once per week	27%	(39)	43%	(63)	10%	(14)	21%	(31)	148
Watch TV: Several times per month	26%	(31)	31%	(36)	11%	(13)	32%	(37)	116
Watch TV: About once per month	27%	(21)	34%	(27)	9%	(7)	30%	(24)	78
Watch TV: Less often than once per month	18%	(15)	27%	(23)	7%	(6)	48%	(40)	83
Watch TV: Never	24%	(36)	24%	(35)	12%	(17)	40%	(58)	145
Watch Movies: Every day	27%	(104)	37%	(145)	12%	(48)	24%	(94)	392
Watch Movies: Several times per week	34%	(209)	34%	(209)	10%	(63)	21%	(127)	608
Watch Movies: About once per week	35%	(137)	37%	(145)	8%	(31)	20%	(78)	391
Watch Movies: Several times per month	29%	(81)	36%	(100)	9%	(24)	26%	(72)	277
Watch Movies: About once per month	34%	(75)	32%	(70)	6%	(14)	28%	(62)	222
Watch Movies: Less often than once per month	28%	(47)	29%	(49)	6%	(11)	36%	(61)	167
Watch Movies: Never	27%	(38)	23%	(33)	8%	(11)	43%	(62)	144
Watch Sports: Every day	29%	(59)	36%	(73)	10%	(20)	25%	(50)	202
Watch Sports: Several times per week	32%	(127)	40%	(159)	10%	(41)	18%	(72)	399
Watch Sports: About once per week	36%	(112)	32%	(101)	12%	(38)	20%	(62)	313
Watch Sports: Several times per month	37%	(68)	33%	(61)	7%	(14)	22%	(42)	185
Watch Sports: About once per month	33%	(53)	37%	(59)	8%	(14)	22%	(34)	160
Watch Sports: Less often than once per month	35%	(110)	33%	(102)	7%	(21)	25%	(79)	312
Watch Sports: Never	26%	(163)	31%	(197)	9%	(55)	34%	(216)	631

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Table HR1: Compared to this time last year, have you seen, read or heard more or less about diversity in Hollywood, or about the same amount?

Demographic	Have heard more		Have heard about the same amount		Have heard less		Don't know / No opinion		Total N
Adults	31%	(692)	34%	(751)	9%	(203)	25%	(555)	2201
Cable: currently subscribed	32%	(350)	37%	(406)	9%	(96)	22%	(234)	1087
Cable: subscribed in past	33%	(240)	33%	(244)	9%	(65)	26%	(190)	739
Cable: never subscribed	27%	(101)	27%	(100)	11%	(43)	35%	(131)	375
Satellite TV: currently subscribed	34%	(190)	32%	(177)	10%	(56)	24%	(137)	560
Satellite TV: subscribed in past	30%	(184)	37%	(228)	9%	(54)	24%	(150)	617
Satellite TV: never subscribed	31%	(317)	34%	(346)	9%	(93)	26%	(268)	1025
Streaming services(s): currently subscribed	34%	(452)	35%	(473)	9%	(121)	22%	(294)	1339
Streaming services(s): subscribed in past	25%	(52)	35%	(75)	11%	(23)	29%	(62)	213
Streaming services(s): never subscribed	29%	(187)	31%	(203)	9%	(59)	31%	(199)	649
Film: An avid fan	38%	(285)	35%	(269)	11%	(85)	16%	(120)	759
Film: A casual fan	30%	(373)	35%	(433)	8%	(103)	27%	(342)	1251
Film: Not a fan	18%	(33)	26%	(49)	8%	(15)	49%	(94)	190
TV: An avid fan	35%	(363)	37%	(383)	9%	(92)	20%	(210)	1049
TV: A casual fan	29%	(296)	34%	(343)	10%	(97)	27%	(274)	1010
TV: Not a fan	23%	(32)	18%	(25)	10%	(14)	50%	(70)	142
Music: An avid fan	32%	(356)	35%	(392)	10%	(114)	23%	(255)	1117
Music: A casual fan	32%	(313)	34%	(338)	8%	(80)	26%	(254)	986
Music: Not a fan	22%	(22)	22%	(22)	9%	(9)	47%	(46)	98
Fashion: An avid fan	37%	(119)	32%	(104)	13%	(41)	18%	(57)	321
Fashion: A casual fan	32%	(305)	38%	(363)	9%	(82)	22%	(208)	959
Fashion: Not a fan	29%	(267)	31%	(284)	9%	(80)	32%	(290)	921

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

Table HR2_1: How much have you seen, read or heard about each of the following?

Regina King's 2019 Golden Globes acceptance speech in which she vowed to employ at least 50 percent women on projects she produces and challenged others to do the same.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%		(N)
Adults	14%	(317)	14%	(318)	14%	(303)	29%	(632)	29%	(631)	2201
Gender: Male	14%	(144)	13%	(135)	14%	(146)	29%	(295)	30%	(310)	1030
Gender: Female	15%	(173)	16%	(183)	13%	(157)	29%	(337)	27%	(321)	1171
Age: 18-29	15%	(61)	14%	(58)	13%	(53)	27%	(114)	32%	(132)	417
Age: 30-44	15%	(70)	15%	(72)	12%	(58)	28%	(130)	30%	(140)	470
Age: 45-54	13%	(59)	17%	(76)	13%	(56)	28%	(123)	28%	(124)	439
Age: 55-64	15%	(55)	13%	(45)	15%	(55)	30%	(110)	27%	(97)	363
Age: 65+	14%	(71)	13%	(67)	16%	(80)	30%	(156)	27%	(138)	512
Generation Z: 18-21	16%	(25)	15%	(23)	13%	(19)	25%	(38)	31%	(49)	155
Millennial: Age 22-37	14%	(72)	14%	(71)	13%	(67)	28%	(145)	32%	(165)	519
Generation X: Age 38-53	14%	(89)	17%	(106)	12%	(76)	29%	(177)	27%	(168)	617
Boomers: Age 54-72	14%	(109)	14%	(108)	15%	(117)	30%	(237)	28%	(222)	792
PID: Dem (no lean)	19%	(133)	19%	(135)	18%	(126)	22%	(155)	22%	(152)	700
PID: Ind (no lean)	12%	(94)	13%	(101)	10%	(82)	31%	(245)	33%	(260)	783
PID: Rep (no lean)	13%	(90)	11%	(82)	13%	(94)	32%	(232)	31%	(219)	718
PID/Gender: Dem Men	17%	(51)	17%	(51)	20%	(60)	22%	(66)	25%	(77)	304
PID/Gender: Dem Women	21%	(82)	21%	(84)	17%	(67)	22%	(89)	19%	(75)	396
PID/Gender: Ind Men	13%	(51)	12%	(49)	11%	(43)	30%	(119)	34%	(134)	396
PID/Gender: Ind Women	11%	(43)	13%	(52)	10%	(39)	33%	(126)	33%	(127)	387
PID/Gender: Rep Men	13%	(43)	11%	(35)	13%	(43)	33%	(110)	30%	(99)	330
PID/Gender: Rep Women	12%	(47)	12%	(47)	13%	(51)	31%	(122)	31%	(120)	388
Ideo: Liberal (1-3)	16%	(102)	21%	(136)	19%	(124)	24%	(155)	20%	(132)	650
Ideo: Moderate (4)	14%	(64)	13%	(59)	15%	(70)	30%	(137)	27%	(123)	454
Ideo: Conservative (5-7)	12%	(96)	12%	(89)	11%	(86)	34%	(263)	30%	(232)	765
Educ: < College	14%	(196)	12%	(166)	12%	(172)	29%	(408)	32%	(442)	1384
Educ: Bachelors degree	15%	(79)	18%	(95)	16%	(82)	27%	(139)	24%	(126)	521
Educ: Post-grad	14%	(42)	19%	(57)	17%	(49)	29%	(85)	22%	(64)	296

Continued on next page

Table HR2_1: How much have you seen, read or heard about each of the following?

Regina King's 2019 Golden Globes acceptance speech in which she vowed to employ at least 50 percent women on projects she produces and challenged others to do the same.

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	14% (317)	14% (318)	14% (303)	29% (632)	29% (631)	2201
Income: Under 50k	16% (188)	13% (158)	12% (146)	27% (316)	31% (367)	1174
Income: 50k-100k	12% (80)	16% (109)	16% (106)	28% (191)	27% (184)	670
Income: 100k+	13% (48)	14% (51)	14% (51)	35% (126)	23% (81)	357
Ethnicity: White Only	12% (200)	13% (210)	13% (212)	31% (514)	31% (509)	1645
Ethnicity: Hispanic Only	16% (33)	20% (43)	14% (31)	21% (44)	30% (63)	213
Ethnicity: Afr. Am. Only	26% (69)	22% (57)	16% (42)	20% (53)	16% (42)	262
Ethnicity: Other Only	19% (15)	12% (9)	21% (17)	26% (21)	22% (18)	80
Relig: Protestant	11% (58)	13% (69)	13% (65)	34% (175)	28% (142)	508
Relig: Roman Catholic	15% (65)	15% (66)	16% (68)	28% (121)	26% (110)	430
Relig: Something Else	16% (35)	15% (32)	9% (19)	30% (65)	31% (67)	217
Relig: Jewish	13% (4)	26% (9)	14% (5)	23% (8)	24% (8)	33
Relig: Evangelical	15% (123)	15% (119)	13% (107)	30% (243)	27% (217)	809
Relig: Non-Evang. Catholics	10% (35)	14% (47)	13% (45)	34% (118)	29% (102)	347
Relig: All Christian	14% (158)	14% (166)	13% (152)	31% (361)	28% (318)	1155
Relig: All Non-Christian	16% (48)	12% (36)	17% (51)	25% (74)	29% (86)	293
Community: Urban	18% (91)	18% (92)	14% (74)	24% (124)	26% (132)	512
Community: Suburban	14% (145)	15% (160)	14% (142)	29% (298)	28% (296)	1042
Community: Rural	13% (81)	10% (67)	13% (87)	32% (209)	31% (203)	647
Employ: Private Sector	12% (84)	16% (110)	14% (99)	32% (220)	25% (175)	689
Employ: Government	15% (23)	16% (25)	16% (25)	30% (47)	23% (36)	157
Employ: Self-Employed	19% (36)	17% (33)	11% (21)	27% (51)	26% (50)	191
Employ: Homemaker	15% (19)	13% (17)	12% (15)	26% (33)	35% (44)	128
Employ: Student	12% (13)	19% (19)	15% (16)	21% (22)	33% (34)	105
Employ: Retired	14% (72)	13% (65)	17% (85)	30% (149)	26% (133)	505
Employ: Unemployed	17% (35)	11% (23)	8% (16)	27% (55)	38% (78)	205
Employ: Other	15% (34)	12% (27)	11% (25)	25% (55)	36% (80)	222
Military HH: Yes	10% (38)	12% (47)	16% (64)	34% (136)	28% (113)	399
Military HH: No	15% (278)	15% (271)	13% (239)	28% (496)	29% (518)	1802

Continued on next page

Table HR2_1: How much have you seen, read or heard about each of the following?

Regina King's 2019 Golden Globes acceptance speech in which she vowed to employ at least 50 percent women on projects she produces and challenged others to do the same.

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	14% (317)	14% (318)	14% (303)	29% (632)	29% (631)	2201
RD/WT: Right Direction	11% (88)	9% (70)	12% (91)	33% (257)	35% (272)	778
RD/WT: Wrong Track	16% (229)	17% (248)	15% (212)	26% (375)	25% (360)	1423
Trump Job Approve	10% (96)	10% (93)	13% (118)	35% (323)	32% (300)	929
Trump Job Disapprove	17% (199)	19% (216)	15% (175)	24% (277)	24% (272)	1139
Trump Job Strongly Approve	12% (59)	8% (40)	12% (58)	37% (186)	31% (155)	499
Trump Job Somewhat Approve	9% (37)	12% (53)	14% (60)	32% (137)	33% (144)	431
Trump Job Somewhat Disapprove	16% (43)	17% (47)	16% (44)	23% (64)	28% (77)	275
Trump Job Strongly Disapprove	18% (156)	20% (169)	15% (131)	25% (213)	23% (195)	865
#1 Issue: Economy	13% (87)	16% (103)	13% (88)	28% (183)	30% (202)	663
#1 Issue: Security	10% (46)	10% (44)	13% (57)	37% (165)	31% (138)	451
#1 Issue: Health Care	19% (72)	16% (59)	15% (58)	24% (89)	26% (96)	374
#1 Issue: Medicare / Social Security	15% (39)	16% (41)	15% (39)	27% (67)	27% (68)	254
#1 Issue: Women's Issues	15% (13)	20% (18)	15% (13)	28% (25)	22% (19)	88
#1 Issue: Education	18% (27)	16% (25)	13% (20)	29% (45)	23% (36)	153
#1 Issue: Energy	16% (15)	20% (18)	15% (14)	25% (23)	24% (22)	93
#1 Issue: Other	14% (17)	7% (9)	11% (13)	27% (34)	41% (51)	124
2018 House Vote: Democrat	17% (134)	22% (168)	17% (129)	24% (188)	19% (148)	767
2018 House Vote: Republican	12% (89)	10% (78)	14% (109)	33% (254)	31% (243)	773
2018 House Vote: Someone else	13% (15)	11% (12)	11% (12)	29% (33)	36% (41)	114
2018 House Vote: Didnt Vote	14% (77)	11% (60)	9% (52)	29% (156)	37% (199)	543
2016 Vote: Hillary Clinton	19% (120)	23% (147)	17% (106)	22% (141)	18% (114)	628
2016 Vote: Donald Trump	11% (85)	11% (83)	14% (107)	33% (260)	31% (245)	780
2016 Vote: Someone else	12% (23)	9% (18)	15% (29)	30% (57)	33% (63)	191
2016 Vote: Didnt Vote	15% (88)	12% (71)	10% (59)	29% (172)	35% (207)	597
Voted in 2014: Yes	15% (212)	16% (237)	15% (220)	29% (415)	25% (364)	1447
Voted in 2014: No	14% (105)	11% (82)	11% (82)	29% (217)	35% (268)	754

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Table HR2_1: How much have you seen, read or heard about each of the following?

Regina King's 2019 Golden Globes acceptance speech in which she vowed to employ at least 50 percent women on projects she produces and challenged others to do the same.

Demographic	A lot	Some	Not much	Nothing at all	Don't know / No opinion	Total N
Adults	14% (317)	14% (318)	14% (303)	29% (632)	29% (631)	2201
2012 Vote: Barack Obama	18% (148)	21% (175)	16% (132)	25% (203)	20% (166)	824
2012 Vote: Mitt Romney	12% (66)	10% (56)	14% (76)	35% (200)	30% (168)	566
2012 Vote: Other	8% (9)	8% (9)	16% (18)	32% (36)	36% (41)	113
2012 Vote: Didn't Vote	13% (93)	11% (78)	11% (73)	28% (193)	37% (255)	693
4-Region: Northeast	15% (57)	19% (73)	14% (54)	27% (106)	26% (103)	393
4-Region: Midwest	14% (73)	12% (60)	15% (74)	28% (143)	31% (156)	506
4-Region: South	15% (120)	14% (113)	14% (114)	29% (242)	28% (232)	822
4-Region: West	14% (67)	15% (72)	13% (60)	29% (141)	29% (141)	481
Favorable of Trump	10% (95)	9% (89)	13% (120)	35% (330)	32% (299)	934
Unfavorable of Trump	17% (189)	19% (218)	16% (177)	24% (278)	24% (276)	1137
Very Favorable of Trump	11% (57)	9% (47)	11% (58)	37% (193)	32% (171)	526
Somewhat Favorable of Trump	9% (38)	10% (42)	15% (62)	34% (137)	32% (129)	408
Somewhat Unfavorable of Trump	10% (21)	21% (46)	16% (35)	19% (43)	34% (74)	218
Very Unfavorable of Trump	18% (167)	19% (172)	15% (142)	26% (235)	22% (202)	918
Watch TV: Every day	15% (167)	16% (174)	15% (165)	28% (316)	26% (295)	1117
Watch TV: Several times per week	13% (67)	14% (71)	15% (77)	30% (155)	28% (143)	513
Watch TV: About once per week	17% (25)	10% (15)	12% (18)	26% (38)	35% (51)	148
Watch TV: Several times per month	14% (17)	21% (24)	8% (9)	29% (34)	27% (31)	116
Watch TV: About once per month	16% (13)	16% (13)	6% (5)	38% (30)	23% (18)	78
Watch TV: Less often than once per month	11% (9)	12% (10)	8% (7)	24% (20)	46% (38)	83
Watch TV: Never	13% (19)	8% (12)	15% (21)	27% (39)	38% (55)	145
Watch Movies: Every day	14% (55)	13% (51)	15% (60)	25% (96)	33% (130)	392
Watch Movies: Several times per week	14% (84)	18% (112)	14% (87)	26% (159)	27% (164)	608
Watch Movies: About once per week	16% (62)	13% (51)	14% (53)	30% (119)	27% (106)	391
Watch Movies: Several times per month	17% (47)	14% (38)	12% (35)	30% (83)	27% (74)	277
Watch Movies: About once per month	12% (27)	15% (34)	11% (25)	38% (84)	23% (51)	222
Watch Movies: Less often than once per month	12% (20)	13% (23)	13% (21)	29% (48)	34% (56)	167
Watch Movies: Never	15% (22)	7% (10)	14% (20)	30% (43)	35% (50)	144

Continued on next page

Table HR2_1: How much have you seen, read or heard about each of the following?

Regina King's 2019 Golden Globes acceptance speech in which she vowed to employ at least 50 percent women on projects she produces and challenged others to do the same.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	14%	(317)	14%	(318)	14%	(303)	29%	(632)	29%	(631)	2201
Watch Sports: Every day	15%	(30)	15%	(31)	14%	(29)	28%	(57)	27%	(55)	202
Watch Sports: Several times per week	13%	(53)	16%	(62)	21%	(84)	29%	(115)	21%	(85)	399
Watch Sports: About once per week	15%	(47)	15%	(48)	16%	(50)	26%	(83)	27%	(84)	313
Watch Sports: Several times per month	17%	(32)	17%	(31)	15%	(27)	24%	(44)	27%	(51)	185
Watch Sports: About once per month	13%	(21)	20%	(32)	16%	(25)	28%	(45)	23%	(37)	160
Watch Sports: Less often than once per month	16%	(51)	12%	(39)	9%	(29)	30%	(95)	31%	(98)	312
Watch Sports: Never	13%	(84)	12%	(75)	9%	(59)	30%	(192)	35%	(221)	631
Cable: currently subscribed	16%	(169)	16%	(176)	14%	(156)	27%	(296)	27%	(290)	1087
Cable: subscribed in past	13%	(92)	14%	(104)	13%	(95)	30%	(223)	30%	(224)	739
Cable: never subscribed	15%	(55)	10%	(39)	14%	(52)	30%	(112)	31%	(117)	375
Satellite TV: currently subscribed	16%	(91)	14%	(77)	16%	(90)	28%	(159)	26%	(143)	560
Satellite TV: subscribed in past	13%	(80)	15%	(90)	14%	(84)	31%	(189)	28%	(174)	617
Satellite TV: never subscribed	14%	(146)	15%	(151)	13%	(129)	28%	(284)	31%	(314)	1025
Streaming services(s): currently subscribed	13%	(173)	16%	(221)	14%	(183)	30%	(403)	27%	(359)	1339
Streaming services(s): subscribed in past	18%	(39)	13%	(27)	17%	(36)	23%	(48)	29%	(62)	213
Streaming services(s): never subscribed	16%	(106)	11%	(71)	13%	(83)	28%	(180)	32%	(210)	649
Film: An avid fan	17%	(130)	21%	(159)	15%	(115)	22%	(165)	25%	(190)	759
Film: A casual fan	13%	(157)	11%	(142)	14%	(172)	33%	(408)	30%	(373)	1251
Film: Not a fan	15%	(29)	9%	(18)	8%	(16)	31%	(59)	36%	(69)	190
TV: An avid fan	16%	(164)	17%	(173)	15%	(159)	26%	(270)	27%	(282)	1049
TV: A casual fan	13%	(130)	13%	(136)	13%	(132)	32%	(327)	28%	(285)	1010
TV: Not a fan	16%	(22)	7%	(9)	8%	(11)	25%	(35)	45%	(64)	142
Music: An avid fan	16%	(173)	16%	(180)	15%	(163)	26%	(287)	28%	(314)	1117
Music: A casual fan	13%	(128)	13%	(131)	13%	(132)	32%	(319)	28%	(276)	986
Music: Not a fan	16%	(16)	7%	(7)	7%	(7)	27%	(26)	42%	(42)	98
Fashion: An avid fan	23%	(73)	20%	(64)	15%	(50)	23%	(73)	20%	(63)	321
Fashion: A casual fan	14%	(134)	17%	(164)	14%	(136)	28%	(264)	27%	(261)	959
Fashion: Not a fan	12%	(111)	10%	(90)	13%	(118)	32%	(295)	33%	(308)	921

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

Table HR2_2: How much have you seen, read or heard about each of the following?

Frances McDormand's 2018 Academy Awards acceptance speech in which she encouraged others to ask for 'inclusion riders,' a provision in entertainment contracts that provide for a certain level of diversity in casting and production staff.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
	%	(N)	%	(N)	%	(N)	%	(N)	%		(N)
Adults	12%	(268)	11%	(234)	14%	(314)	31%	(688)	32%	(698)	2201
Gender: Male	12%	(127)	11%	(110)	15%	(153)	30%	(308)	32%	(331)	1030
Gender: Female	12%	(140)	11%	(124)	14%	(161)	32%	(379)	31%	(367)	1171
Age: 18-29	11%	(47)	11%	(45)	15%	(61)	29%	(120)	34%	(144)	417
Age: 30-44	12%	(57)	12%	(58)	16%	(74)	28%	(133)	31%	(148)	470
Age: 45-54	11%	(48)	11%	(49)	16%	(70)	33%	(143)	29%	(129)	439
Age: 55-64	12%	(43)	11%	(38)	11%	(42)	37%	(133)	30%	(107)	363
Age: 65+	14%	(72)	8%	(43)	13%	(68)	31%	(159)	33%	(171)	512
Generation Z: 18-21	13%	(20)	8%	(13)	16%	(25)	25%	(39)	38%	(58)	155
Millennial: Age 22-37	11%	(57)	12%	(64)	15%	(75)	29%	(151)	33%	(171)	519
Generation X: Age 38-53	12%	(72)	11%	(71)	16%	(97)	32%	(195)	29%	(181)	617
Boomers: Age 54-72	12%	(95)	10%	(80)	13%	(105)	33%	(258)	32%	(255)	792
PID: Dem (no lean)	14%	(99)	16%	(115)	18%	(124)	27%	(186)	25%	(176)	700
PID: Ind (no lean)	10%	(80)	9%	(67)	13%	(99)	34%	(264)	35%	(272)	783
PID: Rep (no lean)	12%	(88)	7%	(52)	13%	(91)	33%	(237)	35%	(249)	718
PID/Gender: Dem Men	13%	(40)	16%	(49)	17%	(52)	24%	(74)	29%	(89)	304
PID/Gender: Dem Women	15%	(59)	17%	(66)	18%	(73)	28%	(112)	22%	(87)	396
PID/Gender: Ind Men	11%	(45)	8%	(33)	16%	(62)	30%	(119)	35%	(137)	396
PID/Gender: Ind Women	9%	(35)	9%	(35)	10%	(37)	37%	(145)	35%	(135)	387
PID/Gender: Rep Men	13%	(42)	9%	(28)	12%	(40)	35%	(114)	32%	(105)	330
PID/Gender: Rep Women	12%	(46)	6%	(24)	13%	(51)	32%	(123)	37%	(144)	388
Ideo: Liberal (1-3)	13%	(85)	17%	(110)	16%	(107)	29%	(188)	25%	(160)	650
Ideo: Moderate (4)	12%	(53)	11%	(52)	17%	(75)	30%	(137)	30%	(137)	454
Ideo: Conservative (5-7)	11%	(82)	6%	(46)	13%	(103)	36%	(278)	33%	(256)	765
Educ: < College	12%	(172)	8%	(111)	13%	(174)	32%	(441)	35%	(487)	1384
Educ: Bachelors degree	12%	(61)	15%	(77)	17%	(86)	30%	(156)	27%	(139)	521
Educ: Post-grad	12%	(34)	16%	(46)	18%	(54)	30%	(90)	24%	(71)	296

Continued on next page

Table HR2_2: How much have you seen, read or heard about each of the following?

Frances McDormand's 2018 Academy Awards acceptance speech in which she encouraged others to ask for 'inclusion riders,' a provision in entertainment contracts that provide for a certain level of diversity in casting and production staff.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	12%	(268)	11%	(234)	14%	(314)	31%	(688)	32%	(698)	2201
Income: Under 50k	14%	(161)	9%	(104)	12%	(147)	30%	(348)	35%	(415)	1174
Income: 50k-100k	10%	(69)	13%	(87)	15%	(99)	32%	(216)	30%	(199)	670
Income: 100k+	10%	(37)	12%	(43)	19%	(69)	35%	(123)	24%	(84)	357
Ethnicity: White Only	11%	(186)	10%	(159)	14%	(225)	32%	(533)	33%	(543)	1645
Ethnicity: Hispanic Only	14%	(31)	16%	(34)	16%	(33)	28%	(59)	26%	(56)	213
Ethnicity: Afr. Am. Only	14%	(36)	11%	(30)	18%	(48)	29%	(75)	28%	(73)	262
Ethnicity: Other Only	19%	(15)	15%	(12)	10%	(8)	25%	(20)	31%	(25)	80
Relig: Protestant	11%	(58)	8%	(39)	12%	(63)	37%	(189)	31%	(160)	508
Relig: Roman Catholic	11%	(46)	14%	(59)	17%	(73)	29%	(124)	30%	(127)	430
Relig: Something Else	13%	(28)	9%	(19)	12%	(27)	34%	(74)	32%	(69)	217
Relig: Jewish	8%	(3)	27%	(9)	22%	(7)	14%	(5)	29%	(9)	33
Relig: Evangelical	12%	(98)	11%	(90)	14%	(115)	33%	(265)	30%	(241)	809
Relig: Non-Evang. Catholics	10%	(34)	8%	(27)	14%	(48)	35%	(122)	33%	(115)	347
Relig: All Christian	11%	(132)	10%	(116)	14%	(163)	34%	(387)	31%	(357)	1155
Relig: All Non-Christian	12%	(35)	8%	(23)	16%	(47)	28%	(83)	36%	(105)	293
Community: Urban	16%	(83)	12%	(62)	14%	(74)	29%	(148)	28%	(146)	512
Community: Suburban	12%	(123)	11%	(114)	15%	(156)	32%	(329)	31%	(320)	1042
Community: Rural	10%	(62)	9%	(59)	13%	(84)	33%	(211)	36%	(232)	647
Employ: Private Sector	11%	(73)	13%	(90)	15%	(102)	35%	(238)	27%	(186)	689
Employ: Government	11%	(17)	14%	(22)	17%	(27)	33%	(53)	25%	(39)	157
Employ: Self-Employed	15%	(28)	11%	(22)	16%	(31)	30%	(57)	28%	(53)	191
Employ: Homemaker	9%	(12)	12%	(15)	14%	(18)	29%	(37)	36%	(46)	128
Employ: Student	12%	(12)	7%	(7)	17%	(18)	29%	(31)	35%	(37)	105
Employ: Retired	14%	(72)	9%	(46)	12%	(59)	31%	(155)	34%	(173)	505
Employ: Unemployed	11%	(23)	7%	(15)	13%	(27)	28%	(58)	40%	(82)	205
Employ: Other	14%	(30)	8%	(18)	15%	(33)	26%	(59)	37%	(82)	222
Military HH: Yes	8%	(33)	8%	(33)	14%	(57)	34%	(137)	35%	(138)	399
Military HH: No	13%	(235)	11%	(201)	14%	(257)	31%	(551)	31%	(560)	1802

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Table HR2_2: How much have you seen, read or heard about each of the following?

Frances McDormand's 2018 Academy Awards acceptance speech in which she encouraged others to ask for 'inclusion riders,' a provision in entertainment contracts that provide for a certain level of diversity in casting and production staff.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	12%	(268)	11%	(234)	14%	(314)	31%	(688)	32%	(698)	2201
RD/WT: Right Direction	10%	(79)	7%	(51)	13%	(97)	34%	(264)	37%	(287)	778
RD/WT: Wrong Track	13%	(189)	13%	(183)	15%	(217)	30%	(424)	29%	(410)	1423
Trump Job Approve	10%	(97)	7%	(63)	12%	(116)	35%	(329)	35%	(323)	929
Trump Job Disapprove	13%	(152)	15%	(168)	17%	(189)	28%	(321)	27%	(308)	1139
Trump Job Strongly Approve	11%	(53)	6%	(32)	12%	(58)	37%	(182)	35%	(173)	499
Trump Job Somewhat Approve	10%	(44)	7%	(31)	13%	(58)	34%	(147)	35%	(150)	431
Trump Job Somewhat Disapprove	13%	(36)	9%	(26)	17%	(48)	28%	(78)	31%	(86)	275
Trump Job Strongly Disapprove	13%	(116)	16%	(142)	16%	(141)	28%	(243)	26%	(222)	865
#1 Issue: Economy	10%	(67)	11%	(71)	16%	(104)	32%	(214)	31%	(207)	663
#1 Issue: Security	11%	(49)	7%	(32)	13%	(56)	37%	(165)	33%	(149)	451
#1 Issue: Health Care	16%	(59)	13%	(49)	13%	(49)	28%	(105)	30%	(111)	374
#1 Issue: Medicare / Social Security	15%	(39)	10%	(24)	14%	(36)	29%	(73)	32%	(82)	254
#1 Issue: Women's Issues	14%	(12)	19%	(16)	17%	(15)	29%	(26)	21%	(19)	88
#1 Issue: Education	13%	(19)	12%	(18)	15%	(22)	28%	(43)	33%	(51)	153
#1 Issue: Energy	12%	(11)	15%	(14)	17%	(16)	28%	(26)	28%	(26)	93
#1 Issue: Other	9%	(11)	8%	(9)	12%	(15)	29%	(36)	43%	(53)	124
2018 House Vote: Democrat	13%	(102)	18%	(137)	17%	(130)	28%	(216)	24%	(181)	767
2018 House Vote: Republican	11%	(85)	7%	(54)	13%	(102)	34%	(266)	34%	(265)	773
2018 House Vote: Someone else	15%	(17)	8%	(9)	12%	(14)	23%	(26)	42%	(48)	114
2018 House Vote: Didnt Vote	11%	(62)	6%	(33)	12%	(66)	33%	(179)	37%	(203)	543
2016 Vote: Hillary Clinton	13%	(80)	20%	(126)	18%	(113)	27%	(170)	22%	(139)	628
2016 Vote: Donald Trump	11%	(84)	6%	(50)	14%	(107)	34%	(268)	35%	(271)	780
2016 Vote: Someone else	12%	(22)	9%	(18)	16%	(30)	29%	(55)	35%	(66)	191
2016 Vote: Didnt Vote	14%	(82)	7%	(40)	11%	(65)	32%	(193)	36%	(217)	597
Voted in 2014: Yes	12%	(181)	12%	(171)	16%	(238)	31%	(442)	29%	(416)	1447
Voted in 2014: No	12%	(87)	8%	(64)	10%	(76)	33%	(245)	37%	(282)	754

Continued on next page

Table HR2_2: How much have you seen, read or heard about each of the following?

Frances McDormand's 2018 Academy Awards acceptance speech in which she encouraged others to ask for 'inclusion riders,' a provision in entertainment contracts that provide for a certain level of diversity in casting and production staff.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	12%	(268)	11%	(234)	14%	(314)	31%	(688)	32%	(698)	2201
2012 Vote: Barack Obama	14%	(119)	17%	(137)	17%	(142)	28%	(230)	24%	(196)	824
2012 Vote: Mitt Romney	10%	(59)	7%	(39)	14%	(80)	35%	(196)	34%	(192)	566
2012 Vote: Other	9%	(10)	7%	(8)	7%	(8)	37%	(42)	40%	(45)	113
2012 Vote: Didn't Vote	12%	(80)	7%	(50)	12%	(84)	32%	(219)	38%	(260)	693
4-Region: Northeast	12%	(47)	15%	(58)	15%	(58)	27%	(105)	32%	(125)	393
4-Region: Midwest	12%	(60)	9%	(45)	12%	(63)	35%	(179)	31%	(159)	506
4-Region: South	12%	(97)	9%	(73)	14%	(115)	31%	(258)	34%	(278)	822
4-Region: West	13%	(64)	12%	(58)	16%	(78)	30%	(145)	28%	(136)	481
Favorable of Trump	10%	(91)	7%	(62)	12%	(114)	36%	(335)	36%	(332)	934
Unfavorable of Trump	13%	(152)	15%	(167)	16%	(184)	28%	(322)	27%	(312)	1137
Very Favorable of Trump	10%	(52)	7%	(34)	11%	(57)	35%	(185)	38%	(198)	526
Somewhat Favorable of Trump	10%	(39)	7%	(28)	14%	(57)	37%	(150)	33%	(134)	408
Somewhat Unfavorable of Trump	10%	(22)	10%	(21)	17%	(37)	27%	(59)	37%	(80)	218
Very Unfavorable of Trump	14%	(130)	16%	(146)	16%	(147)	29%	(264)	25%	(232)	918
Watch TV: Every day	13%	(144)	12%	(131)	14%	(161)	31%	(348)	30%	(334)	1117
Watch TV: Several times per week	10%	(49)	12%	(61)	19%	(98)	31%	(158)	29%	(146)	513
Watch TV: About once per week	17%	(25)	8%	(12)	8%	(11)	33%	(49)	34%	(51)	148
Watch TV: Several times per month	11%	(13)	13%	(15)	10%	(12)	37%	(43)	28%	(33)	116
Watch TV: About once per month	17%	(13)	2%	(1)	8%	(6)	36%	(28)	38%	(30)	78
Watch TV: Less often than once per month	10%	(8)	7%	(6)	12%	(10)	28%	(23)	43%	(36)	83
Watch TV: Never	11%	(15)	4%	(7)	11%	(16)	26%	(38)	47%	(69)	145
Watch Movies: Every day	11%	(44)	11%	(43)	12%	(46)	29%	(114)	37%	(144)	392
Watch Movies: Several times per week	13%	(78)	12%	(74)	18%	(112)	28%	(172)	28%	(171)	608
Watch Movies: About once per week	11%	(44)	14%	(54)	14%	(55)	32%	(126)	29%	(112)	391
Watch Movies: Several times per month	16%	(43)	11%	(29)	12%	(33)	34%	(95)	27%	(76)	277
Watch Movies: About once per month	11%	(24)	11%	(25)	13%	(29)	38%	(84)	27%	(60)	222
Watch Movies: Less often than once per month	11%	(19)	5%	(8)	12%	(19)	34%	(58)	38%	(64)	167
Watch Movies: Never	11%	(15)	1%	(1)	13%	(19)	27%	(39)	48%	(70)	144

Continued on next page

Table HR2_2: How much have you seen, read or heard about each of the following?

Frances McDormand's 2018 Academy Awards acceptance speech in which she encouraged others to ask for 'inclusion riders,' a provision in entertainment contracts that provide for a certain level of diversity in casting and production staff.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	12%	(268)	11%	(234)	14%	(314)	31%	(688)	32%	(698)	2201
Watch Sports: Every day	9%	(19)	13%	(26)	18%	(36)	29%	(59)	31%	(62)	202
Watch Sports: Several times per week	12%	(46)	12%	(48)	18%	(72)	33%	(133)	25%	(100)	399
Watch Sports: About once per week	12%	(36)	13%	(39)	15%	(47)	30%	(95)	31%	(96)	313
Watch Sports: Several times per month	12%	(22)	18%	(33)	14%	(26)	27%	(50)	30%	(55)	185
Watch Sports: About once per month	14%	(22)	9%	(14)	17%	(27)	32%	(51)	28%	(45)	160
Watch Sports: Less often than once per month	16%	(48)	9%	(29)	13%	(41)	28%	(88)	34%	(105)	312
Watch Sports: Never	12%	(75)	7%	(44)	10%	(65)	34%	(212)	37%	(235)	631
Cable: currently subscribed	13%	(138)	13%	(143)	15%	(167)	28%	(306)	31%	(332)	1087
Cable: subscribed in past	11%	(79)	8%	(61)	13%	(99)	35%	(260)	33%	(240)	739
Cable: never subscribed	14%	(51)	8%	(30)	13%	(48)	32%	(121)	33%	(125)	375
Satellite TV: currently subscribed	14%	(78)	9%	(50)	16%	(90)	32%	(177)	29%	(165)	560
Satellite TV: subscribed in past	11%	(70)	11%	(67)	13%	(81)	32%	(199)	32%	(200)	617
Satellite TV: never subscribed	12%	(120)	11%	(117)	14%	(143)	30%	(312)	33%	(333)	1025
Streaming services(s): currently subscribed	11%	(148)	12%	(158)	15%	(206)	33%	(438)	29%	(390)	1339
Streaming services(s): subscribed in past	14%	(30)	14%	(30)	14%	(30)	28%	(59)	30%	(64)	213
Streaming services(s): never subscribed	14%	(89)	7%	(47)	12%	(78)	29%	(191)	38%	(244)	649
Film: An avid fan	13%	(98)	16%	(123)	18%	(134)	24%	(182)	29%	(221)	759
Film: A casual fan	11%	(143)	8%	(103)	13%	(167)	35%	(437)	32%	(402)	1251
Film: Not a fan	14%	(27)	4%	(8)	7%	(13)	36%	(68)	39%	(75)	190
TV: An avid fan	12%	(129)	13%	(132)	16%	(168)	28%	(292)	31%	(329)	1049
TV: A casual fan	12%	(121)	9%	(95)	13%	(132)	35%	(356)	30%	(307)	1010
TV: Not a fan	13%	(18)	5%	(8)	10%	(15)	28%	(40)	43%	(62)	142
Music: An avid fan	12%	(134)	13%	(143)	16%	(175)	29%	(327)	30%	(339)	1117
Music: A casual fan	12%	(119)	9%	(89)	13%	(133)	34%	(334)	32%	(312)	986
Music: Not a fan	15%	(15)	3%	(3)	7%	(6)	28%	(27)	48%	(47)	98
Fashion: An avid fan	14%	(44)	15%	(47)	18%	(57)	31%	(100)	23%	(74)	321
Fashion: A casual fan	13%	(120)	12%	(115)	16%	(150)	28%	(264)	32%	(309)	959
Fashion: Not a fan	11%	(104)	8%	(72)	12%	(107)	35%	(323)	34%	(315)	921

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

Table HR3: As you may know, an inclusion rider is a requirement actors and actresses can ask to have added to their contracts, which require a certain level of diversity in a film or television show's cast and crew. Based on what you know, do you support or oppose inclusion riders?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	18% (402)	26% (581)	10% (225)	8% (167)	38% (826)	2201
Gender: Male	17% (171)	25% (253)	13% (139)	11% (113)	34% (355)	1030
Gender: Female	20% (231)	28% (327)	7% (86)	5% (55)	40% (471)	1171
Age: 18-29	23% (96)	27% (114)	9% (37)	5% (20)	36% (150)	417
Age: 30-44	21% (98)	28% (130)	12% (56)	6% (30)	33% (157)	470
Age: 45-54	17% (74)	27% (117)	10% (42)	8% (36)	39% (169)	439
Age: 55-64	16% (58)	23% (82)	10% (36)	12% (43)	40% (144)	363
Age: 65+	15% (76)	27% (138)	11% (54)	7% (38)	40% (205)	512
Generation Z: 18-21	16% (24)	26% (40)	11% (17)	3% (5)	44% (69)	155
Millennial: Age 22-37	24% (124)	28% (145)	8% (43)	7% (35)	33% (171)	519
Generation X: Age 38-53	18% (114)	27% (168)	11% (70)	7% (45)	36% (220)	617
Boomers: Age 54-72	16% (126)	26% (204)	10% (81)	9% (75)	39% (307)	792
PID: Dem (no lean)	35% (243)	30% (211)	6% (42)	2% (14)	27% (191)	700
PID: Ind (no lean)	15% (117)	25% (192)	9% (70)	7% (51)	45% (352)	783
PID: Rep (no lean)	6% (42)	25% (178)	16% (112)	14% (102)	40% (284)	718
PID/Gender: Dem Men	31% (93)	30% (90)	11% (32)	2% (6)	27% (83)	304
PID/Gender: Dem Women	38% (150)	30% (120)	3% (11)	2% (8)	27% (108)	396
PID/Gender: Ind Men	15% (59)	22% (88)	13% (51)	9% (34)	42% (164)	396
PID/Gender: Ind Women	15% (58)	27% (104)	5% (19)	5% (18)	48% (187)	387
PID/Gender: Rep Men	6% (19)	23% (75)	17% (56)	22% (73)	33% (108)	330
PID/Gender: Rep Women	6% (23)	27% (103)	15% (57)	7% (29)	45% (176)	388
Ideo: Liberal (1-3)	36% (232)	31% (201)	6% (41)	2% (13)	25% (163)	650
Ideo: Moderate (4)	15% (69)	32% (144)	11% (49)	4% (19)	38% (172)	454
Ideo: Conservative (5-7)	6% (49)	23% (177)	16% (123)	17% (130)	37% (287)	765
Educ: < College	14% (200)	25% (352)	9% (119)	6% (86)	45% (628)	1384
Educ: Bachelors degree	23% (121)	30% (158)	14% (71)	8% (43)	24% (127)	521
Educ: Post-grad	27% (81)	24% (71)	12% (35)	13% (38)	24% (71)	296

Continued on next page

Table HR3: As you may know, an inclusion rider is a requirement actors and actresses can ask to have added to their contracts, which require a certain level of diversity in a film or television show's cast and crew. Based on what you know, do you support or oppose inclusion riders?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	18%	(402)	26%	(581)	10%	(225)	8%	(167)	38%	(826)	2201
Income: Under 50k	18%	(210)	24%	(285)	9%	(104)	6%	(65)	43%	(510)	1174
Income: 50k-100k	19%	(129)	28%	(185)	9%	(61)	9%	(63)	35%	(232)	670
Income: 100k+	17%	(62)	31%	(111)	17%	(60)	11%	(40)	23%	(84)	357
Ethnicity: White Only	16%	(259)	27%	(442)	11%	(174)	9%	(144)	38%	(625)	1645
Ethnicity: Hispanic Only	20%	(43)	30%	(65)	9%	(19)	5%	(11)	36%	(76)	213
Ethnicity: Afr. Am. Only	32%	(83)	18%	(48)	9%	(23)	3%	(7)	39%	(101)	262
Ethnicity: Other Only	20%	(16)	32%	(26)	12%	(10)	6%	(5)	30%	(24)	80
Relig: Protestant	14%	(71)	26%	(134)	14%	(71)	11%	(57)	35%	(176)	508
Relig: Roman Catholic	17%	(71)	31%	(132)	11%	(48)	8%	(33)	34%	(146)	430
Relig: Something Else	21%	(46)	27%	(58)	7%	(15)	6%	(12)	40%	(87)	217
Relig: Jewish	23%	(7)	40%	(13)	7%	(2)	4%	(1)	26%	(9)	33
Relig: Evangelical	18%	(149)	30%	(242)	10%	(77)	7%	(58)	35%	(282)	809
Relig: Non-Evang. Catholics	11%	(38)	23%	(81)	16%	(57)	13%	(44)	37%	(127)	347
Relig: All Christian	16%	(187)	28%	(323)	12%	(134)	9%	(102)	35%	(409)	1155
Relig: All Non-Christian	19%	(55)	19%	(56)	8%	(23)	6%	(19)	48%	(141)	293
Community: Urban	23%	(116)	27%	(141)	10%	(50)	5%	(25)	35%	(180)	512
Community: Suburban	19%	(202)	28%	(291)	11%	(110)	8%	(88)	34%	(351)	1042
Community: Rural	13%	(84)	23%	(149)	10%	(65)	8%	(54)	46%	(295)	647
Employ: Private Sector	20%	(137)	30%	(206)	12%	(82)	8%	(54)	31%	(211)	689
Employ: Government	17%	(27)	33%	(51)	14%	(22)	10%	(15)	26%	(41)	157
Employ: Self-Employed	22%	(41)	23%	(44)	10%	(19)	13%	(25)	32%	(61)	191
Employ: Homemaker	12%	(15)	26%	(33)	7%	(9)	3%	(4)	52%	(66)	128
Employ: Student	26%	(27)	29%	(31)	8%	(9)	6%	(6)	31%	(32)	105
Employ: Retired	15%	(73)	26%	(131)	11%	(54)	8%	(41)	41%	(205)	505
Employ: Unemployed	17%	(34)	18%	(37)	8%	(17)	6%	(12)	51%	(105)	205
Employ: Other	21%	(47)	21%	(48)	6%	(13)	5%	(10)	47%	(105)	222
Military HH: Yes	14%	(56)	27%	(109)	13%	(53)	10%	(40)	35%	(141)	399
Military HH: No	19%	(345)	26%	(472)	10%	(172)	7%	(127)	38%	(685)	1802
RD/WT: Right Direction	8%	(61)	20%	(155)	13%	(105)	15%	(115)	44%	(343)	778
RD/WT: Wrong Track	24%	(340)	30%	(426)	8%	(120)	4%	(53)	34%	(484)	1423

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Table HR3: As you may know, an inclusion rider is a requirement actors and actresses can ask to have added to their contracts, which require a certain level of diversity in a film or television show's cast and crew. Based on what you know, do you support or oppose inclusion riders?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	18% (402)	26% (581)	10% (225)	8% (167)	38% (826)	2201
Trump Job Approve	7% (65)	21% (195)	15% (141)	16% (145)	41% (383)	929
Trump Job Disapprove	28% (321)	32% (369)	7% (80)	2% (21)	31% (349)	1139
Trump Job Strongly Approve	7% (34)	16% (81)	14% (72)	20% (98)	43% (213)	499
Trump Job Somewhat Approve	7% (31)	27% (114)	16% (69)	11% (47)	39% (170)	431
Trump Job Somewhat Disapprove	12% (34)	40% (111)	12% (32)	2% (5)	34% (93)	275
Trump Job Strongly Disapprove	33% (287)	30% (258)	6% (48)	2% (15)	30% (256)	865
#1 Issue: Economy	15% (102)	30% (197)	11% (72)	7% (46)	37% (246)	663
#1 Issue: Security	10% (44)	22% (98)	14% (62)	15% (69)	39% (178)	451
#1 Issue: Health Care	21% (77)	31% (116)	9% (32)	5% (17)	35% (132)	374
#1 Issue: Medicare / Social Security	22% (56)	21% (54)	10% (25)	4% (10)	43% (110)	254
#1 Issue: Women's Issues	35% (31)	27% (24)	8% (7)	4% (4)	26% (23)	88
#1 Issue: Education	25% (39)	27% (42)	9% (13)	4% (7)	34% (53)	153
#1 Issue: Energy	29% (27)	33% (31)	5% (5)	2% (2)	31% (29)	93
#1 Issue: Other	22% (27)	15% (19)	8% (10)	11% (13)	45% (55)	124
2018 House Vote: Democrat	34% (261)	32% (246)	6% (45)	2% (17)	26% (198)	767
2018 House Vote: Republican	5% (37)	23% (176)	16% (124)	16% (126)	40% (310)	773
2018 House Vote: Someone else	14% (15)	31% (35)	7% (8)	4% (4)	44% (51)	114
2018 House Vote: Didnt Vote	16% (88)	22% (121)	9% (47)	4% (20)	49% (268)	543
2016 Vote: Hillary Clinton	38% (237)	30% (191)	4% (27)	2% (13)	25% (159)	628
2016 Vote: Donald Trump	6% (48)	23% (176)	16% (128)	15% (120)	39% (308)	780
2016 Vote: Someone else	18% (34)	29% (55)	12% (23)	6% (12)	35% (67)	191
2016 Vote: Didnt Vote	14% (81)	26% (157)	8% (46)	4% (22)	49% (292)	597
Voted in 2014: Yes	20% (286)	27% (391)	11% (166)	9% (129)	33% (474)	1447
Voted in 2014: No	15% (115)	25% (189)	8% (59)	5% (38)	47% (352)	754
2012 Vote: Barack Obama	33% (272)	30% (250)	6% (49)	3% (21)	28% (231)	824
2012 Vote: Mitt Romney	4% (21)	22% (127)	18% (103)	16% (92)	39% (223)	566
2012 Vote: Other	8% (9)	24% (28)	14% (16)	13% (15)	40% (45)	113
2012 Vote: Didn't Vote	14% (99)	25% (175)	8% (54)	6% (39)	47% (326)	693

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Table HR3: As you may know, an inclusion rider is a requirement actors and actresses can ask to have added to their contracts, which require a certain level of diversity in a film or television show's cast and crew. Based on what you know, do you support or oppose inclusion riders?

Demographic	Strongly support	Somewhat support	Somewhat oppose	Strongly oppose	Don't know / No opinion	Total N
Adults	18% (402)	26% (581)	10% (225)	8% (167)	38% (826)	2201
4-Region: Northeast	22% (85)	27% (107)	10% (39)	6% (24)	35% (139)	393
4-Region: Midwest	14% (72)	29% (149)	8% (41)	6% (29)	42% (214)	506
4-Region: South	19% (153)	24% (194)	10% (86)	8% (67)	39% (322)	822
4-Region: West	19% (92)	27% (131)	12% (59)	10% (47)	32% (152)	481
Favorable of Trump	7% (66)	21% (198)	15% (142)	15% (141)	41% (387)	934
Unfavorable of Trump	29% (325)	32% (362)	7% (78)	2% (26)	30% (346)	1137
Very Favorable of Trump	6% (30)	17% (90)	15% (77)	18% (96)	44% (233)	526
Somewhat Favorable of Trump	9% (36)	27% (109)	16% (64)	11% (45)	38% (154)	408
Somewhat Unfavorable of Trump	14% (30)	35% (77)	10% (23)	6% (13)	35% (76)	218
Very Unfavorable of Trump	32% (295)	31% (285)	6% (55)	1% (13)	29% (270)	918
Watch TV: Every day	21% (233)	27% (297)	9% (104)	7% (76)	37% (409)	1117
Watch TV: Several times per week	19% (98)	30% (154)	10% (50)	8% (42)	33% (169)	513
Watch TV: About once per week	15% (22)	24% (35)	19% (29)	10% (15)	32% (46)	148
Watch TV: Several times per month	10% (12)	32% (37)	12% (14)	13% (15)	33% (38)	116
Watch TV: About once per month	12% (9)	26% (21)	12% (9)	7% (5)	44% (34)	78
Watch TV: Less often than once per month	11% (9)	17% (14)	7% (6)	6% (5)	59% (49)	83
Watch TV: Never	12% (18)	17% (24)	9% (13)	7% (10)	55% (80)	145
Watch Movies: Every day	21% (82)	26% (102)	7% (28)	7% (29)	39% (151)	392
Watch Movies: Several times per week	21% (127)	28% (172)	11% (66)	6% (38)	34% (205)	608
Watch Movies: About once per week	18% (72)	29% (115)	11% (45)	9% (34)	32% (126)	391
Watch Movies: Several times per month	14% (40)	29% (80)	12% (34)	7% (20)	37% (103)	277
Watch Movies: About once per month	17% (37)	28% (62)	10% (22)	8% (18)	37% (82)	222
Watch Movies: Less often than once per month	17% (28)	14% (24)	11% (18)	9% (15)	50% (83)	167
Watch Movies: Never	11% (16)	18% (26)	8% (12)	10% (14)	53% (77)	144

Continued on next page

Table HR3: As you may know, an inclusion rider is a requirement actors and actresses can ask to have added to their contracts, which require a certain level of diversity in a film or television show's cast and crew. Based on what you know, do you support or oppose inclusion riders?

Demographic	Strongly support		Somewhat support		Somewhat oppose		Strongly oppose		Don't know / No opinion		Total N
Adults	18%	(402)	26%	(581)	10%	(225)	8%	(167)	38%	(826)	2201
Watch Sports: Every day	16%	(32)	25%	(51)	13%	(26)	10%	(20)	36%	(73)	202
Watch Sports: Several times per week	19%	(78)	28%	(113)	12%	(49)	7%	(29)	33%	(130)	399
Watch Sports: About once per week	17%	(54)	30%	(93)	12%	(36)	8%	(24)	34%	(105)	313
Watch Sports: Several times per month	21%	(40)	28%	(51)	12%	(22)	7%	(12)	33%	(60)	185
Watch Sports: About once per month	20%	(32)	31%	(50)	9%	(14)	7%	(12)	33%	(52)	160
Watch Sports: Less often than once per month	20%	(63)	28%	(89)	8%	(26)	4%	(13)	39%	(122)	312
Watch Sports: Never	16%	(103)	21%	(133)	8%	(52)	9%	(59)	45%	(284)	631
Cable: currently subscribed	20%	(216)	28%	(304)	10%	(112)	8%	(87)	34%	(367)	1087
Cable: subscribed in past	18%	(131)	27%	(203)	11%	(78)	8%	(56)	37%	(271)	739
Cable: never subscribed	14%	(54)	20%	(74)	9%	(35)	6%	(24)	50%	(188)	375
Satellite TV: currently subscribed	18%	(100)	26%	(148)	10%	(55)	7%	(37)	39%	(219)	560
Satellite TV: subscribed in past	16%	(97)	27%	(168)	14%	(84)	9%	(58)	34%	(209)	617
Satellite TV: never subscribed	20%	(204)	26%	(265)	8%	(85)	7%	(72)	39%	(398)	1025
Streaming services(s): currently subscribed	21%	(283)	29%	(388)	11%	(147)	9%	(120)	30%	(402)	1339
Streaming services(s): subscribed in past	16%	(33)	25%	(53)	9%	(20)	5%	(11)	45%	(95)	213
Streaming services(s): never subscribed	13%	(85)	22%	(141)	9%	(58)	6%	(36)	51%	(329)	649
Film: An avid fan	28%	(215)	29%	(221)	10%	(76)	6%	(49)	26%	(199)	759
Film: A casual fan	14%	(173)	27%	(334)	11%	(138)	8%	(98)	41%	(509)	1251
Film: Not a fan	7%	(14)	14%	(26)	6%	(12)	11%	(20)	62%	(118)	190
TV: An avid fan	21%	(222)	29%	(309)	10%	(110)	7%	(69)	32%	(339)	1049
TV: A casual fan	16%	(165)	25%	(250)	10%	(101)	8%	(83)	41%	(412)	1010
TV: Not a fan	11%	(15)	16%	(22)	10%	(14)	11%	(15)	53%	(75)	142
Music: An avid fan	24%	(268)	27%	(307)	10%	(108)	5%	(56)	34%	(378)	1117
Music: A casual fan	13%	(126)	26%	(261)	11%	(106)	9%	(93)	41%	(400)	986
Music: Not a fan	9%	(8)	13%	(13)	11%	(11)	18%	(18)	49%	(48)	98
Fashion: An avid fan	31%	(100)	28%	(90)	9%	(29)	3%	(11)	29%	(92)	321
Fashion: A casual fan	19%	(186)	29%	(276)	9%	(90)	5%	(46)	38%	(360)	959
Fashion: Not a fan	13%	(116)	23%	(215)	11%	(105)	12%	(110)	41%	(374)	921

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

Table HR4_1: In general, how concerned are you about each of the following?
Diversity in movies

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	11%	(249)	21%	(458)	26%	(575)	25%	(555)	17%	(365)	2201
Gender: Male	11%	(110)	18%	(184)	27%	(275)	29%	(300)	16%	(162)	1030
Gender: Female	12%	(140)	23%	(273)	26%	(300)	22%	(255)	17%	(203)	1171
Age: 18-29	17%	(70)	24%	(98)	21%	(89)	23%	(95)	16%	(66)	417
Age: 30-44	10%	(45)	21%	(97)	27%	(128)	28%	(133)	14%	(66)	470
Age: 45-54	10%	(42)	22%	(96)	25%	(108)	26%	(116)	17%	(77)	439
Age: 55-64	9%	(34)	18%	(66)	28%	(101)	30%	(108)	15%	(54)	363
Age: 65+	11%	(58)	20%	(100)	29%	(148)	20%	(103)	20%	(102)	512
Generation Z: 18-21	19%	(29)	24%	(37)	19%	(29)	18%	(28)	21%	(32)	155
Millennial: Age 22-37	13%	(68)	23%	(117)	24%	(124)	28%	(143)	13%	(67)	519
Generation X: Age 38-53	9%	(58)	21%	(130)	26%	(163)	26%	(163)	17%	(103)	617
Boomers: Age 54-72	10%	(81)	19%	(152)	28%	(224)	25%	(202)	17%	(134)	792
PID: Dem (no lean)	18%	(128)	32%	(221)	24%	(169)	16%	(112)	10%	(71)	700
PID: Ind (no lean)	9%	(74)	18%	(142)	28%	(223)	25%	(197)	19%	(147)	783
PID: Rep (no lean)	7%	(48)	13%	(95)	26%	(183)	34%	(245)	20%	(147)	718
PID/Gender: Dem Men	17%	(51)	30%	(91)	25%	(76)	19%	(58)	9%	(27)	304
PID/Gender: Dem Women	19%	(77)	33%	(130)	23%	(92)	14%	(54)	11%	(43)	396
PID/Gender: Ind Men	10%	(38)	15%	(59)	31%	(122)	27%	(106)	18%	(71)	396
PID/Gender: Ind Women	9%	(35)	22%	(84)	26%	(101)	24%	(91)	20%	(76)	387
PID/Gender: Rep Men	6%	(20)	10%	(35)	23%	(76)	41%	(136)	19%	(64)	330
PID/Gender: Rep Women	7%	(28)	15%	(60)	28%	(107)	28%	(109)	22%	(83)	388
Ideo: Liberal (1-3)	18%	(116)	33%	(217)	26%	(171)	13%	(86)	9%	(59)	650
Ideo: Moderate (4)	10%	(43)	21%	(95)	29%	(133)	26%	(116)	15%	(66)	454
Ideo: Conservative (5-7)	8%	(60)	11%	(84)	26%	(197)	35%	(267)	21%	(157)	765
Educ: < College	11%	(159)	19%	(257)	26%	(361)	25%	(348)	19%	(260)	1384
Educ: Bachelors degree	12%	(62)	23%	(119)	27%	(140)	26%	(137)	12%	(63)	521
Educ: Post-grad	10%	(29)	28%	(82)	25%	(73)	24%	(70)	14%	(42)	296

Continued on next page

Table HR4_1: In general, how concerned are you about each of the following?*Diversity in movies*

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (249)	21% (458)	26% (575)	25% (555)	17% (365)	2201
Income: Under 50k	13% (152)	21% (244)	25% (291)	22% (258)	19% (228)	1174
Income: 50k-100k	10% (68)	20% (136)	28% (191)	28% (187)	13% (87)	670
Income: 100k+	8% (29)	22% (77)	26% (93)	30% (109)	14% (49)	357
Ethnicity: White Only	8% (138)	19% (309)	27% (446)	28% (460)	18% (292)	1645
Ethnicity: Hispanic Only	13% (28)	23% (49)	29% (61)	21% (45)	14% (30)	213
Ethnicity: Afr. Am. Only	26% (69)	31% (80)	19% (50)	15% (38)	10% (25)	262
Ethnicity: Other Only	18% (15)	25% (20)	22% (18)	15% (12)	21% (16)	80
Relig: Protestant	11% (55)	20% (104)	23% (116)	27% (135)	19% (98)	508
Relig: Roman Catholic	9% (38)	20% (86)	32% (136)	24% (105)	15% (65)	430
Relig: Something Else	14% (30)	22% (47)	28% (61)	26% (56)	11% (23)	217
Relig: Jewish	6% (2)	30% (10)	30% (10)	18% (6)	17% (6)	33
Relig: Evangelical	11% (85)	21% (174)	28% (224)	25% (204)	15% (122)	809
Relig: Non-Evang. Catholics	11% (37)	18% (63)	26% (89)	27% (92)	19% (65)	347
Relig: All Christian	11% (122)	20% (237)	27% (313)	26% (296)	16% (187)	1155
Relig: All Non-Christian	11% (33)	22% (64)	21% (62)	28% (82)	18% (52)	293
Community: Urban	15% (77)	24% (122)	23% (118)	22% (114)	16% (82)	512
Community: Suburban	11% (116)	22% (228)	28% (293)	24% (253)	15% (153)	1042
Community: Rural	9% (57)	17% (109)	25% (164)	29% (188)	20% (130)	647
Employ: Private Sector	9% (60)	21% (144)	31% (210)	27% (184)	13% (90)	689
Employ: Government	10% (16)	22% (34)	28% (44)	24% (38)	16% (25)	157
Employ: Self-Employed	14% (26)	21% (40)	28% (53)	24% (45)	14% (27)	191
Employ: Homemaker	6% (8)	22% (28)	19% (25)	31% (40)	22% (28)	128
Employ: Student	22% (23)	27% (28)	14% (15)	22% (23)	15% (15)	105
Employ: Retired	13% (64)	21% (107)	25% (128)	21% (107)	20% (99)	505
Employ: Unemployed	12% (24)	15% (30)	24% (50)	28% (58)	21% (44)	205
Employ: Other	13% (30)	21% (47)	22% (50)	27% (60)	16% (37)	222
Military HH: Yes	11% (43)	19% (74)	26% (104)	26% (105)	18% (72)	399
Military HH: No	11% (207)	21% (384)	26% (470)	25% (449)	16% (292)	1802
RD/WT: Right Direction	7% (52)	12% (96)	25% (192)	34% (265)	22% (172)	778
RD/WT: Wrong Track	14% (197)	25% (362)	27% (383)	20% (289)	14% (192)	1423

Continued on next page

Table HR4_1: In general, how concerned are you about each of the following?
Diversity in movies

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (249)	21% (458)	26% (575)	25% (555)	17% (365)	2201
Trump Job Approve	6% (57)	12% (113)	26% (238)	35% (325)	21% (197)	929
Trump Job Disapprove	15% (175)	29% (327)	28% (318)	18% (204)	10% (116)	1139
Trump Job Strongly Approve	7% (37)	12% (62)	22% (110)	36% (181)	22% (109)	499
Trump Job Somewhat Approve	5% (19)	12% (51)	30% (128)	34% (145)	20% (87)	431
Trump Job Somewhat Disapprove	8% (23)	25% (69)	34% (94)	22% (60)	10% (29)	275
Trump Job Strongly Disapprove	18% (152)	30% (257)	26% (224)	17% (143)	10% (87)	865
#1 Issue: Economy	10% (65)	20% (135)	29% (192)	27% (178)	14% (94)	663
#1 Issue: Security	9% (42)	13% (59)	25% (112)	34% (153)	19% (84)	451
#1 Issue: Health Care	13% (47)	24% (90)	26% (98)	22% (82)	15% (56)	374
#1 Issue: Medicare / Social Security	14% (35)	24% (60)	26% (66)	18% (45)	19% (48)	254
#1 Issue: Women's Issues	18% (16)	29% (26)	25% (22)	15% (14)	12% (11)	88
#1 Issue: Education	12% (18)	26% (39)	24% (37)	24% (36)	15% (22)	153
#1 Issue: Energy	15% (14)	31% (29)	24% (23)	20% (18)	10% (10)	93
#1 Issue: Other	10% (13)	16% (20)	19% (24)	23% (28)	32% (40)	124
2018 House Vote: Democrat	17% (132)	32% (242)	27% (208)	15% (119)	9% (66)	767
2018 House Vote: Republican	6% (49)	12% (89)	26% (202)	35% (272)	21% (161)	773
2018 House Vote: Someone else	12% (14)	21% (23)	29% (33)	21% (24)	17% (20)	114
2018 House Vote: Didnt Vote	10% (55)	19% (102)	24% (130)	26% (139)	22% (118)	543
2016 Vote: Hillary Clinton	19% (117)	32% (199)	27% (170)	13% (82)	9% (58)	628
2016 Vote: Donald Trump	6% (49)	12% (92)	26% (203)	35% (274)	21% (163)	780
2016 Vote: Someone else	10% (20)	20% (37)	32% (61)	27% (52)	10% (20)	191
2016 Vote: Didnt Vote	11% (63)	21% (126)	23% (139)	25% (146)	21% (123)	597
Voted in 2014: Yes	11% (165)	22% (317)	27% (386)	25% (362)	15% (216)	1447
Voted in 2014: No	11% (84)	19% (141)	25% (188)	26% (193)	20% (148)	754
2012 Vote: Barack Obama	16% (128)	29% (240)	29% (239)	17% (140)	9% (77)	824
2012 Vote: Mitt Romney	6% (34)	12% (69)	24% (134)	37% (208)	21% (120)	566
2012 Vote: Other	5% (5)	11% (13)	25% (29)	35% (40)	24% (27)	113
2012 Vote: Didn't Vote	12% (82)	20% (136)	24% (169)	24% (166)	20% (141)	693

Continued on next page

Table HR4_1: *In general, how concerned are you about each of the following?*
Diversity in movies

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (249)	21% (458)	26% (575)	25% (555)	17% (365)	2201
4-Region: Northeast	13% (52)	23% (89)	27% (105)	23% (89)	15% (58)	393
4-Region: Midwest	8% (43)	20% (100)	28% (142)	27% (135)	17% (86)	506
4-Region: South	13% (111)	20% (163)	25% (202)	25% (202)	17% (144)	822
4-Region: West	9% (44)	22% (107)	26% (125)	27% (128)	16% (77)	481
Favorable of Trump	6% (58)	12% (112)	26% (238)	35% (324)	22% (202)	934
Unfavorable of Trump	16% (177)	29% (326)	27% (310)	18% (205)	10% (118)	1137
Very Favorable of Trump	7% (36)	12% (64)	24% (126)	35% (183)	22% (117)	526
Somewhat Favorable of Trump	5% (22)	12% (49)	27% (112)	34% (140)	21% (85)	408
Somewhat Unfavorable of Trump	5% (10)	27% (59)	32% (70)	23% (50)	13% (29)	218
Very Unfavorable of Trump	18% (168)	29% (267)	26% (240)	17% (154)	10% (89)	918
Watch TV: Every day	11% (125)	22% (250)	26% (296)	24% (273)	16% (174)	1117
Watch TV: Several times per week	12% (63)	21% (106)	25% (126)	26% (136)	16% (82)	513
Watch TV: About once per week	11% (16)	15% (23)	27% (40)	32% (48)	15% (22)	148
Watch TV: Several times per month	7% (9)	18% (21)	37% (43)	23% (27)	14% (16)	116
Watch TV: About once per month	10% (8)	23% (18)	36% (28)	15% (12)	16% (13)	78
Watch TV: Less often than once per month	13% (10)	18% (15)	15% (13)	31% (26)	23% (19)	83
Watch TV: Never	13% (19)	17% (25)	20% (29)	23% (34)	27% (39)	145
Watch Movies: Every day	13% (52)	22% (85)	25% (97)	27% (104)	14% (54)	392
Watch Movies: Several times per week	14% (82)	20% (123)	25% (152)	24% (143)	18% (108)	608
Watch Movies: About once per week	10% (40)	22% (87)	28% (111)	27% (104)	13% (49)	391
Watch Movies: Several times per month	8% (23)	23% (63)	28% (79)	26% (72)	14% (40)	277
Watch Movies: About once per month	11% (23)	16% (36)	34% (74)	24% (53)	16% (35)	222
Watch Movies: Less often than once per month	8% (13)	26% (44)	18% (31)	24% (41)	23% (39)	167
Watch Movies: Never	12% (17)	14% (20)	21% (30)	26% (38)	27% (40)	144

Continued on next page

Table HR4_1: In general, how concerned are you about each of the following?
Diversity in movies

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (249)	21% (458)	26% (575)	25% (555)	17% (365)	2201
Watch Sports: Every day	15% (30)	20% (40)	24% (49)	26% (53)	15% (30)	202
Watch Sports: Several times per week	11% (43)	21% (83)	28% (114)	26% (104)	14% (55)	399
Watch Sports: About once per week	11% (34)	21% (65)	26% (82)	27% (83)	16% (49)	313
Watch Sports: Several times per month	11% (21)	23% (42)	28% (52)	24% (45)	13% (25)	185
Watch Sports: About once per month	10% (16)	22% (35)	32% (52)	24% (38)	12% (19)	160
Watch Sports: Less often than once per month	9% (29)	24% (75)	28% (89)	20% (62)	19% (58)	312
Watch Sports: Never	12% (77)	19% (118)	22% (137)	27% (170)	20% (129)	631
Cable: currently subscribed	11% (123)	22% (240)	27% (296)	25% (268)	15% (159)	1087
Cable: subscribed in past	11% (83)	19% (141)	26% (191)	26% (195)	18% (129)	739
Cable: never subscribed	12% (44)	21% (77)	23% (88)	24% (91)	20% (76)	375
Satellite TV: currently subscribed	12% (68)	20% (113)	28% (156)	24% (133)	16% (90)	560
Satellite TV: subscribed in past	10% (64)	19% (118)	26% (160)	29% (180)	15% (95)	617
Satellite TV: never subscribed	11% (117)	22% (227)	25% (259)	24% (242)	17% (179)	1025
Streaming services(s): currently subscribed	11% (146)	21% (285)	27% (357)	27% (367)	14% (185)	1339
Streaming services(s): subscribed in past	12% (26)	22% (46)	26% (56)	18% (39)	21% (46)	213
Streaming services(s): never subscribed	12% (77)	20% (127)	25% (162)	23% (149)	21% (134)	649
Film: An avid fan	16% (123)	24% (179)	26% (198)	24% (179)	11% (81)	759
Film: A casual fan	9% (108)	20% (245)	28% (352)	26% (322)	18% (223)	1251
Film: Not a fan	10% (19)	18% (34)	13% (25)	28% (53)	32% (60)	190
TV: An avid fan	13% (139)	23% (237)	27% (279)	24% (248)	14% (147)	1049
TV: A casual fan	9% (91)	20% (204)	27% (273)	27% (268)	17% (174)	1010
TV: Not a fan	14% (19)	12% (17)	16% (23)	27% (39)	31% (44)	142
Music: An avid fan	13% (141)	24% (267)	26% (292)	23% (254)	15% (164)	1117
Music: A casual fan	10% (99)	18% (177)	27% (268)	27% (270)	17% (172)	986
Music: Not a fan	11% (10)	14% (14)	14% (14)	31% (31)	30% (29)	98
Fashion: An avid fan	18% (56)	26% (84)	24% (76)	20% (63)	13% (43)	321
Fashion: A casual fan	12% (116)	24% (226)	27% (262)	23% (218)	14% (137)	959
Fashion: Not a fan	8% (77)	16% (149)	26% (237)	30% (274)	20% (185)	921

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

Table HR4_2: *In general, how concerned are you about each of the following?**Diversity in TV shows*

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	11%	(249)	21%	(458)	25%	(557)	26%	(569)	17%	(368)	2201
Gender: Male	10%	(108)	17%	(177)	26%	(270)	30%	(310)	16%	(165)	1030
Gender: Female	12%	(141)	24%	(280)	25%	(287)	22%	(259)	17%	(203)	1171
Age: 18-29	15%	(63)	26%	(110)	19%	(78)	24%	(100)	16%	(66)	417
Age: 30-44	9%	(43)	21%	(101)	26%	(123)	28%	(131)	15%	(72)	470
Age: 45-54	10%	(44)	19%	(81)	26%	(115)	28%	(122)	17%	(76)	439
Age: 55-64	12%	(42)	18%	(65)	26%	(94)	30%	(109)	14%	(52)	363
Age: 65+	11%	(57)	20%	(100)	29%	(147)	21%	(108)	20%	(101)	512
Generation Z: 18-21	15%	(23)	24%	(37)	22%	(33)	19%	(29)	21%	(32)	155
Millennial: Age 22-37	12%	(63)	26%	(135)	20%	(104)	28%	(146)	14%	(71)	519
Generation X: Age 38-53	10%	(61)	18%	(113)	28%	(172)	27%	(166)	17%	(104)	617
Boomers: Age 54-72	11%	(89)	18%	(142)	28%	(219)	26%	(208)	17%	(133)	792
PID: Dem (no lean)	18%	(124)	31%	(218)	25%	(176)	16%	(113)	10%	(69)	700
PID: Ind (no lean)	8%	(66)	18%	(144)	27%	(211)	27%	(211)	19%	(149)	783
PID: Rep (no lean)	8%	(59)	13%	(95)	24%	(169)	34%	(245)	21%	(149)	718
PID/Gender: Dem Men	16%	(50)	28%	(85)	27%	(82)	20%	(61)	8%	(26)	304
PID/Gender: Dem Women	19%	(74)	34%	(133)	24%	(94)	13%	(52)	11%	(44)	396
PID/Gender: Ind Men	9%	(35)	15%	(61)	29%	(115)	28%	(112)	19%	(74)	396
PID/Gender: Ind Women	8%	(31)	22%	(84)	25%	(97)	26%	(100)	20%	(75)	387
PID/Gender: Rep Men	7%	(23)	10%	(32)	22%	(73)	42%	(137)	20%	(66)	330
PID/Gender: Rep Women	9%	(36)	16%	(64)	25%	(97)	28%	(108)	22%	(84)	388
Ideo: Liberal (1-3)	19%	(121)	33%	(214)	25%	(163)	14%	(94)	9%	(58)	650
Ideo: Moderate (4)	9%	(41)	20%	(90)	30%	(135)	27%	(122)	15%	(66)	454
Ideo: Conservative (5-7)	8%	(59)	13%	(96)	25%	(189)	35%	(265)	20%	(156)	765
Educ: < College	12%	(161)	18%	(254)	25%	(340)	27%	(369)	19%	(261)	1384
Educ: Bachelors degree	11%	(58)	23%	(122)	27%	(141)	26%	(136)	12%	(64)	521
Educ: Post-grad	10%	(31)	28%	(82)	26%	(77)	22%	(64)	14%	(43)	296

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Table HR4_2: In general, how concerned are you about each of the following?
Diversity in TV shows

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	11%	(249)	21%	(458)	25%	(557)	26%	(569)	17%	(368)	2201
Income: Under 50k	13%	(151)	21%	(245)	23%	(273)	24%	(276)	19%	(228)	1174
Income: 50k-100k	10%	(66)	21%	(140)	28%	(187)	28%	(185)	14%	(92)	670
Income: 100k+	9%	(31)	21%	(73)	27%	(97)	30%	(108)	13%	(47)	357
Ethnicity: White Only	8%	(137)	19%	(312)	27%	(441)	28%	(465)	18%	(290)	1645
Ethnicity: Hispanic Only	12%	(25)	23%	(49)	25%	(54)	24%	(52)	16%	(34)	213
Ethnicity: Afr. Am. Only	28%	(72)	30%	(80)	17%	(44)	15%	(40)	10%	(27)	262
Ethnicity: Other Only	18%	(14)	22%	(17)	23%	(19)	16%	(13)	21%	(17)	80
Relig: Protestant	11%	(57)	21%	(105)	22%	(113)	27%	(139)	19%	(94)	508
Relig: Roman Catholic	9%	(38)	19%	(80)	32%	(139)	25%	(109)	15%	(63)	430
Relig: Something Else	14%	(30)	21%	(46)	29%	(62)	25%	(55)	11%	(24)	217
Relig: Jewish	6%	(2)	25%	(8)	37%	(12)	15%	(5)	17%	(6)	33
Relig: Evangelical	10%	(82)	22%	(175)	28%	(228)	25%	(204)	15%	(119)	809
Relig: Non-Evang. Catholics	13%	(43)	16%	(56)	25%	(86)	28%	(99)	18%	(63)	347
Relig: All Christian	11%	(126)	20%	(232)	27%	(314)	26%	(303)	16%	(181)	1155
Relig: All Non-Christian	12%	(36)	22%	(64)	21%	(61)	27%	(80)	18%	(52)	293
Community: Urban	15%	(74)	23%	(119)	23%	(117)	23%	(117)	17%	(85)	512
Community: Suburban	11%	(117)	22%	(232)	28%	(289)	24%	(253)	15%	(151)	1042
Community: Rural	9%	(58)	16%	(106)	23%	(152)	31%	(199)	20%	(132)	647
Employ: Private Sector	9%	(61)	20%	(141)	29%	(203)	28%	(191)	14%	(94)	689
Employ: Government	10%	(16)	20%	(32)	29%	(46)	24%	(37)	17%	(27)	157
Employ: Self-Employed	12%	(22)	21%	(39)	27%	(52)	27%	(52)	13%	(26)	191
Employ: Homemaker	7%	(9)	20%	(26)	22%	(28)	29%	(37)	21%	(27)	128
Employ: Student	19%	(20)	29%	(31)	15%	(16)	22%	(23)	15%	(15)	105
Employ: Retired	12%	(62)	21%	(108)	25%	(127)	21%	(108)	20%	(100)	505
Employ: Unemployed	11%	(22)	17%	(36)	25%	(51)	27%	(55)	20%	(41)	205
Employ: Other	17%	(38)	20%	(45)	16%	(35)	29%	(65)	17%	(38)	222
Military HH: Yes	13%	(50)	15%	(58)	28%	(110)	28%	(112)	17%	(69)	399
Military HH: No	11%	(199)	22%	(400)	25%	(447)	25%	(457)	17%	(299)	1802
RD/WT: Right Direction	7%	(54)	14%	(108)	22%	(171)	35%	(274)	22%	(171)	778
RD/WT: Wrong Track	14%	(195)	25%	(350)	27%	(386)	21%	(296)	14%	(197)	1423

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Table HR4_2: In general, how concerned are you about each of the following?
Diversity in TV shows

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (249)	21% (458)	25% (557)	26% (569)	17% (368)	2201
Trump Job Approve	7% (62)	13% (119)	24% (220)	36% (332)	21% (196)	929
Trump Job Disapprove	15% (172)	28% (320)	28% (321)	18% (211)	10% (115)	1139
Trump Job Strongly Approve	8% (39)	12% (61)	20% (100)	38% (189)	22% (108)	499
Trump Job Somewhat Approve	5% (22)	13% (58)	28% (120)	33% (143)	20% (88)	431
Trump Job Somewhat Disapprove	8% (22)	23% (64)	38% (104)	21% (57)	10% (28)	275
Trump Job Strongly Disapprove	17% (150)	30% (257)	25% (217)	18% (153)	10% (87)	865
#1 Issue: Economy	10% (68)	20% (131)	27% (179)	28% (188)	15% (98)	663
#1 Issue: Security	11% (48)	12% (56)	25% (112)	33% (150)	19% (86)	451
#1 Issue: Health Care	12% (45)	26% (97)	25% (92)	23% (86)	14% (54)	374
#1 Issue: Medicare / Social Security	14% (36)	21% (55)	25% (63)	20% (52)	19% (48)	254
#1 Issue: Women's Issues	15% (14)	29% (26)	23% (20)	20% (18)	12% (11)	88
#1 Issue: Education	9% (13)	29% (45)	26% (40)	20% (31)	16% (24)	153
#1 Issue: Energy	10% (9)	35% (33)	28% (26)	18% (17)	8% (8)	93
#1 Issue: Other	13% (16)	12% (15)	19% (24)	23% (28)	32% (40)	124
2018 House Vote: Democrat	16% (124)	31% (240)	28% (213)	16% (124)	9% (65)	767
2018 House Vote: Republican	7% (55)	12% (93)	24% (189)	36% (275)	21% (161)	773
2018 House Vote: Someone else	8% (9)	19% (21)	33% (37)	22% (25)	19% (21)	114
2018 House Vote: Didnt Vote	11% (61)	19% (101)	21% (116)	27% (145)	22% (120)	543
2016 Vote: Hillary Clinton	19% (117)	32% (198)	26% (166)	14% (88)	10% (60)	628
2016 Vote: Donald Trump	7% (57)	12% (95)	25% (194)	35% (271)	21% (163)	780
2016 Vote: Someone else	9% (18)	19% (36)	31% (59)	28% (54)	13% (24)	191
2016 Vote: Didnt Vote	10% (58)	21% (127)	23% (136)	26% (157)	20% (120)	597
Voted in 2014: Yes	12% (168)	22% (312)	27% (392)	25% (357)	15% (218)	1447
Voted in 2014: No	11% (81)	19% (146)	22% (165)	28% (212)	20% (150)	754
2012 Vote: Barack Obama	15% (128)	28% (231)	29% (241)	18% (148)	9% (77)	824
2012 Vote: Mitt Romney	6% (36)	13% (71)	24% (136)	36% (206)	21% (117)	566
2012 Vote: Other	5% (6)	10% (12)	25% (28)	35% (39)	25% (29)	113
2012 Vote: Didn't Vote	11% (79)	21% (144)	21% (148)	25% (176)	21% (146)	693

Continued on next page

Table HR4_2: *In general, how concerned are you about each of the following?*
Diversity in TV shows

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	11%	(249)	21%	(458)	25%	(557)	26%	(569)	17%	(368)	2201
4-Region: Northeast	13%	(50)	22%	(85)	26%	(102)	26%	(101)	14%	(55)	393
4-Region: Midwest	10%	(49)	18%	(91)	26%	(133)	28%	(143)	17%	(88)	506
4-Region: South	13%	(106)	22%	(177)	24%	(201)	24%	(195)	17%	(144)	822
4-Region: West	9%	(44)	22%	(105)	25%	(121)	27%	(130)	17%	(81)	481
Favorable of Trump	7%	(66)	13%	(117)	24%	(227)	35%	(327)	21%	(198)	934
Unfavorable of Trump	15%	(169)	29%	(325)	27%	(311)	19%	(211)	11%	(122)	1137
Very Favorable of Trump	9%	(45)	12%	(63)	22%	(115)	36%	(188)	22%	(115)	526
Somewhat Favorable of Trump	5%	(21)	13%	(54)	27%	(112)	34%	(139)	20%	(83)	408
Somewhat Unfavorable of Trump	6%	(13)	24%	(52)	32%	(70)	23%	(50)	15%	(34)	218
Very Unfavorable of Trump	17%	(156)	30%	(272)	26%	(241)	18%	(161)	10%	(88)	918
Watch TV: Every day	11%	(124)	23%	(258)	25%	(284)	25%	(278)	16%	(173)	1117
Watch TV: Several times per week	12%	(61)	20%	(101)	27%	(138)	26%	(134)	15%	(79)	513
Watch TV: About once per week	9%	(14)	17%	(25)	24%	(35)	34%	(50)	16%	(24)	148
Watch TV: Several times per month	8%	(9)	18%	(21)	34%	(40)	25%	(29)	15%	(17)	116
Watch TV: About once per month	10%	(8)	27%	(21)	32%	(25)	17%	(13)	15%	(11)	78
Watch TV: Less often than once per month	9%	(8)	15%	(13)	14%	(12)	34%	(28)	27%	(22)	83
Watch TV: Never	18%	(26)	13%	(20)	16%	(23)	25%	(37)	28%	(40)	145
Watch Movies: Every day	13%	(52)	21%	(83)	23%	(92)	28%	(112)	14%	(54)	392
Watch Movies: Several times per week	13%	(77)	22%	(131)	25%	(150)	24%	(148)	17%	(103)	608
Watch Movies: About once per week	9%	(34)	24%	(96)	26%	(104)	27%	(105)	14%	(54)	391
Watch Movies: Several times per month	10%	(28)	20%	(54)	30%	(82)	26%	(71)	15%	(40)	277
Watch Movies: About once per month	11%	(25)	18%	(39)	31%	(69)	23%	(52)	17%	(37)	222
Watch Movies: Less often than once per month	7%	(12)	24%	(41)	21%	(35)	24%	(41)	23%	(39)	167
Watch Movies: Never	15%	(21)	11%	(15)	17%	(25)	28%	(41)	29%	(41)	144

Continued on next page

Table HR4_2: In general, how concerned are you about each of the following?
Diversity in TV shows

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (249)	21% (458)	25% (557)	26% (569)	17% (368)	2201
Watch Sports: Every day	17% (34)	19% (38)	21% (42)	28% (56)	15% (31)	202
Watch Sports: Several times per week	9% (37)	22% (90)	28% (110)	27% (110)	13% (52)	399
Watch Sports: About once per week	10% (30)	20% (63)	28% (87)	27% (83)	16% (49)	313
Watch Sports: Several times per month	9% (17)	22% (41)	27% (50)	29% (54)	12% (23)	185
Watch Sports: About once per month	10% (16)	23% (36)	32% (52)	22% (35)	13% (20)	160
Watch Sports: Less often than once per month	11% (35)	22% (67)	29% (89)	20% (64)	18% (56)	312
Watch Sports: Never	13% (79)	19% (122)	20% (126)	26% (167)	22% (136)	631
Cable: currently subscribed	12% (128)	23% (249)	26% (283)	25% (272)	14% (156)	1087
Cable: subscribed in past	11% (82)	19% (139)	26% (190)	27% (199)	17% (129)	739
Cable: never subscribed	10% (39)	19% (71)	22% (84)	26% (98)	22% (83)	375
Satellite TV: currently subscribed	12% (67)	20% (114)	27% (151)	25% (138)	16% (90)	560
Satellite TV: subscribed in past	11% (70)	19% (118)	24% (147)	31% (189)	15% (93)	617
Satellite TV: never subscribed	11% (113)	22% (226)	25% (259)	24% (242)	18% (185)	1025
Streaming services(s): currently subscribed	11% (145)	22% (289)	26% (350)	28% (371)	14% (184)	1339
Streaming services(s): subscribed in past	12% (26)	23% (49)	22% (46)	22% (48)	20% (44)	213
Streaming services(s): never subscribed	12% (78)	18% (120)	25% (161)	23% (151)	22% (140)	649
Film: An avid fan	15% (113)	25% (188)	25% (190)	25% (190)	10% (78)	759
Film: A casual fan	9% (114)	19% (237)	27% (343)	26% (329)	18% (228)	1251
Film: Not a fan	12% (22)	17% (33)	13% (24)	26% (50)	33% (62)	190
TV: An avid fan	14% (143)	23% (238)	26% (269)	24% (255)	14% (144)	1049
TV: A casual fan	9% (91)	20% (207)	26% (264)	27% (275)	17% (174)	1010
TV: Not a fan	11% (15)	9% (13)	16% (23)	27% (39)	36% (51)	142
Music: An avid fan	12% (132)	25% (275)	25% (284)	24% (267)	14% (160)	1117
Music: A casual fan	11% (109)	17% (169)	26% (259)	28% (274)	18% (175)	986
Music: Not a fan	9% (8)	14% (14)	15% (15)	28% (28)	34% (33)	98
Fashion: An avid fan	18% (57)	26% (84)	23% (75)	21% (67)	12% (39)	321
Fashion: A casual fan	12% (113)	24% (226)	27% (255)	23% (223)	15% (141)	959
Fashion: Not a fan	9% (79)	16% (148)	25% (227)	30% (279)	20% (187)	921

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

Table HR4_3: In general, how concerned are you about each of the following?
Diversity during award shows

Demographic	Very concerned		Somewhat concerned		Not too concerned		Not concerned at all		Don't know / No opinion		Total N
Adults	11%	(248)	17%	(364)	24%	(536)	27%	(590)	21%	(462)	2201
Gender: Male	11%	(115)	13%	(136)	26%	(264)	30%	(307)	20%	(208)	1030
Gender: Female	11%	(133)	19%	(228)	23%	(271)	24%	(284)	22%	(255)	1171
Age: 18-29	16%	(67)	21%	(87)	22%	(93)	22%	(91)	19%	(79)	417
Age: 30-44	9%	(41)	18%	(85)	26%	(121)	29%	(137)	18%	(87)	470
Age: 45-54	8%	(34)	15%	(64)	25%	(112)	29%	(129)	23%	(100)	439
Age: 55-64	13%	(48)	14%	(51)	22%	(79)	33%	(120)	18%	(65)	363
Age: 65+	11%	(59)	15%	(77)	26%	(132)	22%	(114)	25%	(131)	512
Generation Z: 18-21	14%	(21)	26%	(41)	19%	(29)	17%	(27)	24%	(37)	155
Millennial: Age 22-37	13%	(69)	18%	(92)	24%	(126)	27%	(139)	18%	(93)	519
Generation X: Age 38-53	8%	(49)	16%	(97)	27%	(165)	29%	(177)	21%	(128)	617
Boomers: Age 54-72	12%	(94)	14%	(113)	24%	(194)	28%	(223)	21%	(168)	792
PID: Dem (no lean)	18%	(124)	27%	(187)	26%	(183)	17%	(120)	12%	(86)	700
PID: Ind (no lean)	9%	(67)	14%	(108)	25%	(192)	28%	(221)	25%	(195)	783
PID: Rep (no lean)	8%	(57)	10%	(69)	22%	(161)	35%	(249)	25%	(181)	718
PID/Gender: Dem Men	17%	(53)	23%	(69)	31%	(94)	19%	(58)	10%	(30)	304
PID/Gender: Dem Women	18%	(71)	30%	(118)	22%	(89)	16%	(62)	14%	(56)	396
PID/Gender: Ind Men	11%	(43)	10%	(41)	25%	(98)	30%	(118)	24%	(96)	396
PID/Gender: Ind Women	6%	(24)	17%	(67)	24%	(94)	27%	(103)	26%	(99)	387
PID/Gender: Rep Men	6%	(19)	8%	(26)	22%	(72)	40%	(131)	25%	(81)	330
PID/Gender: Rep Women	10%	(38)	11%	(43)	23%	(88)	31%	(118)	26%	(100)	388
Ideo: Liberal (1-3)	18%	(115)	27%	(178)	27%	(175)	17%	(112)	11%	(70)	650
Ideo: Moderate (4)	9%	(39)	17%	(76)	27%	(124)	28%	(125)	20%	(90)	454
Ideo: Conservative (5-7)	8%	(60)	9%	(70)	21%	(162)	36%	(274)	26%	(199)	765
Educ: < College	12%	(166)	14%	(198)	25%	(342)	26%	(355)	23%	(323)	1384
Educ: Bachelors degree	11%	(55)	18%	(95)	25%	(132)	28%	(148)	17%	(91)	521
Educ: Post-grad	9%	(27)	24%	(71)	21%	(62)	30%	(87)	16%	(49)	296

Continued on next page

Table HR4_3: In general, how concerned are you about each of the following?
Diversity during award shows

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (248)	17% (364)	24% (536)	27% (590)	21% (462)	2201
Income: Under 50k	13% (152)	18% (208)	22% (262)	23% (272)	24% (281)	1174
Income: 50k-100k	10% (68)	15% (103)	26% (177)	29% (194)	19% (128)	670
Income: 100k+	8% (28)	15% (54)	27% (97)	35% (124)	15% (54)	357
Ethnicity: White Only	9% (142)	14% (238)	25% (407)	30% (490)	22% (369)	1645
Ethnicity: Hispanic Only	11% (24)	19% (40)	26% (56)	24% (52)	19% (41)	213
Ethnicity: Afr. Am. Only	26% (68)	27% (72)	20% (52)	15% (38)	13% (33)	262
Ethnicity: Other Only	17% (14)	18% (14)	27% (22)	13% (11)	24% (19)	80
Relig: Protestant	11% (56)	15% (78)	22% (112)	30% (155)	21% (107)	508
Relig: Roman Catholic	10% (42)	16% (70)	29% (123)	26% (112)	19% (84)	430
Relig: Something Else	14% (31)	17% (37)	24% (53)	27% (58)	18% (38)	217
Relig: Jewish	9% (3)	21% (7)	34% (11)	19% (6)	17% (6)	33
Relig: Evangelical	11% (85)	17% (135)	26% (211)	27% (218)	20% (159)	809
Relig: Non-Evang. Catholics	13% (44)	14% (50)	22% (77)	31% (107)	20% (69)	347
Relig: All Christian	11% (129)	16% (185)	25% (288)	28% (325)	20% (228)	1155
Relig: All Non-Christian	11% (31)	19% (56)	20% (59)	27% (80)	23% (67)	293
Community: Urban	15% (75)	19% (97)	24% (125)	22% (113)	20% (103)	512
Community: Suburban	11% (112)	18% (186)	26% (270)	27% (285)	18% (189)	1042
Community: Rural	10% (62)	13% (81)	22% (141)	30% (193)	26% (171)	647
Employ: Private Sector	9% (59)	16% (108)	28% (193)	30% (207)	18% (122)	689
Employ: Government	10% (15)	19% (31)	29% (46)	23% (35)	19% (30)	157
Employ: Self-Employed	16% (30)	15% (28)	26% (49)	29% (55)	15% (28)	191
Employ: Homemaker	5% (6)	19% (24)	16% (21)	35% (45)	25% (32)	128
Employ: Student	16% (17)	25% (26)	19% (20)	23% (24)	17% (17)	105
Employ: Retired	13% (65)	16% (81)	22% (112)	23% (117)	26% (129)	505
Employ: Unemployed	12% (24)	15% (30)	21% (43)	25% (51)	28% (57)	205
Employ: Other	14% (31)	16% (36)	24% (52)	25% (56)	21% (47)	222
Military HH: Yes	14% (55)	12% (46)	25% (101)	29% (114)	20% (81)	399
Military HH: No	11% (193)	18% (318)	24% (435)	26% (476)	21% (381)	1802
RD/WT: Right Direction	8% (62)	9% (73)	21% (165)	35% (271)	27% (207)	778
RD/WT: Wrong Track	13% (186)	20% (291)	26% (371)	22% (320)	18% (255)	1423

Continued on next page

Table HR4_3: In general, how concerned are you about each of the following?
Diversity during award shows

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (248)	17% (364)	24% (536)	27% (590)	21% (462)	2201
Trump Job Approve	8% (77)	8% (75)	22% (205)	35% (329)	26% (242)	929
Trump Job Disapprove	14% (156)	24% (273)	27% (311)	21% (237)	14% (162)	1139
Trump Job Strongly Approve	8% (42)	9% (43)	19% (94)	37% (183)	27% (137)	499
Trump Job Somewhat Approve	8% (35)	8% (33)	26% (112)	34% (146)	24% (105)	431
Trump Job Somewhat Disapprove	7% (19)	20% (55)	33% (91)	24% (67)	15% (42)	275
Trump Job Strongly Disapprove	16% (137)	25% (218)	25% (219)	20% (170)	14% (120)	865
#1 Issue: Economy	9% (59)	16% (106)	28% (188)	29% (191)	18% (119)	663
#1 Issue: Security	11% (51)	11% (49)	20% (92)	33% (148)	25% (111)	451
#1 Issue: Health Care	12% (45)	19% (71)	24% (90)	28% (103)	17% (64)	374
#1 Issue: Medicare / Social Security	11% (28)	18% (46)	26% (67)	20% (50)	25% (63)	254
#1 Issue: Women's Issues	12% (11)	27% (24)	21% (19)	24% (21)	16% (14)	88
#1 Issue: Education	14% (21)	20% (30)	27% (42)	21% (32)	18% (28)	153
#1 Issue: Energy	15% (14)	27% (25)	21% (20)	18% (17)	18% (17)	93
#1 Issue: Other	15% (18)	11% (13)	15% (19)	22% (27)	37% (45)	124
2018 House Vote: Democrat	15% (118)	27% (209)	28% (211)	18% (140)	11% (88)	767
2018 House Vote: Republican	8% (60)	9% (66)	22% (170)	36% (276)	26% (201)	773
2018 House Vote: Someone else	9% (10)	14% (16)	27% (30)	24% (27)	26% (30)	114
2018 House Vote: Didn't Vote	11% (61)	13% (71)	23% (123)	27% (145)	26% (143)	543
2016 Vote: Hillary Clinton	17% (107)	27% (172)	27% (167)	16% (101)	13% (81)	628
2016 Vote: Donald Trump	7% (55)	9% (67)	21% (167)	36% (281)	27% (210)	780
2016 Vote: Someone else	10% (20)	14% (27)	31% (60)	28% (54)	16% (31)	191
2016 Vote: Didn't Vote	11% (66)	16% (97)	24% (141)	26% (154)	23% (140)	597
Voted in 2014: Yes	11% (166)	17% (250)	25% (366)	26% (380)	20% (286)	1447
Voted in 2014: No	11% (82)	15% (114)	23% (170)	28% (211)	23% (176)	754
2012 Vote: Barack Obama	15% (124)	24% (200)	27% (223)	20% (168)	13% (109)	824
2012 Vote: Mitt Romney	7% (40)	8% (44)	23% (131)	37% (208)	25% (143)	566
2012 Vote: Other	6% (6)	6% (7)	22% (25)	34% (38)	32% (37)	113
2012 Vote: Didn't Vote	11% (78)	16% (111)	22% (155)	25% (175)	25% (174)	693

Continued on next page

Table HR4_3: In general, how concerned are you about each of the following?
Diversity during award shows

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (248)	17% (364)	24% (536)	27% (590)	21% (462)	2201
4-Region: Northeast	13% (52)	17% (67)	29% (113)	24% (93)	17% (67)	393
4-Region: Midwest	8% (42)	13% (66)	26% (130)	30% (149)	23% (118)	506
4-Region: South	12% (102)	18% (149)	23% (187)	26% (212)	21% (172)	822
4-Region: West	11% (53)	17% (81)	22% (106)	28% (137)	22% (104)	481
Favorable of Trump	8% (73)	9% (81)	21% (200)	36% (336)	26% (244)	934
Unfavorable of Trump	14% (160)	24% (273)	27% (309)	20% (226)	15% (168)	1137
Very Favorable of Trump	9% (46)	9% (46)	20% (106)	35% (185)	27% (143)	526
Somewhat Favorable of Trump	7% (27)	8% (35)	23% (95)	37% (151)	25% (101)	408
Somewhat Unfavorable of Trump	4% (9)	19% (42)	32% (70)	24% (52)	21% (45)	218
Very Unfavorable of Trump	16% (151)	25% (232)	26% (239)	19% (174)	13% (123)	918
Watch TV: Every day	12% (129)	18% (201)	26% (289)	25% (279)	20% (220)	1117
Watch TV: Several times per week	11% (58)	16% (81)	24% (123)	27% (140)	22% (111)	513
Watch TV: About once per week	9% (13)	15% (22)	22% (32)	37% (54)	18% (26)	148
Watch TV: Several times per month	7% (8)	14% (16)	27% (32)	31% (36)	21% (24)	116
Watch TV: About once per month	5% (4)	25% (20)	27% (21)	22% (18)	20% (16)	78
Watch TV: Less often than once per month	9% (8)	14% (12)	12% (10)	33% (28)	31% (26)	83
Watch TV: Never	19% (28)	9% (13)	20% (29)	25% (36)	27% (40)	145
Watch Movies: Every day	14% (56)	15% (59)	28% (111)	26% (102)	17% (65)	392
Watch Movies: Several times per week	11% (65)	18% (109)	22% (132)	26% (160)	23% (142)	608
Watch Movies: About once per week	10% (39)	18% (70)	29% (112)	27% (106)	17% (65)	391
Watch Movies: Several times per month	9% (26)	18% (51)	22% (62)	29% (79)	21% (59)	277
Watch Movies: About once per month	13% (29)	15% (34)	26% (58)	27% (60)	18% (41)	222
Watch Movies: Less often than once per month	7% (12)	19% (32)	20% (33)	24% (41)	30% (49)	167
Watch Movies: Never	15% (21)	7% (10)	19% (27)	31% (44)	29% (42)	144

Continued on next page

**Table HR4_3: In general, how concerned are you about each of the following?
Diversity during award shows**

Demographic	Very concerned	Somewhat concerned	Not too concerned	Not concerned at all	Don't know / No opinion	Total N
Adults	11% (248)	17% (364)	24% (536)	27% (590)	21% (462)	2201
Watch Sports: Every day	16% (31)	19% (39)	24% (48)	24% (49)	17% (35)	202
Watch Sports: Several times per week	11% (45)	14% (56)	27% (108)	29% (117)	18% (72)	399
Watch Sports: About once per week	10% (32)	17% (53)	29% (90)	26% (82)	18% (57)	313
Watch Sports: Several times per month	8% (15)	19% (36)	27% (50)	25% (46)	21% (39)	185
Watch Sports: About once per month	6% (9)	21% (34)	28% (44)	29% (47)	16% (26)	160
Watch Sports: Less often than once per month	10% (31)	20% (62)	25% (79)	21% (65)	24% (75)	312
Watch Sports: Never	14% (86)	13% (84)	19% (118)	29% (185)	25% (158)	631
Cable: currently subscribed	12% (130)	19% (205)	26% (279)	26% (280)	18% (194)	1087
Cable: subscribed in past	11% (80)	14% (100)	25% (181)	28% (204)	24% (174)	739
Cable: never subscribed	10% (39)	16% (60)	20% (76)	28% (107)	25% (95)	375
Satellite TV: currently subscribed	13% (71)	15% (84)	23% (127)	27% (153)	22% (125)	560
Satellite TV: subscribed in past	11% (65)	15% (95)	25% (156)	30% (185)	19% (115)	617
Satellite TV: never subscribed	11% (112)	18% (185)	25% (253)	25% (253)	22% (222)	1025
Streaming services(s): currently subscribed	10% (136)	17% (226)	25% (337)	30% (400)	18% (241)	1339
Streaming services(s): subscribed in past	15% (31)	19% (41)	22% (47)	17% (36)	27% (57)	213
Streaming services(s): never subscribed	13% (81)	15% (97)	23% (152)	24% (154)	25% (164)	649
Film: An avid fan	15% (110)	20% (153)	25% (189)	26% (198)	14% (109)	759
Film: A casual fan	9% (116)	15% (191)	26% (328)	27% (336)	22% (281)	1251
Film: Not a fan	12% (22)	10% (20)	10% (19)	30% (57)	38% (73)	190
TV: An avid fan	13% (138)	17% (183)	26% (272)	26% (268)	18% (188)	1049
TV: A casual fan	9% (93)	16% (166)	24% (243)	28% (285)	22% (222)	1010
TV: Not a fan	12% (17)	10% (15)	14% (20)	27% (38)	37% (52)	142
Music: An avid fan	12% (135)	20% (220)	25% (282)	25% (281)	18% (198)	1117
Music: A casual fan	11% (105)	14% (136)	24% (238)	28% (276)	23% (230)	986
Music: Not a fan	8% (8)	8% (8)	16% (16)	34% (33)	34% (34)	98
Fashion: An avid fan	18% (59)	22% (70)	24% (78)	20% (63)	16% (51)	321
Fashion: A casual fan	11% (107)	20% (192)	27% (262)	24% (227)	18% (170)	959
Fashion: Not a fan	9% (82)	11% (102)	21% (195)	33% (300)	26% (242)	921

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

Table HR5_1: When deciding what movie to watch, how important are the following?
 Gender diversity

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	12%	(260)	18%	(390)	22%	(474)	32%	(700)	17%	(377)	2201
Gender: Male	10%	(107)	17%	(176)	22%	(223)	33%	(338)	18%	(186)	1030
Gender: Female	13%	(153)	18%	(213)	22%	(252)	31%	(362)	16%	(191)	1171
Age: 18-29	20%	(85)	25%	(103)	17%	(69)	24%	(102)	14%	(59)	417
Age: 30-44	11%	(54)	19%	(91)	22%	(104)	32%	(151)	15%	(69)	470
Age: 45-54	9%	(41)	17%	(74)	21%	(92)	35%	(155)	17%	(76)	439
Age: 55-64	8%	(30)	16%	(57)	24%	(87)	31%	(113)	21%	(77)	363
Age: 65+	10%	(51)	13%	(64)	24%	(123)	35%	(179)	19%	(96)	512
Generation Z: 18-21	15%	(23)	31%	(48)	17%	(26)	21%	(32)	16%	(25)	155
Millennial: Age 22-37	17%	(89)	20%	(102)	19%	(98)	30%	(156)	14%	(74)	519
Generation X: Age 38-53	10%	(62)	19%	(117)	21%	(129)	35%	(213)	16%	(96)	617
Boomers: Age 54-72	9%	(75)	14%	(107)	25%	(197)	33%	(263)	19%	(150)	792
PID: Dem (no lean)	15%	(104)	27%	(190)	25%	(177)	21%	(150)	11%	(79)	700
PID: Ind (no lean)	11%	(82)	15%	(117)	22%	(169)	33%	(255)	20%	(160)	783
PID: Rep (no lean)	10%	(74)	12%	(83)	18%	(128)	41%	(295)	19%	(138)	718
PID/Gender: Dem Men	15%	(45)	28%	(84)	23%	(71)	21%	(63)	14%	(41)	304
PID/Gender: Dem Women	15%	(58)	27%	(106)	27%	(106)	22%	(88)	9%	(38)	396
PID/Gender: Ind Men	8%	(31)	15%	(59)	24%	(95)	34%	(135)	19%	(76)	396
PID/Gender: Ind Women	13%	(52)	15%	(58)	19%	(74)	31%	(120)	22%	(84)	387
PID/Gender: Rep Men	9%	(31)	10%	(34)	17%	(57)	42%	(140)	21%	(69)	330
PID/Gender: Rep Women	11%	(43)	13%	(49)	18%	(71)	40%	(155)	18%	(69)	388
Ideo: Liberal (1-3)	17%	(111)	28%	(182)	24%	(159)	20%	(132)	10%	(66)	650
Ideo: Moderate (4)	9%	(41)	18%	(81)	26%	(119)	32%	(143)	15%	(70)	454
Ideo: Conservative (5-7)	8%	(62)	10%	(79)	18%	(134)	42%	(321)	22%	(169)	765
Educ: < College	12%	(171)	16%	(227)	21%	(291)	32%	(442)	18%	(253)	1384
Educ: Bachelors degree	12%	(61)	20%	(103)	22%	(117)	32%	(166)	14%	(73)	521
Educ: Post-grad	9%	(27)	20%	(60)	23%	(67)	31%	(92)	17%	(50)	296

Continued on next page

Table HR5_1: When deciding what movie to watch, how important are the following?

Gender diversity

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	12% (260)	18% (390)	22% (474)	32% (700)	17% (377)	2201
Income: Under 50k	13% (155)	18% (211)	22% (254)	29% (344)	18% (211)	1174
Income: 50k-100k	12% (77)	18% (123)	22% (146)	32% (212)	17% (113)	670
Income: 100k+	8% (28)	16% (56)	21% (75)	41% (145)	15% (53)	357
Ethnicity: White Only	10% (169)	15% (241)	22% (363)	34% (567)	19% (305)	1645
Ethnicity: Hispanic Only	16% (34)	19% (40)	20% (43)	32% (69)	13% (27)	213
Ethnicity: Afr. Am. Only	18% (47)	33% (85)	20% (51)	19% (50)	11% (29)	262
Ethnicity: Other Only	12% (10)	29% (23)	22% (17)	18% (14)	20% (16)	80
Relig: Protestant	9% (45)	19% (95)	21% (107)	33% (169)	18% (94)	508
Relig: Roman Catholic	10% (43)	14% (60)	28% (118)	35% (150)	14% (59)	430
Relig: Something Else	12% (26)	18% (40)	21% (46)	29% (63)	20% (42)	217
Relig: Jewish	22% (7)	11% (3)	31% (10)	28% (9)	9% (3)	33
Relig: Evangelical	10% (83)	17% (136)	24% (192)	34% (273)	15% (125)	809
Relig: Non-Evang. Catholics	9% (30)	17% (59)	23% (79)	32% (110)	20% (69)	347
Relig: All Christian	10% (113)	17% (195)	23% (271)	33% (382)	17% (195)	1155
Relig: All Non-Christian	12% (35)	19% (55)	18% (54)	34% (100)	17% (49)	293
Community: Urban	18% (91)	19% (96)	23% (119)	25% (128)	15% (78)	512
Community: Suburban	11% (118)	18% (183)	21% (223)	33% (345)	17% (173)	1042
Community: Rural	8% (51)	17% (111)	20% (132)	35% (227)	19% (126)	647
Employ: Private Sector	11% (74)	19% (134)	22% (151)	32% (222)	16% (107)	689
Employ: Government	10% (16)	20% (31)	22% (34)	32% (50)	17% (26)	157
Employ: Self-Employed	17% (33)	18% (34)	20% (39)	30% (57)	15% (28)	191
Employ: Homemaker	9% (11)	13% (17)	16% (21)	41% (52)	21% (27)	128
Employ: Student	23% (24)	26% (27)	17% (18)	22% (23)	12% (13)	105
Employ: Retired	9% (45)	14% (71)	26% (130)	31% (158)	20% (100)	505
Employ: Unemployed	11% (23)	15% (32)	21% (43)	33% (68)	19% (40)	205
Employ: Other	15% (34)	20% (44)	17% (39)	32% (70)	16% (36)	222
Military HH: Yes	8% (34)	17% (66)	23% (91)	37% (146)	16% (62)	399
Military HH: No	13% (226)	18% (324)	21% (383)	31% (554)	17% (315)	1802
RD/WT: Right Direction	10% (75)	13% (98)	19% (150)	38% (295)	20% (159)	778
RD/WT: Wrong Track	13% (185)	20% (291)	23% (324)	28% (405)	15% (218)	1423

Continued on next page

Table HR5_1: When deciding what movie to watch, how important are the following?*Gender diversity*

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	12%	(260)	18%	(390)	22%	(474)	32%	(700)	17%	(377)	2201
Trump Job Approve	10%	(91)	11%	(107)	19%	(179)	40%	(367)	20%	(186)	929
Trump Job Disapprove	13%	(152)	23%	(267)	25%	(283)	25%	(289)	13%	(149)	1139
Trump Job Strongly Approve	10%	(51)	12%	(59)	16%	(80)	40%	(201)	22%	(108)	499
Trump Job Somewhat Approve	9%	(40)	11%	(48)	23%	(98)	39%	(167)	18%	(78)	431
Trump Job Somewhat Disapprove	7%	(20)	17%	(46)	30%	(81)	31%	(86)	15%	(41)	275
Trump Job Strongly Disapprove	15%	(131)	25%	(220)	23%	(202)	23%	(203)	13%	(108)	865
#1 Issue: Economy	8%	(51)	17%	(113)	23%	(152)	36%	(238)	16%	(109)	663
#1 Issue: Security	11%	(52)	12%	(55)	19%	(86)	40%	(181)	17%	(77)	451
#1 Issue: Health Care	14%	(51)	21%	(79)	23%	(85)	28%	(105)	14%	(54)	374
#1 Issue: Medicare / Social Security	12%	(30)	15%	(39)	27%	(68)	25%	(64)	21%	(54)	254
#1 Issue: Women's Issues	29%	(26)	28%	(24)	9%	(8)	18%	(16)	17%	(15)	88
#1 Issue: Education	16%	(24)	25%	(39)	22%	(34)	28%	(43)	9%	(14)	153
#1 Issue: Energy	14%	(14)	24%	(22)	25%	(23)	20%	(18)	17%	(16)	93
#1 Issue: Other	10%	(13)	15%	(18)	16%	(19)	28%	(35)	31%	(38)	124
2018 House Vote: Democrat	14%	(106)	26%	(196)	27%	(206)	22%	(168)	12%	(91)	767
2018 House Vote: Republican	9%	(70)	10%	(80)	18%	(140)	42%	(326)	20%	(156)	773
2018 House Vote: Someone else	13%	(15)	12%	(13)	18%	(20)	34%	(39)	23%	(26)	114
2018 House Vote: Didnt Vote	12%	(67)	18%	(100)	19%	(105)	31%	(166)	19%	(104)	543
2016 Vote: Hillary Clinton	16%	(100)	27%	(167)	26%	(166)	20%	(125)	11%	(70)	628
2016 Vote: Donald Trump	8%	(64)	10%	(78)	19%	(151)	41%	(321)	21%	(166)	780
2016 Vote: Someone else	12%	(23)	19%	(36)	22%	(42)	32%	(61)	15%	(28)	191
2016 Vote: Didnt Vote	12%	(70)	18%	(108)	19%	(115)	32%	(192)	19%	(112)	597
Voted in 2014: Yes	11%	(156)	18%	(261)	22%	(323)	33%	(473)	16%	(234)	1447
Voted in 2014: No	14%	(104)	17%	(128)	20%	(152)	30%	(227)	19%	(143)	754
2012 Vote: Barack Obama	12%	(103)	23%	(193)	27%	(221)	26%	(213)	11%	(94)	824
2012 Vote: Mitt Romney	7%	(42)	11%	(63)	16%	(92)	44%	(247)	21%	(121)	566
2012 Vote: Other	10%	(11)	7%	(8)	20%	(23)	35%	(40)	27%	(31)	113
2012 Vote: Didn't Vote	15%	(101)	18%	(125)	20%	(137)	29%	(200)	19%	(130)	693

Continued on next page

Table HR5_1: When deciding what movie to watch, how important are the following?

Gender diversity

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	12% (260)	18% (390)	22% (474)	32% (700)	17% (377)	2201
4-Region: Northeast	11% (45)	19% (75)	23% (89)	31% (123)	15% (61)	393
4-Region: Midwest	8% (43)	15% (75)	24% (120)	34% (171)	19% (97)	506
4-Region: South	14% (112)	20% (162)	18% (150)	32% (260)	17% (138)	822
4-Region: West	13% (60)	16% (78)	24% (115)	30% (146)	17% (82)	481
Favorable of Trump	9% (81)	11% (106)	19% (178)	40% (375)	21% (194)	934
Unfavorable of Trump	14% (157)	24% (272)	24% (272)	25% (281)	14% (154)	1137
Very Favorable of Trump	10% (52)	11% (60)	18% (92)	40% (210)	21% (111)	526
Somewhat Favorable of Trump	7% (29)	11% (47)	21% (86)	40% (164)	20% (83)	408
Somewhat Unfavorable of Trump	9% (20)	16% (35)	27% (59)	30% (65)	18% (40)	218
Very Unfavorable of Trump	15% (138)	26% (237)	23% (214)	23% (215)	12% (115)	918
Watch TV: Every day	13% (144)	19% (212)	21% (230)	31% (342)	17% (189)	1117
Watch TV: Several times per week	9% (48)	19% (99)	22% (111)	33% (170)	17% (85)	513
Watch TV: About once per week	15% (23)	15% (22)	22% (32)	34% (50)	14% (20)	148
Watch TV: Several times per month	7% (9)	8% (9)	27% (31)	41% (48)	17% (19)	116
Watch TV: About once per month	7% (5)	18% (14)	23% (18)	33% (26)	19% (15)	78
Watch TV: Less often than once per month	12% (10)	14% (12)	22% (18)	34% (28)	19% (16)	83
Watch TV: Never	15% (22)	14% (21)	23% (34)	25% (37)	22% (32)	145
Watch Movies: Every day	18% (69)	20% (80)	19% (74)	30% (119)	13% (49)	392
Watch Movies: Several times per week	12% (75)	19% (118)	21% (130)	28% (171)	19% (113)	608
Watch Movies: About once per week	7% (29)	20% (80)	23% (90)	34% (131)	16% (61)	391
Watch Movies: Several times per month	12% (32)	16% (44)	22% (61)	34% (93)	17% (46)	277
Watch Movies: About once per month	9% (20)	13% (28)	27% (59)	37% (81)	15% (32)	222
Watch Movies: Less often than once per month	8% (13)	14% (24)	18% (30)	40% (68)	20% (33)	167
Watch Movies: Never	15% (22)	11% (15)	21% (30)	25% (36)	29% (42)	144

Continued on next page

Table HR5_1: When deciding what movie to watch, how important are the following?

Gender diversity

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	12% (260)	18% (390)	22% (474)	32% (700)	17% (377)	2201
Watch Sports: Every day	18% (37)	20% (41)	19% (39)	27% (55)	15% (30)	202
Watch Sports: Several times per week	9% (37)	19% (76)	25% (101)	32% (128)	14% (56)	399
Watch Sports: About once per week	8% (26)	17% (53)	22% (69)	33% (103)	20% (62)	313
Watch Sports: Several times per month	11% (20)	19% (35)	21% (39)	34% (62)	15% (29)	185
Watch Sports: About once per month	12% (19)	16% (26)	18% (28)	38% (61)	16% (26)	160
Watch Sports: Less often than once per month	11% (35)	20% (62)	22% (68)	31% (97)	16% (50)	312
Watch Sports: Never	14% (86)	15% (97)	21% (130)	31% (194)	20% (124)	631
Cable: currently subscribed	12% (133)	18% (194)	22% (244)	30% (330)	17% (185)	1087
Cable: subscribed in past	11% (81)	17% (126)	21% (152)	35% (256)	17% (124)	739
Cable: never subscribed	12% (45)	18% (69)	21% (79)	30% (114)	18% (68)	375
Satellite TV: currently subscribed	12% (69)	18% (103)	22% (123)	30% (169)	17% (95)	560
Satellite TV: subscribed in past	12% (73)	17% (104)	21% (132)	33% (204)	17% (104)	617
Satellite TV: never subscribed	12% (118)	18% (183)	21% (219)	32% (327)	17% (178)	1025
Streaming services(s): currently subscribed	13% (170)	18% (244)	22% (294)	32% (434)	15% (197)	1339
Streaming services(s): subscribed in past	12% (26)	18% (38)	20% (41)	28% (60)	22% (47)	213
Streaming services(s): never subscribed	10% (64)	17% (108)	21% (139)	32% (206)	20% (133)	649
Film: An avid fan	15% (115)	22% (170)	22% (167)	28% (210)	13% (97)	759
Film: A casual fan	9% (114)	16% (206)	22% (276)	35% (432)	18% (223)	1251
Film: Not a fan	16% (30)	7% (14)	17% (32)	30% (58)	30% (56)	190
TV: An avid fan	12% (131)	21% (216)	23% (242)	30% (313)	14% (148)	1049
TV: A casual fan	11% (106)	16% (160)	21% (216)	34% (343)	18% (186)	1010
TV: Not a fan	16% (23)	10% (14)	12% (17)	32% (45)	31% (43)	142
Music: An avid fan	14% (154)	22% (242)	24% (264)	27% (298)	14% (159)	1117
Music: A casual fan	9% (94)	14% (141)	20% (196)	38% (375)	18% (181)	986
Music: Not a fan	13% (12)	7% (7)	15% (15)	28% (27)	37% (36)	98
Fashion: An avid fan	20% (64)	31% (98)	19% (60)	18% (57)	13% (43)	321
Fashion: A casual fan	13% (122)	18% (172)	25% (237)	29% (283)	15% (145)	959
Fashion: Not a fan	8% (75)	13% (119)	19% (177)	39% (361)	21% (189)	921

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

Table HR5_2: When deciding what movie to watch, how important are the following?
Racial diversity

Demographic	Very important		Somewhat important		Not that important		Not important at all		Don't know / No opinion		Total N
Adults	14%	(301)	19%	(411)	20%	(437)	31%	(682)	17%	(370)	2201
Gender: Male	12%	(122)	17%	(172)	20%	(207)	34%	(345)	18%	(184)	1030
Gender: Female	15%	(179)	20%	(238)	20%	(230)	29%	(337)	16%	(186)	1171
Age: 18-29	22%	(91)	24%	(102)	15%	(62)	25%	(105)	14%	(57)	417
Age: 30-44	13%	(63)	22%	(103)	21%	(98)	30%	(141)	14%	(65)	470
Age: 45-54	12%	(54)	14%	(62)	21%	(91)	36%	(157)	17%	(75)	439
Age: 55-64	10%	(38)	16%	(57)	19%	(70)	33%	(118)	22%	(80)	363
Age: 65+	11%	(55)	17%	(87)	23%	(116)	31%	(161)	18%	(94)	512
Generation Z: 18-21	19%	(29)	24%	(37)	20%	(31)	22%	(34)	15%	(23)	155
Millennial: Age 22-37	18%	(92)	22%	(117)	16%	(82)	30%	(156)	14%	(72)	519
Generation X: Age 38-53	13%	(78)	18%	(110)	21%	(130)	33%	(205)	15%	(93)	617
Boomers: Age 54-72	11%	(87)	17%	(134)	21%	(168)	32%	(254)	19%	(149)	792
PID: Dem (no lean)	18%	(129)	28%	(193)	22%	(156)	21%	(144)	11%	(78)	700
PID: Ind (no lean)	14%	(106)	16%	(125)	19%	(146)	33%	(256)	19%	(150)	783
PID: Rep (no lean)	9%	(66)	13%	(93)	19%	(134)	39%	(282)	20%	(142)	718
PID/Gender: Dem Men	18%	(55)	27%	(81)	22%	(66)	21%	(64)	13%	(39)	304
PID/Gender: Dem Women	19%	(74)	28%	(112)	23%	(90)	20%	(80)	10%	(40)	396
PID/Gender: Ind Men	11%	(42)	16%	(62)	20%	(77)	36%	(141)	19%	(73)	396
PID/Gender: Ind Women	17%	(64)	16%	(63)	18%	(69)	30%	(115)	20%	(76)	387
PID/Gender: Rep Men	8%	(25)	9%	(29)	19%	(63)	42%	(140)	22%	(72)	330
PID/Gender: Rep Women	11%	(41)	17%	(64)	18%	(70)	37%	(142)	18%	(70)	388
Ideo: Liberal (1-3)	20%	(127)	29%	(191)	23%	(150)	19%	(121)	9%	(62)	650
Ideo: Moderate (4)	13%	(60)	17%	(75)	23%	(103)	31%	(141)	16%	(74)	454
Ideo: Conservative (5-7)	8%	(63)	13%	(97)	17%	(128)	41%	(315)	21%	(163)	765
Educ: < College	15%	(202)	17%	(239)	20%	(273)	31%	(422)	18%	(248)	1384
Educ: Bachelors degree	13%	(67)	21%	(108)	21%	(109)	32%	(165)	14%	(72)	521
Educ: Post-grad	11%	(32)	22%	(64)	18%	(54)	32%	(95)	17%	(51)	296

Continued on next page

Table HR5_2: When deciding what movie to watch, how important are the following?*Racial diversity*

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	14% (301)	19% (411)	20% (437)	31% (682)	17% (370)	2201
Income: Under 50k	16% (190)	18% (216)	20% (231)	29% (337)	17% (200)	1174
Income: 50k-100k	12% (82)	20% (133)	21% (139)	30% (203)	17% (114)	670
Income: 100k+	8% (30)	17% (62)	19% (67)	40% (142)	16% (56)	357
Ethnicity: White Only	10% (171)	16% (260)	21% (344)	34% (561)	19% (309)	1645
Ethnicity: Hispanic Only	19% (40)	19% (41)	20% (44)	32% (68)	9% (20)	213
Ethnicity: Afr. Am. Only	30% (77)	34% (89)	12% (31)	15% (39)	10% (26)	262
Ethnicity: Other Only	15% (12)	26% (21)	22% (18)	19% (15)	19% (15)	80
Relig: Protestant	10% (51)	20% (102)	18% (92)	33% (170)	18% (93)	508
Relig: Roman Catholic	12% (54)	14% (61)	24% (104)	34% (145)	15% (66)	430
Relig: Something Else	13% (28)	23% (51)	15% (33)	31% (66)	18% (39)	217
Relig: Jewish	22% (7)	17% (6)	21% (7)	28% (9)	12% (4)	33
Relig: Evangelical	12% (98)	18% (146)	21% (167)	33% (271)	16% (127)	809
Relig: Non-Evang. Catholics	10% (35)	20% (68)	18% (63)	32% (110)	20% (71)	347
Relig: All Christian	12% (133)	19% (214)	20% (230)	33% (381)	17% (198)	1155
Relig: All Non-Christian	15% (43)	21% (62)	19% (56)	30% (89)	15% (43)	293
Community: Urban	19% (97)	22% (113)	22% (111)	22% (114)	15% (78)	512
Community: Suburban	13% (134)	19% (194)	19% (201)	33% (344)	16% (167)	1042
Community: Rural	11% (70)	16% (104)	19% (124)	35% (224)	19% (125)	647
Employ: Private Sector	12% (80)	21% (147)	21% (142)	32% (219)	15% (100)	689
Employ: Government	14% (22)	18% (28)	20% (31)	34% (53)	15% (23)	157
Employ: Self-Employed	17% (33)	22% (42)	15% (29)	30% (56)	16% (31)	191
Employ: Homemaker	13% (16)	13% (16)	15% (20)	38% (49)	21% (26)	128
Employ: Student	23% (24)	28% (29)	16% (17)	20% (21)	13% (14)	105
Employ: Retired	11% (55)	17% (85)	24% (120)	29% (145)	20% (99)	505
Employ: Unemployed	14% (28)	16% (32)	23% (47)	30% (62)	18% (37)	205
Employ: Other	19% (43)	14% (30)	14% (31)	35% (78)	18% (40)	222
Military HH: Yes	10% (41)	17% (67)	21% (83)	36% (142)	16% (66)	399
Military HH: No	14% (260)	19% (344)	20% (354)	30% (540)	17% (305)	1802
RD/WT: Right Direction	10% (76)	13% (101)	18% (140)	38% (296)	21% (165)	778
RD/WT: Wrong Track	16% (225)	22% (310)	21% (297)	27% (386)	14% (205)	1423

Continued on next page

Table HR5_2: When deciding what movie to watch, how important are the following?

Racial diversity

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	14% (301)	19% (411)	20% (437)	31% (682)	17% (370)	2201
Trump Job Approve	9% (88)	12% (114)	19% (176)	39% (365)	20% (187)	929
Trump Job Disapprove	17% (190)	25% (282)	22% (249)	24% (275)	13% (143)	1139
Trump Job Strongly Approve	10% (50)	13% (64)	15% (77)	41% (203)	21% (105)	499
Trump Job Somewhat Approve	9% (39)	12% (50)	23% (99)	37% (161)	19% (82)	431
Trump Job Somewhat Disapprove	10% (28)	18% (49)	26% (71)	32% (89)	14% (37)	275
Trump Job Strongly Disapprove	19% (162)	27% (233)	21% (178)	22% (186)	12% (106)	865
#1 Issue: Economy	10% (68)	19% (128)	20% (134)	35% (233)	15% (101)	663
#1 Issue: Security	11% (51)	13% (59)	18% (82)	40% (181)	17% (77)	451
#1 Issue: Health Care	16% (60)	21% (77)	20% (74)	28% (103)	16% (60)	374
#1 Issue: Medicare / Social Security	13% (34)	15% (39)	28% (71)	24% (61)	20% (50)	254
#1 Issue: Women's Issues	27% (24)	23% (20)	17% (15)	16% (14)	16% (14)	88
#1 Issue: Education	20% (30)	26% (40)	16% (24)	30% (46)	8% (13)	153
#1 Issue: Energy	15% (14)	31% (29)	22% (21)	16% (15)	17% (16)	93
#1 Issue: Other	16% (20)	15% (19)	12% (15)	24% (30)	32% (40)	124
2018 House Vote: Democrat	18% (141)	27% (210)	23% (175)	20% (152)	11% (87)	767
2018 House Vote: Republican	9% (66)	12% (92)	18% (141)	41% (316)	20% (157)	773
2018 House Vote: Someone else	14% (16)	15% (17)	17% (20)	31% (35)	22% (25)	114
2018 House Vote: Didnt Vote	14% (77)	17% (90)	18% (98)	33% (178)	18% (100)	543
2016 Vote: Hillary Clinton	21% (130)	28% (176)	24% (151)	17% (108)	10% (63)	628
2016 Vote: Donald Trump	8% (63)	11% (86)	18% (143)	41% (320)	22% (169)	780
2016 Vote: Someone else	16% (31)	20% (39)	20% (37)	31% (60)	13% (24)	191
2016 Vote: Didnt Vote	13% (76)	18% (109)	18% (105)	33% (195)	19% (113)	597
Voted in 2014: Yes	13% (186)	20% (288)	21% (304)	31% (445)	16% (225)	1447
Voted in 2014: No	15% (115)	16% (123)	18% (133)	32% (238)	19% (146)	754
2012 Vote: Barack Obama	18% (145)	25% (205)	24% (196)	23% (193)	10% (85)	824
2012 Vote: Mitt Romney	6% (36)	11% (63)	17% (97)	43% (245)	22% (125)	566
2012 Vote: Other	9% (10)	11% (13)	15% (17)	37% (42)	28% (31)	113
2012 Vote: Didn't Vote	15% (107)	18% (127)	18% (128)	29% (202)	19% (129)	693

Continued on next page

Table HR5_2: When deciding what movie to watch, how important are the following?*Racial diversity*

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	14% (301)	19% (411)	20% (437)	31% (682)	17% (370)	2201
4-Region: Northeast	13% (49)	20% (78)	21% (81)	30% (116)	17% (68)	393
4-Region: Midwest	10% (49)	16% (81)	21% (107)	33% (166)	20% (102)	506
4-Region: South	17% (138)	20% (166)	16% (129)	32% (263)	15% (126)	822
4-Region: West	13% (64)	18% (85)	25% (120)	28% (137)	15% (74)	481
Favorable of Trump	8% (79)	12% (113)	18% (171)	40% (370)	21% (201)	934
Unfavorable of Trump	17% (195)	25% (281)	22% (249)	24% (268)	13% (144)	1137
Very Favorable of Trump	9% (49)	13% (69)	17% (90)	39% (207)	21% (111)	526
Somewhat Favorable of Trump	7% (30)	11% (44)	20% (81)	40% (163)	22% (90)	408
Somewhat Unfavorable of Trump	9% (20)	20% (43)	24% (51)	31% (68)	17% (36)	218
Very Unfavorable of Trump	19% (174)	26% (238)	22% (198)	22% (201)	12% (107)	918
Watch TV: Every day	14% (160)	18% (204)	21% (238)	30% (332)	16% (184)	1117
Watch TV: Several times per week	11% (54)	22% (114)	19% (95)	32% (164)	17% (86)	513
Watch TV: About once per week	20% (29)	13% (19)	20% (29)	32% (47)	16% (23)	148
Watch TV: Several times per month	10% (12)	15% (18)	20% (24)	38% (44)	17% (19)	116
Watch TV: About once per month	12% (9)	20% (15)	16% (12)	36% (29)	17% (13)	78
Watch TV: Less often than once per month	12% (10)	16% (13)	20% (17)	34% (28)	18% (15)	83
Watch TV: Never	18% (26)	19% (28)	15% (22)	27% (39)	21% (31)	145
Watch Movies: Every day	18% (71)	19% (75)	18% (72)	32% (126)	12% (49)	392
Watch Movies: Several times per week	15% (88)	20% (121)	22% (131)	27% (165)	17% (103)	608
Watch Movies: About once per week	9% (37)	22% (86)	22% (85)	31% (122)	16% (62)	391
Watch Movies: Several times per month	13% (35)	18% (50)	19% (53)	32% (90)	18% (49)	277
Watch Movies: About once per month	12% (27)	15% (33)	25% (55)	33% (73)	15% (34)	222
Watch Movies: Less often than once per month	10% (17)	12% (20)	16% (27)	41% (68)	21% (35)	167
Watch Movies: Never	19% (27)	18% (25)	10% (14)	27% (39)	27% (39)	144

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Table HR5_2: When deciding what movie to watch, how important are the following?

Racial diversity

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	14% (301)	19% (411)	20% (437)	31% (682)	17% (370)	2201
Watch Sports: Every day	22% (45)	18% (36)	19% (38)	25% (50)	17% (34)	202
Watch Sports: Several times per week	11% (44)	21% (83)	24% (94)	30% (121)	14% (56)	399
Watch Sports: About once per week	9% (27)	20% (64)	19% (61)	34% (105)	18% (56)	313
Watch Sports: Several times per month	9% (17)	17% (31)	24% (44)	33% (60)	17% (31)	185
Watch Sports: About once per month	13% (21)	15% (24)	17% (27)	39% (62)	16% (25)	160
Watch Sports: Less often than once per month	13% (40)	21% (66)	21% (65)	29% (90)	17% (52)	312
Watch Sports: Never	17% (108)	17% (107)	17% (107)	31% (193)	18% (116)	631
Cable: currently subscribed	14% (152)	21% (225)	19% (212)	29% (318)	16% (179)	1087
Cable: subscribed in past	12% (91)	17% (122)	20% (145)	34% (249)	18% (132)	739
Cable: never subscribed	15% (58)	17% (64)	21% (80)	31% (115)	16% (59)	375
Satellite TV: currently subscribed	14% (80)	18% (103)	21% (118)	31% (175)	15% (84)	560
Satellite TV: subscribed in past	14% (86)	17% (107)	20% (120)	32% (199)	17% (103)	617
Satellite TV: never subscribed	13% (134)	20% (201)	19% (198)	30% (308)	18% (182)	1025
Streaming services(s): currently subscribed	14% (192)	19% (260)	20% (266)	32% (429)	14% (191)	1339
Streaming services(s): subscribed in past	13% (28)	16% (33)	20% (43)	30% (64)	21% (46)	213
Streaming services(s): never subscribed	12% (81)	18% (118)	20% (128)	29% (189)	21% (134)	649
Film: An avid fan	18% (133)	21% (161)	21% (162)	27% (201)	13% (101)	759
Film: A casual fan	11% (132)	18% (229)	20% (248)	34% (422)	18% (220)	1251
Film: Not a fan	19% (36)	11% (21)	14% (26)	31% (59)	26% (49)	190
TV: An avid fan	15% (153)	22% (230)	20% (212)	29% (304)	14% (149)	1049
TV: A casual fan	13% (127)	16% (161)	21% (209)	33% (335)	18% (179)	1010
TV: Not a fan	15% (21)	14% (20)	11% (15)	31% (43)	30% (43)	142
Music: An avid fan	16% (180)	23% (261)	20% (219)	27% (301)	14% (157)	1117
Music: A casual fan	11% (107)	14% (139)	21% (207)	36% (355)	18% (178)	986
Music: Not a fan	15% (15)	11% (11)	11% (10)	28% (27)	36% (35)	98
Fashion: An avid fan	25% (80)	28% (90)	17% (54)	20% (65)	10% (32)	321
Fashion: A casual fan	13% (129)	21% (199)	23% (218)	27% (260)	16% (153)	959
Fashion: Not a fan	10% (92)	13% (123)	18% (164)	39% (357)	20% (185)	921

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

Table HR5_3: When deciding what movie to watch, how important are the following?
Sexual orientation diversity

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	12% (268)	17% (379)	20% (435)	33% (734)	17% (385)	2201
Gender: Male	11% (109)	17% (174)	19% (197)	35% (361)	18% (190)	1030
Gender: Female	14% (159)	18% (205)	20% (238)	32% (373)	17% (195)	1171
Age: 18-29	19% (78)	21% (89)	15% (64)	29% (122)	15% (64)	417
Age: 30-44	11% (50)	17% (78)	24% (113)	33% (153)	16% (77)	470
Age: 45-54	11% (48)	15% (66)	20% (89)	36% (158)	18% (78)	439
Age: 55-64	9% (31)	17% (61)	18% (65)	35% (126)	22% (79)	363
Age: 65+	12% (60)	17% (85)	20% (104)	34% (176)	17% (87)	512
Generation Z: 18-21	14% (22)	25% (39)	20% (31)	23% (36)	17% (27)	155
Millennial: Age 22-37	16% (82)	17% (89)	18% (93)	34% (175)	15% (80)	519
Generation X: Age 38-53	11% (66)	17% (105)	21% (132)	34% (209)	17% (103)	617
Boomers: Age 54-72	10% (82)	16% (126)	20% (161)	35% (278)	18% (145)	792
PID: Dem (no lean)	14% (96)	26% (183)	25% (172)	24% (169)	11% (80)	700
PID: Ind (no lean)	10% (79)	14% (109)	19% (151)	34% (267)	23% (177)	783
PID: Rep (no lean)	13% (93)	12% (87)	16% (112)	42% (298)	18% (127)	718
PID/Gender: Dem Men	13% (40)	28% (85)	23% (70)	22% (68)	14% (42)	304
PID/Gender: Dem Women	14% (56)	25% (98)	26% (102)	26% (102)	10% (38)	396
PID/Gender: Ind Men	8% (33)	14% (56)	21% (82)	35% (140)	21% (85)	396
PID/Gender: Ind Women	12% (45)	14% (53)	18% (69)	33% (127)	24% (92)	387
PID/Gender: Rep Men	11% (36)	10% (33)	14% (45)	46% (153)	19% (63)	330
PID/Gender: Rep Women	15% (58)	14% (54)	17% (67)	37% (145)	17% (64)	388
Ideo: Liberal (1-3)	13% (87)	29% (186)	24% (155)	24% (154)	10% (68)	650
Ideo: Moderate (4)	10% (46)	16% (71)	22% (100)	34% (154)	18% (83)	454
Ideo: Conservative (5-7)	11% (82)	11% (85)	16% (123)	41% (313)	21% (162)	765
Educ: < College	14% (190)	16% (222)	20% (278)	32% (450)	18% (244)	1384
Educ: Bachelors degree	11% (57)	18% (92)	19% (99)	36% (188)	16% (85)	521
Educ: Post-grad	7% (21)	22% (65)	19% (58)	33% (97)	19% (56)	296

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**Table HR5_3: When deciding what movie to watch, how important are the following?
Sexual orientation diversity**

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	12% (268)	17% (379)	20% (435)	33% (734)	17% (385)	2201
Income: Under 50k	15% (175)	19% (227)	18% (213)	31% (363)	17% (196)	1174
Income: 50k-100k	10% (65)	15% (102)	22% (147)	34% (224)	19% (130)	670
Income: 100k+	8% (27)	14% (50)	21% (75)	41% (147)	16% (59)	357
Ethnicity: White Only	11% (178)	15% (254)	20% (327)	36% (584)	18% (302)	1645
Ethnicity: Hispanic Only	16% (35)	19% (41)	18% (38)	34% (72)	13% (28)	213
Ethnicity: Afr. Am. Only	16% (43)	25% (67)	21% (55)	23% (59)	15% (38)	262
Ethnicity: Other Only	15% (12)	22% (18)	19% (15)	24% (19)	20% (16)	80
Relig: Protestant	11% (55)	18% (92)	17% (87)	37% (189)	17% (85)	508
Relig: Roman Catholic	9% (38)	16% (69)	25% (109)	35% (148)	15% (65)	430
Relig: Something Else	12% (26)	18% (38)	17% (37)	33% (71)	20% (44)	217
Relig: Jewish	22% (7)	12% (4)	24% (8)	30% (10)	12% (4)	33
Relig: Evangelical	10% (79)	17% (134)	22% (175)	36% (292)	16% (128)	809
Relig: Non-Evang. Catholics	12% (41)	19% (65)	17% (58)	34% (117)	19% (67)	347
Relig: All Christian	10% (120)	17% (199)	20% (233)	35% (409)	17% (194)	1155
Relig: All Non-Christian	15% (43)	21% (63)	18% (53)	31% (90)	15% (45)	293
Community: Urban	15% (77)	21% (108)	19% (100)	27% (138)	17% (89)	512
Community: Suburban	12% (121)	16% (162)	21% (215)	35% (369)	17% (174)	1042
Community: Rural	11% (69)	17% (110)	19% (120)	35% (227)	19% (121)	647
Employ: Private Sector	9% (63)	17% (119)	21% (145)	37% (252)	16% (110)	689
Employ: Government	10% (16)	14% (21)	26% (41)	32% (50)	18% (28)	157
Employ: Self-Employed	14% (26)	20% (38)	19% (36)	30% (57)	18% (34)	191
Employ: Homemaker	12% (15)	13% (17)	13% (17)	35% (45)	26% (34)	128
Employ: Student	19% (19)	25% (26)	16% (17)	28% (29)	12% (13)	105
Employ: Retired	13% (65)	19% (96)	20% (101)	31% (155)	17% (87)	505
Employ: Unemployed	14% (28)	13% (27)	21% (43)	33% (67)	20% (40)	205
Employ: Other	15% (34)	15% (34)	16% (36)	35% (79)	18% (39)	222
Military HH: Yes	8% (32)	20% (80)	23% (92)	35% (139)	14% (55)	399
Military HH: No	13% (236)	17% (299)	19% (343)	33% (595)	18% (329)	1802
RD/WT: Right Direction	12% (96)	12% (96)	17% (129)	38% (298)	20% (159)	778
RD/WT: Wrong Track	12% (172)	20% (283)	22% (306)	31% (436)	16% (226)	1423

Continued on next page

**Table HR5_3: When deciding what movie to watch, how important are the following?
Sexual orientation diversity**

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	12% (268)	17% (379)	20% (435)	33% (734)	17% (385)	2201
Trump Job Approve	12% (111)	12% (115)	17% (159)	39% (365)	19% (179)	929
Trump Job Disapprove	12% (132)	22% (249)	23% (260)	29% (333)	15% (166)	1139
Trump Job Strongly Approve	14% (68)	14% (68)	13% (63)	39% (196)	21% (103)	499
Trump Job Somewhat Approve	10% (43)	11% (47)	22% (96)	39% (169)	18% (76)	431
Trump Job Somewhat Disapprove	8% (21)	17% (47)	21% (58)	39% (107)	15% (41)	275
Trump Job Strongly Disapprove	13% (111)	23% (202)	23% (201)	26% (226)	14% (124)	865
#1 Issue: Economy	8% (54)	15% (97)	22% (147)	37% (247)	18% (117)	663
#1 Issue: Security	13% (59)	14% (61)	15% (69)	40% (183)	17% (79)	451
#1 Issue: Health Care	14% (52)	20% (75)	21% (77)	31% (117)	14% (53)	374
#1 Issue: Medicare / Social Security	14% (35)	19% (49)	23% (57)	24% (60)	21% (53)	254
#1 Issue: Women's Issues	23% (20)	24% (21)	16% (14)	23% (20)	14% (12)	88
#1 Issue: Education	13% (20)	24% (36)	18% (28)	33% (50)	12% (18)	153
#1 Issue: Energy	15% (14)	22% (21)	20% (19)	26% (24)	17% (16)	93
#1 Issue: Other	11% (14)	15% (18)	18% (23)	26% (32)	29% (36)	124
2018 House Vote: Democrat	11% (86)	24% (185)	25% (195)	27% (205)	12% (95)	767
2018 House Vote: Republican	11% (87)	12% (90)	17% (131)	41% (317)	19% (148)	773
2018 House Vote: Someone else	13% (15)	9% (10)	20% (22)	32% (37)	26% (30)	114
2018 House Vote: Didn't Vote	15% (79)	17% (92)	16% (85)	32% (175)	21% (112)	543
2016 Vote: Hillary Clinton	14% (86)	26% (162)	25% (154)	24% (150)	12% (75)	628
2016 Vote: Donald Trump	11% (83)	11% (88)	17% (133)	41% (317)	20% (159)	780
2016 Vote: Someone else	10% (19)	13% (25)	25% (47)	36% (69)	16% (31)	191
2016 Vote: Didn't Vote	13% (77)	18% (105)	17% (100)	33% (197)	20% (118)	597
Voted in 2014: Yes	11% (160)	18% (265)	21% (301)	34% (490)	16% (231)	1447
Voted in 2014: No	14% (108)	15% (114)	18% (134)	32% (244)	20% (153)	754
2012 Vote: Barack Obama	12% (100)	22% (180)	26% (214)	28% (227)	12% (103)	824
2012 Vote: Mitt Romney	9% (49)	12% (67)	14% (82)	44% (248)	21% (120)	566
2012 Vote: Other	9% (11)	12% (14)	16% (18)	36% (41)	26% (30)	113
2012 Vote: Didn't Vote	15% (106)	17% (118)	17% (119)	31% (218)	19% (132)	693

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**Table HR5_3: When deciding what movie to watch, how important are the following?
Sexual orientation diversity**

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	12% (268)	17% (379)	20% (435)	33% (734)	17% (385)	2201
4-Region: Northeast	12% (46)	16% (64)	20% (80)	34% (132)	18% (71)	393
4-Region: Midwest	7% (36)	16% (82)	21% (108)	35% (179)	20% (101)	506
4-Region: South	15% (125)	19% (153)	18% (149)	32% (262)	16% (133)	822
4-Region: West	13% (61)	17% (81)	20% (98)	33% (160)	17% (80)	481
Favorable of Trump	11% (101)	13% (119)	17% (159)	39% (369)	20% (187)	934
Unfavorable of Trump	12% (140)	22% (248)	23% (260)	29% (326)	14% (164)	1137
Very Favorable of Trump	14% (75)	14% (73)	15% (78)	37% (196)	20% (104)	526
Somewhat Favorable of Trump	6% (26)	11% (46)	20% (81)	42% (173)	20% (83)	408
Somewhat Unfavorable of Trump	11% (24)	18% (40)	17% (37)	37% (80)	17% (37)	218
Very Unfavorable of Trump	13% (116)	23% (207)	24% (222)	27% (246)	14% (127)	918
Watch TV: Every day	14% (157)	19% (207)	20% (222)	31% (343)	17% (189)	1117
Watch TV: Several times per week	9% (49)	17% (85)	21% (108)	35% (182)	18% (90)	513
Watch TV: About once per week	10% (15)	14% (21)	19% (29)	41% (61)	15% (23)	148
Watch TV: Several times per month	7% (8)	6% (7)	27% (31)	44% (51)	16% (19)	116
Watch TV: About once per month	10% (8)	21% (16)	17% (13)	31% (25)	20% (16)	78
Watch TV: Less often than once per month	12% (10)	19% (16)	14% (12)	31% (25)	23% (19)	83
Watch TV: Never	15% (21)	19% (27)	14% (20)	33% (48)	20% (29)	145
Watch Movies: Every day	21% (82)	19% (75)	17% (68)	31% (120)	12% (47)	392
Watch Movies: Several times per week	10% (60)	20% (121)	20% (124)	31% (187)	19% (115)	608
Watch Movies: About once per week	8% (31)	16% (64)	22% (87)	37% (144)	17% (65)	391
Watch Movies: Several times per month	11% (31)	14% (38)	22% (61)	35% (96)	18% (51)	277
Watch Movies: About once per month	11% (24)	14% (31)	25% (56)	34% (75)	16% (36)	222
Watch Movies: Less often than once per month	12% (20)	14% (23)	13% (22)	41% (68)	21% (35)	167
Watch Movies: Never	13% (19)	19% (28)	12% (17)	30% (43)	25% (37)	144

Continued on next page

**Table HR5_3: When deciding what movie to watch, how important are the following?
Sexual orientation diversity**

Demographic	Very important	Somewhat important	Not that important	Not important at all	Don't know / No opinion	Total N
Adults	12% (268)	17% (379)	20% (435)	33% (734)	17% (385)	2201
Watch Sports: Every day	14% (29)	21% (43)	19% (39)	31% (63)	14% (27)	202
Watch Sports: Several times per week	9% (37)	20% (80)	23% (90)	33% (131)	15% (61)	399
Watch Sports: About once per week	11% (35)	12% (37)	23% (71)	35% (110)	19% (61)	313
Watch Sports: Several times per month	9% (17)	17% (31)	24% (44)	33% (61)	18% (33)	185
Watch Sports: About once per month	10% (16)	17% (27)	19% (30)	39% (63)	15% (24)	160
Watch Sports: Less often than once per month	12% (38)	17% (54)	20% (61)	31% (98)	20% (61)	312
Watch Sports: Never	15% (97)	17% (107)	16% (100)	33% (209)	19% (117)	631
Cable: currently subscribed	12% (135)	16% (177)	22% (244)	32% (345)	17% (186)	1087
Cable: subscribed in past	11% (80)	18% (131)	16% (119)	37% (276)	18% (133)	739
Cable: never subscribed	14% (53)	19% (71)	19% (72)	30% (113)	18% (66)	375
Satellite TV: currently subscribed	15% (83)	19% (108)	18% (102)	32% (178)	16% (89)	560
Satellite TV: subscribed in past	12% (75)	16% (101)	19% (115)	34% (208)	19% (118)	617
Satellite TV: never subscribed	11% (110)	17% (171)	21% (218)	34% (348)	17% (178)	1025
Streaming services(s): currently subscribed	12% (155)	16% (219)	21% (279)	35% (466)	16% (220)	1339
Streaming services(s): subscribed in past	16% (34)	17% (36)	16% (35)	31% (67)	19% (41)	213
Streaming services(s): never subscribed	12% (79)	19% (125)	19% (121)	31% (201)	19% (123)	649
Film: An avid fan	15% (116)	20% (150)	23% (171)	28% (215)	14% (106)	759
Film: A casual fan	10% (120)	17% (211)	19% (240)	36% (457)	18% (224)	1251
Film: Not a fan	17% (32)	9% (18)	13% (25)	33% (62)	28% (54)	190
TV: An avid fan	14% (144)	21% (220)	20% (209)	30% (320)	15% (156)	1049
TV: A casual fan	10% (105)	14% (141)	21% (209)	37% (369)	18% (186)	1010
TV: Not a fan	13% (18)	13% (19)	12% (17)	32% (45)	30% (42)	142
Music: An avid fan	14% (154)	20% (228)	22% (247)	29% (323)	15% (165)	1117
Music: A casual fan	10% (98)	14% (141)	18% (179)	39% (381)	19% (187)	986
Music: Not a fan	16% (16)	10% (10)	9% (9)	31% (30)	33% (32)	98
Fashion: An avid fan	18% (59)	25% (81)	19% (62)	24% (77)	14% (43)	321
Fashion: A casual fan	12% (115)	18% (177)	22% (214)	30% (290)	17% (163)	959
Fashion: Not a fan	10% (94)	13% (122)	17% (159)	40% (368)	19% (179)	921

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

Table HR6_1: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for racially diverse people

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(425)	23%	(514)	21%	(473)	12%	(269)	24%	(520)	2201
Gender: Male	21%	(217)	26%	(265)	21%	(218)	11%	(114)	21%	(217)	1030
Gender: Female	18%	(209)	21%	(249)	22%	(256)	13%	(154)	26%	(304)	1171
Age: 18-29	23%	(94)	22%	(93)	21%	(86)	13%	(55)	21%	(89)	417
Age: 30-44	21%	(100)	24%	(115)	21%	(98)	12%	(55)	22%	(102)	470
Age: 45-54	18%	(79)	20%	(90)	21%	(91)	13%	(57)	28%	(121)	439
Age: 55-64	21%	(75)	27%	(99)	18%	(64)	13%	(46)	22%	(80)	363
Age: 65+	15%	(76)	23%	(117)	26%	(134)	11%	(56)	25%	(128)	512
Generation Z: 18-21	21%	(33)	28%	(43)	20%	(31)	10%	(16)	21%	(32)	155
Millennial: Age 22-37	23%	(119)	21%	(109)	21%	(108)	13%	(69)	22%	(114)	519
Generation X: Age 38-53	19%	(116)	23%	(142)	21%	(129)	12%	(76)	25%	(154)	617
Boomers: Age 54-72	17%	(134)	25%	(194)	23%	(180)	12%	(96)	24%	(189)	792
PID: Dem (no lean)	13%	(88)	17%	(119)	28%	(194)	23%	(159)	20%	(142)	700
PID: Ind (no lean)	20%	(156)	23%	(179)	21%	(161)	10%	(78)	27%	(210)	783
PID: Rep (no lean)	25%	(182)	30%	(216)	16%	(118)	5%	(32)	24%	(169)	718
PID/Gender: Dem Men	13%	(40)	20%	(62)	27%	(81)	21%	(63)	19%	(58)	304
PID/Gender: Dem Women	12%	(48)	14%	(57)	28%	(113)	24%	(96)	21%	(84)	396
PID/Gender: Ind Men	22%	(89)	25%	(99)	20%	(79)	9%	(35)	24%	(95)	396
PID/Gender: Ind Women	17%	(67)	21%	(80)	21%	(82)	11%	(43)	30%	(115)	387
PID/Gender: Rep Men	27%	(88)	31%	(104)	17%	(58)	5%	(17)	19%	(64)	330
PID/Gender: Rep Women	24%	(94)	29%	(112)	16%	(61)	4%	(15)	27%	(105)	388
Ideo: Liberal (1-3)	12%	(78)	17%	(108)	29%	(186)	24%	(157)	19%	(120)	650
Ideo: Moderate (4)	17%	(76)	28%	(126)	24%	(108)	11%	(49)	21%	(96)	454
Ideo: Conservative (5-7)	27%	(210)	29%	(218)	18%	(136)	5%	(40)	21%	(160)	765
Educ: < College	21%	(293)	24%	(335)	19%	(265)	10%	(142)	25%	(349)	1384
Educ: Bachelors degree	15%	(81)	21%	(109)	26%	(138)	15%	(78)	22%	(115)	521
Educ: Post-grad	17%	(52)	23%	(69)	24%	(70)	16%	(49)	19%	(56)	296

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Table HR6_1: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for racially diverse people

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (425)	23% (514)	21% (473)	12% (269)	24% (520)	2201
Income: Under 50k	19% (228)	23% (266)	20% (240)	11% (130)	26% (310)	1174
Income: 50k-100k	20% (131)	25% (164)	22% (151)	12% (78)	22% (146)	670
Income: 100k+	19% (67)	23% (83)	23% (83)	17% (61)	18% (64)	357
Ethnicity: White Only	20% (329)	25% (404)	20% (337)	10% (165)	25% (410)	1645
Ethnicity: Hispanic Only	22% (46)	25% (54)	25% (53)	11% (23)	17% (37)	213
Ethnicity: Afr. Am. Only	14% (37)	16% (41)	26% (68)	24% (62)	21% (55)	262
Ethnicity: Other Only	16% (13)	19% (15)	19% (16)	22% (18)	24% (19)	80
Relig: Protestant	22% (111)	25% (127)	21% (104)	10% (49)	23% (117)	508
Relig: Roman Catholic	18% (78)	26% (111)	25% (109)	9% (40)	21% (91)	430
Relig: Something Else	16% (35)	18% (40)	24% (51)	15% (33)	27% (59)	217
Relig: Jewish	17% (6)	15% (5)	31% (10)	17% (5)	20% (7)	33
Relig: Evangelical	18% (143)	23% (182)	23% (189)	12% (100)	24% (194)	809
Relig: Non-Evang. Catholics	24% (82)	27% (95)	22% (76)	6% (22)	21% (72)	347
Relig: All Christian	19% (224)	24% (277)	23% (265)	11% (122)	23% (267)	1155
Relig: All Non-Christian	19% (56)	23% (68)	18% (52)	13% (39)	27% (78)	293
Community: Urban	18% (93)	21% (106)	23% (120)	15% (75)	23% (119)	512
Community: Suburban	19% (195)	23% (243)	24% (248)	13% (135)	21% (220)	1042
Community: Rural	21% (137)	25% (165)	16% (105)	9% (59)	28% (181)	647
Employ: Private Sector	19% (130)	25% (170)	23% (157)	13% (89)	21% (143)	689
Employ: Government	19% (29)	24% (37)	23% (36)	12% (19)	23% (36)	157
Employ: Self-Employed	20% (38)	26% (49)	19% (37)	16% (30)	20% (37)	191
Employ: Homemaker	23% (29)	21% (27)	19% (24)	8% (11)	29% (37)	128
Employ: Student	18% (19)	28% (30)	24% (25)	15% (16)	14% (15)	105
Employ: Retired	16% (78)	23% (115)	23% (117)	13% (65)	26% (130)	505
Employ: Unemployed	26% (53)	23% (46)	12% (24)	10% (21)	29% (60)	205
Employ: Other	22% (48)	18% (40)	24% (53)	8% (19)	28% (63)	222
Military HH: Yes	20% (78)	24% (96)	21% (84)	10% (40)	25% (101)	399
Military HH: No	19% (347)	23% (418)	22% (389)	13% (229)	23% (419)	1802
RD/WT: Right Direction	27% (207)	28% (219)	17% (131)	4% (31)	24% (189)	778
RD/WT: Wrong Track	15% (218)	21% (294)	24% (342)	17% (237)	23% (331)	1423

Continued on next page

Table HR6_1: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for racially diverse people

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (425)	23% (514)	21% (473)	12% (269)	24% (520)	2201
Trump Job Approve	26% (238)	30% (281)	15% (138)	4% (36)	25% (236)	929
Trump Job Disapprove	14% (164)	19% (212)	28% (322)	20% (225)	19% (217)	1139
Trump Job Strongly Approve	28% (141)	29% (144)	13% (65)	4% (22)	26% (128)	499
Trump Job Somewhat Approve	23% (98)	32% (136)	17% (74)	3% (15)	25% (108)	431
Trump Job Somewhat Disapprove	18% (49)	26% (70)	30% (82)	11% (31)	15% (42)	275
Trump Job Strongly Disapprove	13% (115)	16% (142)	28% (240)	22% (193)	20% (175)	865
#1 Issue: Economy	21% (141)	26% (175)	20% (135)	10% (68)	22% (144)	663
#1 Issue: Security	27% (121)	26% (116)	17% (77)	6% (29)	24% (108)	451
#1 Issue: Health Care	12% (45)	21% (80)	29% (108)	18% (66)	20% (75)	374
#1 Issue: Medicare / Social Security	14% (36)	22% (55)	20% (50)	16% (40)	29% (73)	254
#1 Issue: Women's Issues	19% (17)	17% (15)	18% (16)	24% (22)	22% (19)	88
#1 Issue: Education	17% (27)	24% (37)	23% (36)	11% (17)	25% (38)	153
#1 Issue: Energy	12% (11)	19% (18)	29% (27)	16% (15)	25% (23)	93
#1 Issue: Other	22% (27)	15% (18)	20% (25)	11% (13)	33% (41)	124
2018 House Vote: Democrat	12% (93)	18% (140)	29% (221)	23% (177)	18% (135)	767
2018 House Vote: Republican	26% (200)	30% (229)	15% (116)	5% (35)	25% (192)	773
2018 House Vote: Someone else	12% (14)	16% (18)	27% (31)	9% (10)	36% (41)	114
2018 House Vote: Didnt Vote	22% (119)	23% (126)	19% (103)	8% (44)	28% (150)	543
2016 Vote: Hillary Clinton	10% (60)	17% (104)	29% (182)	25% (156)	20% (126)	628
2016 Vote: Donald Trump	26% (206)	30% (232)	16% (124)	5% (37)	23% (182)	780
2016 Vote: Someone else	20% (37)	19% (37)	27% (52)	12% (22)	22% (42)	191
2016 Vote: Didnt Vote	20% (121)	23% (140)	19% (115)	9% (53)	28% (169)	597
Voted in 2014: Yes	20% (283)	23% (335)	23% (331)	13% (187)	21% (310)	1447
Voted in 2014: No	19% (142)	24% (179)	19% (142)	11% (81)	28% (210)	754
2012 Vote: Barack Obama	14% (119)	20% (162)	26% (215)	19% (156)	21% (171)	824
2012 Vote: Mitt Romney	25% (144)	30% (168)	17% (97)	5% (28)	23% (129)	566
2012 Vote: Other	22% (25)	23% (27)	24% (28)	5% (6)	24% (28)	113
2012 Vote: Didn't Vote	20% (138)	22% (156)	19% (131)	11% (79)	27% (190)	693

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Table HR6_1: Do you agree or disagree with the following statements?*There are a sufficient number of acting roles for racially diverse people*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	19%	(425)	23%	(514)	21%	(473)	12%	(269)	24%	(520)	2201
4-Region: Northeast	16%	(62)	26%	(101)	20%	(80)	16%	(63)	22%	(87)	393
4-Region: Midwest	21%	(104)	24%	(123)	19%	(98)	12%	(59)	24%	(122)	506
4-Region: South	19%	(158)	23%	(191)	22%	(184)	11%	(91)	24%	(198)	822
4-Region: West	21%	(101)	20%	(99)	23%	(112)	12%	(56)	24%	(113)	481
Favorable of Trump	26%	(241)	29%	(272)	15%	(140)	4%	(40)	26%	(241)	934
Unfavorable of Trump	14%	(158)	19%	(219)	28%	(316)	19%	(220)	20%	(224)	1137
Very Favorable of Trump	28%	(149)	28%	(148)	14%	(76)	3%	(17)	26%	(135)	526
Somewhat Favorable of Trump	23%	(92)	30%	(124)	16%	(64)	6%	(23)	26%	(105)	408
Somewhat Unfavorable of Trump	18%	(40)	26%	(57)	29%	(64)	8%	(18)	18%	(39)	218
Very Unfavorable of Trump	13%	(118)	18%	(162)	27%	(252)	22%	(202)	20%	(185)	918
Watch TV: Every day	20%	(219)	24%	(271)	22%	(242)	13%	(141)	22%	(243)	1117
Watch TV: Several times per week	20%	(101)	24%	(122)	23%	(118)	13%	(66)	21%	(106)	513
Watch TV: About once per week	19%	(28)	23%	(34)	20%	(29)	14%	(20)	25%	(37)	148
Watch TV: Several times per month	17%	(20)	23%	(27)	19%	(22)	11%	(13)	30%	(35)	116
Watch TV: About once per month	20%	(16)	16%	(13)	26%	(21)	15%	(12)	22%	(18)	78
Watch TV: Less often than once per month	21%	(17)	21%	(17)	17%	(14)	8%	(7)	33%	(28)	83
Watch TV: Never	17%	(24)	20%	(29)	19%	(28)	7%	(10)	37%	(54)	145
Watch Movies: Every day	21%	(83)	23%	(91)	21%	(82)	13%	(49)	22%	(87)	392
Watch Movies: Several times per week	20%	(121)	26%	(156)	22%	(135)	11%	(67)	21%	(128)	608
Watch Movies: About once per week	19%	(76)	21%	(82)	23%	(91)	17%	(66)	20%	(76)	391
Watch Movies: Several times per month	17%	(46)	24%	(68)	21%	(59)	13%	(37)	24%	(67)	277
Watch Movies: About once per month	15%	(34)	28%	(61)	20%	(45)	10%	(23)	26%	(58)	222
Watch Movies: Less often than once per month	22%	(36)	19%	(33)	24%	(39)	9%	(15)	26%	(44)	167
Watch Movies: Never	20%	(28)	16%	(23)	15%	(22)	8%	(11)	41%	(60)	144

Continued on next page

Table HR6_1: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for racially diverse people

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	19% (425)	23% (514)	21% (473)	12% (269)	24% (520)	2201
Watch Sports: Every day	23% (46)	24% (48)	17% (35)	12% (24)	24% (49)	202
Watch Sports: Several times per week	19% (77)	24% (96)	24% (97)	15% (60)	17% (69)	399
Watch Sports: About once per week	16% (51)	30% (95)	21% (66)	11% (36)	21% (66)	313
Watch Sports: Several times per month	18% (33)	21% (38)	25% (45)	11% (20)	26% (48)	185
Watch Sports: About once per month	22% (35)	23% (37)	22% (35)	10% (16)	23% (37)	160
Watch Sports: Less often than once per month	15% (47)	23% (70)	24% (75)	15% (48)	23% (71)	312
Watch Sports: Never	22% (136)	21% (130)	19% (120)	10% (65)	29% (180)	631
Cable: currently subscribed	18% (198)	24% (258)	23% (253)	13% (143)	22% (235)	1087
Cable: subscribed in past	19% (143)	26% (189)	20% (144)	13% (93)	23% (170)	739
Cable: never subscribed	23% (85)	18% (66)	20% (76)	9% (33)	31% (115)	375
Satellite TV: currently subscribed	20% (115)	24% (134)	22% (122)	10% (55)	24% (134)	560
Satellite TV: subscribed in past	19% (119)	24% (149)	19% (120)	13% (79)	24% (150)	617
Satellite TV: never subscribed	19% (192)	23% (231)	23% (231)	13% (135)	23% (236)	1025
Streaming services(s): currently subscribed	20% (268)	23% (314)	23% (307)	14% (186)	20% (265)	1339
Streaming services(s): subscribed in past	17% (36)	21% (45)	18% (39)	11% (23)	33% (69)	213
Streaming services(s): never subscribed	19% (121)	24% (155)	20% (128)	9% (60)	29% (186)	649
Film: An avid fan	19% (144)	25% (190)	21% (160)	18% (134)	17% (132)	759
Film: A casual fan	18% (230)	23% (286)	24% (297)	10% (126)	25% (312)	1251
Film: Not a fan	27% (52)	20% (38)	9% (16)	5% (9)	40% (76)	190
TV: An avid fan	19% (201)	26% (276)	22% (233)	13% (140)	19% (199)	1049
TV: A casual fan	18% (180)	21% (213)	22% (224)	12% (118)	27% (275)	1010
TV: Not a fan	31% (44)	18% (25)	12% (16)	7% (10)	33% (46)	142
Music: An avid fan	19% (218)	24% (272)	21% (237)	15% (167)	20% (224)	1117
Music: A casual fan	19% (187)	22% (220)	23% (227)	10% (97)	26% (255)	986
Music: Not a fan	21% (20)	22% (22)	10% (10)	4% (4)	42% (41)	98
Fashion: An avid fan	17% (54)	25% (82)	25% (79)	17% (53)	17% (53)	321
Fashion: A casual fan	17% (166)	22% (211)	24% (226)	13% (127)	24% (228)	959
Fashion: Not a fan	22% (206)	24% (221)	18% (168)	10% (88)	26% (239)	921

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

Table HR6_2: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for women

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	21%	(458)	29%	(643)	20%	(444)	10%	(220)	20%	(437)	2201
Gender: Male	22%	(230)	32%	(330)	19%	(200)	9%	(96)	17%	(174)	1030
Gender: Female	19%	(228)	27%	(313)	21%	(243)	11%	(123)	22%	(263)	1171
Age: 18-29	26%	(109)	29%	(121)	20%	(82)	8%	(33)	17%	(73)	417
Age: 30-44	24%	(111)	27%	(129)	20%	(95)	11%	(50)	18%	(85)	470
Age: 45-54	21%	(90)	27%	(117)	20%	(87)	9%	(39)	24%	(105)	439
Age: 55-64	20%	(73)	35%	(128)	18%	(67)	12%	(42)	15%	(53)	363
Age: 65+	15%	(76)	29%	(147)	22%	(113)	11%	(56)	23%	(120)	512
Generation Z: 18-21	23%	(36)	29%	(44)	26%	(41)	5%	(7)	17%	(27)	155
Millennial: Age 22-37	26%	(134)	29%	(149)	18%	(94)	9%	(48)	18%	(94)	519
Generation X: Age 38-53	21%	(130)	27%	(166)	20%	(125)	10%	(62)	22%	(133)	617
Boomers: Age 54-72	17%	(133)	32%	(254)	20%	(158)	12%	(93)	19%	(154)	792
PID: Dem (no lean)	14%	(98)	24%	(166)	29%	(200)	18%	(128)	16%	(109)	700
PID: Ind (no lean)	23%	(177)	28%	(219)	18%	(142)	7%	(59)	24%	(185)	783
PID: Rep (no lean)	26%	(183)	36%	(257)	14%	(102)	5%	(33)	20%	(142)	718
PID/Gender: Dem Men	15%	(45)	27%	(82)	28%	(87)	17%	(51)	13%	(40)	304
PID/Gender: Dem Women	13%	(53)	21%	(84)	29%	(113)	19%	(76)	17%	(69)	396
PID/Gender: Ind Men	25%	(98)	30%	(120)	18%	(71)	7%	(27)	20%	(79)	396
PID/Gender: Ind Women	20%	(79)	26%	(99)	18%	(71)	8%	(32)	28%	(107)	387
PID/Gender: Rep Men	26%	(87)	39%	(128)	13%	(43)	5%	(18)	17%	(55)	330
PID/Gender: Rep Women	25%	(96)	34%	(130)	15%	(59)	4%	(16)	22%	(87)	388
Ideo: Liberal (1-3)	13%	(83)	23%	(151)	30%	(197)	18%	(118)	15%	(101)	650
Ideo: Moderate (4)	20%	(90)	34%	(154)	18%	(84)	10%	(46)	17%	(79)	454
Ideo: Conservative (5-7)	27%	(208)	35%	(265)	16%	(122)	4%	(32)	18%	(138)	765
Educ: < College	23%	(312)	30%	(414)	18%	(251)	8%	(110)	21%	(297)	1384
Educ: Bachelors degree	17%	(86)	29%	(148)	25%	(129)	12%	(60)	19%	(96)	521
Educ: Post-grad	20%	(60)	27%	(80)	21%	(63)	17%	(50)	15%	(43)	296

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Table HR6_2: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for women

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (458)	29% (643)	20% (444)	10% (220)	20% (437)	2201
Income: Under 50k	20% (241)	29% (342)	18% (215)	9% (107)	23% (269)	1174
Income: 50k-100k	22% (144)	29% (194)	22% (146)	10% (70)	17% (115)	670
Income: 100k+	21% (74)	30% (106)	23% (83)	12% (42)	15% (52)	357
Ethnicity: White Only	22% (354)	30% (493)	19% (315)	9% (141)	21% (343)	1645
Ethnicity: Hispanic Only	22% (47)	31% (67)	20% (42)	11% (24)	16% (34)	213
Ethnicity: Afr. Am. Only	17% (43)	24% (63)	26% (67)	17% (46)	16% (43)	262
Ethnicity: Other Only	18% (14)	26% (21)	24% (19)	11% (9)	21% (17)	80
Relig: Protestant	22% (112)	32% (163)	18% (93)	9% (45)	19% (95)	508
Relig: Roman Catholic	20% (86)	32% (139)	21% (91)	9% (39)	17% (75)	430
Relig: Something Else	23% (49)	25% (55)	21% (46)	10% (22)	21% (45)	217
Relig: Jewish	14% (4)	12% (4)	36% (12)	18% (6)	20% (7)	33
Relig: Evangelical	20% (164)	28% (230)	21% (173)	10% (83)	20% (159)	809
Relig: Non-Evang. Catholics	24% (83)	36% (126)	16% (57)	7% (23)	16% (57)	347
Relig: All Christian	21% (247)	31% (356)	20% (230)	9% (106)	19% (216)	1155
Relig: All Non-Christian	19% (56)	30% (87)	16% (47)	11% (33)	24% (70)	293
Community: Urban	19% (95)	26% (132)	23% (116)	13% (68)	20% (101)	512
Community: Suburban	22% (227)	28% (290)	24% (246)	10% (105)	17% (174)	1042
Community: Rural	21% (136)	34% (221)	13% (81)	7% (47)	25% (161)	647
Employ: Private Sector	21% (143)	30% (210)	23% (156)	11% (79)	15% (101)	689
Employ: Government	22% (35)	29% (46)	22% (35)	9% (14)	17% (27)	157
Employ: Self-Employed	21% (39)	29% (55)	21% (40)	13% (25)	17% (32)	191
Employ: Homemaker	26% (33)	26% (34)	16% (20)	7% (8)	26% (33)	128
Employ: Student	25% (27)	30% (31)	27% (29)	9% (9)	9% (9)	105
Employ: Retired	15% (76)	29% (145)	21% (107)	11% (53)	24% (123)	505
Employ: Unemployed	27% (56)	29% (59)	13% (28)	6% (11)	25% (51)	205
Employ: Other	22% (50)	29% (64)	13% (29)	9% (20)	27% (60)	222
Military HH: Yes	21% (85)	29% (114)	21% (83)	8% (33)	21% (84)	399
Military HH: No	21% (373)	29% (529)	20% (361)	10% (187)	20% (352)	1802
RD/WT: Right Direction	26% (205)	33% (257)	16% (121)	5% (35)	21% (161)	778
RD/WT: Wrong Track	18% (254)	27% (386)	23% (323)	13% (184)	19% (276)	1423

Continued on next page

Table HR6_2: Do you agree or disagree with the following statements?

There are a sufficient number of acting roles for women

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (458)	29% (643)	20% (444)	10% (220)	20% (437)	2201
Trump Job Approve	26% (240)	35% (322)	13% (124)	5% (43)	22% (200)	929
Trump Job Disapprove	17% (189)	26% (301)	26% (300)	15% (172)	16% (178)	1139
Trump Job Strongly Approve	28% (141)	33% (164)	12% (59)	4% (22)	23% (113)	499
Trump Job Somewhat Approve	23% (99)	37% (158)	15% (65)	5% (21)	20% (87)	431
Trump Job Somewhat Disapprove	22% (60)	33% (92)	25% (67)	8% (23)	12% (33)	275
Trump Job Strongly Disapprove	15% (129)	24% (209)	27% (233)	17% (149)	17% (145)	865
#1 Issue: Economy	24% (160)	33% (220)	19% (125)	7% (45)	17% (114)	663
#1 Issue: Security	27% (120)	32% (146)	15% (66)	6% (29)	20% (90)	451
#1 Issue: Health Care	16% (61)	28% (104)	24% (88)	14% (53)	18% (67)	374
#1 Issue: Medicare / Social Security	13% (33)	26% (66)	21% (54)	16% (40)	24% (62)	254
#1 Issue: Women's Issues	21% (19)	16% (14)	25% (22)	18% (16)	20% (18)	88
#1 Issue: Education	17% (26)	29% (44)	23% (36)	11% (16)	20% (31)	153
#1 Issue: Energy	14% (13)	22% (21)	34% (32)	11% (10)	19% (17)	93
#1 Issue: Other	22% (27)	22% (27)	17% (22)	8% (9)	31% (38)	124
2018 House Vote: Democrat	13% (102)	25% (195)	27% (209)	19% (149)	15% (112)	767
2018 House Vote: Republican	25% (196)	36% (276)	13% (103)	5% (35)	21% (163)	773
2018 House Vote: Someone else	14% (16)	27% (31)	19% (21)	7% (8)	32% (37)	114
2018 House Vote: Didn't Vote	27% (144)	26% (140)	20% (108)	5% (27)	23% (125)	543
2016 Vote: Hillary Clinton	11% (68)	22% (140)	30% (186)	20% (128)	17% (105)	628
2016 Vote: Donald Trump	26% (207)	36% (278)	14% (106)	5% (36)	20% (154)	780
2016 Vote: Someone else	21% (41)	32% (61)	19% (37)	10% (19)	18% (34)	191
2016 Vote: Didn't Vote	24% (141)	27% (162)	19% (114)	6% (38)	24% (142)	597
Voted in 2014: Yes	20% (287)	29% (426)	21% (304)	12% (169)	18% (262)	1447
Voted in 2014: No	23% (171)	29% (217)	19% (140)	7% (50)	23% (175)	754
2012 Vote: Barack Obama	15% (125)	27% (223)	25% (205)	16% (135)	17% (136)	824
2012 Vote: Mitt Romney	25% (140)	37% (207)	14% (77)	6% (31)	19% (110)	566
2012 Vote: Other	22% (25)	30% (34)	21% (24)	3% (3)	24% (27)	113
2012 Vote: Didn't Vote	24% (168)	26% (178)	20% (136)	7% (50)	23% (161)	693

Continued on next page

Table HR6_2: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for women

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (458)	29% (643)	20% (444)	10% (220)	20% (437)	2201
4-Region: Northeast	16% (62)	30% (118)	23% (88)	12% (47)	20% (78)	393
4-Region: Midwest	23% (116)	29% (148)	17% (84)	11% (55)	20% (102)	506
4-Region: South	21% (176)	32% (261)	19% (155)	8% (68)	20% (162)	822
4-Region: West	22% (105)	24% (116)	24% (116)	10% (49)	20% (94)	481
Favorable of Trump	27% (249)	34% (319)	13% (124)	4% (38)	22% (203)	934
Unfavorable of Trump	16% (177)	27% (305)	26% (297)	15% (175)	16% (182)	1137
Very Favorable of Trump	29% (150)	33% (175)	13% (67)	3% (15)	23% (119)	526
Somewhat Favorable of Trump	24% (99)	35% (144)	14% (58)	6% (23)	21% (84)	408
Somewhat Unfavorable of Trump	20% (43)	36% (80)	20% (43)	9% (20)	15% (32)	218
Very Unfavorable of Trump	15% (134)	24% (225)	28% (254)	17% (155)	16% (150)	918
Watch TV: Every day	20% (223)	30% (337)	20% (219)	11% (118)	20% (220)	1117
Watch TV: Several times per week	20% (103)	32% (164)	22% (113)	11% (58)	15% (76)	513
Watch TV: About once per week	28% (42)	25% (36)	22% (32)	9% (14)	16% (24)	148
Watch TV: Several times per month	20% (23)	27% (31)	18% (21)	13% (16)	22% (25)	116
Watch TV: About once per month	18% (14)	28% (22)	22% (17)	13% (10)	19% (15)	78
Watch TV: Less often than once per month	30% (24)	24% (20)	20% (17)	— (0)	27% (22)	83
Watch TV: Never	20% (29)	23% (33)	17% (25)	3% (4)	38% (55)	145
Watch Movies: Every day	24% (93)	30% (117)	18% (69)	10% (38)	19% (74)	392
Watch Movies: Several times per week	20% (123)	32% (196)	21% (125)	10% (62)	17% (102)	608
Watch Movies: About once per week	21% (81)	28% (109)	24% (92)	11% (45)	16% (64)	391
Watch Movies: Several times per month	16% (43)	31% (86)	21% (58)	11% (31)	21% (58)	277
Watch Movies: About once per month	19% (42)	30% (67)	17% (39)	11% (25)	22% (48)	222
Watch Movies: Less often than once per month	26% (44)	23% (38)	23% (39)	9% (14)	19% (32)	167
Watch Movies: Never	22% (31)	20% (29)	15% (22)	3% (4)	40% (57)	144

Continued on next page

Table HR6_2: Do you agree or disagree with the following statements?

There are a sufficient number of acting roles for women

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (458)	29% (643)	20% (444)	10% (220)	20% (437)	2201
Watch Sports: Every day	24% (48)	29% (58)	19% (37)	8% (17)	20% (41)	202
Watch Sports: Several times per week	19% (74)	34% (136)	21% (85)	12% (47)	14% (56)	399
Watch Sports: About once per week	18% (56)	32% (100)	23% (71)	11% (34)	17% (52)	313
Watch Sports: Several times per month	21% (39)	22% (42)	22% (41)	9% (16)	26% (48)	185
Watch Sports: About once per month	22% (35)	33% (53)	18% (29)	10% (16)	17% (28)	160
Watch Sports: Less often than once per month	18% (55)	29% (92)	22% (70)	12% (38)	18% (57)	312
Watch Sports: Never	24% (151)	26% (162)	18% (111)	8% (51)	25% (156)	631
Cable: currently subscribed	19% (207)	29% (315)	23% (250)	11% (124)	18% (191)	1087
Cable: subscribed in past	21% (156)	32% (235)	17% (128)	10% (74)	20% (145)	739
Cable: never subscribed	25% (95)	25% (92)	17% (66)	6% (22)	27% (101)	375
Satellite TV: currently subscribed	22% (121)	30% (168)	20% (110)	9% (48)	20% (112)	560
Satellite TV: subscribed in past	21% (128)	32% (196)	18% (112)	10% (61)	19% (120)	617
Satellite TV: never subscribed	20% (209)	27% (279)	22% (221)	11% (110)	20% (204)	1025
Streaming services(s): currently subscribed	22% (299)	30% (398)	21% (278)	11% (148)	16% (217)	1339
Streaming services(s): subscribed in past	17% (37)	29% (62)	19% (40)	9% (20)	25% (54)	213
Streaming services(s): never subscribed	19% (123)	28% (184)	19% (126)	8% (52)	25% (165)	649
Film: An avid fan	20% (150)	30% (229)	22% (169)	14% (108)	14% (103)	759
Film: A casual fan	21% (258)	29% (367)	21% (260)	8% (98)	21% (269)	1251
Film: Not a fan	26% (50)	24% (47)	8% (15)	7% (14)	34% (65)	190
TV: An avid fan	19% (202)	33% (341)	20% (215)	11% (113)	17% (178)	1049
TV: A casual fan	20% (205)	27% (270)	21% (216)	10% (101)	22% (217)	1010
TV: Not a fan	36% (50)	22% (31)	9% (13)	4% (5)	29% (41)	142
Music: An avid fan	21% (235)	30% (337)	22% (248)	11% (126)	15% (172)	1117
Music: A casual fan	20% (201)	29% (286)	19% (187)	9% (87)	23% (225)	986
Music: Not a fan	23% (22)	21% (21)	9% (9)	6% (6)	41% (40)	98
Fashion: An avid fan	17% (56)	29% (93)	25% (80)	13% (42)	16% (50)	321
Fashion: A casual fan	19% (181)	29% (276)	22% (210)	11% (104)	20% (187)	959
Fashion: Not a fan	24% (221)	30% (274)	17% (153)	8% (74)	22% (199)	921

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

Table HR6_3: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for LGBT people

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	20%	(433)	18%	(387)	17%	(372)	13%	(283)	33%	(726)	2201
Gender: Male	23%	(234)	21%	(218)	14%	(140)	11%	(118)	31%	(320)	1030
Gender: Female	17%	(198)	14%	(169)	20%	(232)	14%	(166)	35%	(406)	1171
Age: 18-29	18%	(75)	19%	(80)	18%	(73)	17%	(70)	29%	(119)	417
Age: 30-44	19%	(87)	19%	(88)	20%	(95)	12%	(55)	31%	(144)	470
Age: 45-54	21%	(93)	16%	(72)	12%	(54)	13%	(55)	38%	(165)	439
Age: 55-64	23%	(83)	19%	(71)	15%	(56)	12%	(42)	31%	(111)	363
Age: 65+	19%	(95)	15%	(77)	18%	(94)	12%	(61)	36%	(186)	512
Generation Z: 18-21	20%	(31)	19%	(29)	18%	(27)	17%	(26)	26%	(40)	155
Millennial: Age 22-37	17%	(90)	20%	(106)	19%	(96)	14%	(72)	30%	(155)	519
Generation X: Age 38-53	20%	(123)	17%	(102)	15%	(94)	12%	(77)	36%	(220)	617
Boomers: Age 54-72	20%	(160)	16%	(130)	18%	(139)	11%	(85)	35%	(278)	792
PID: Dem (no lean)	14%	(100)	16%	(115)	22%	(157)	21%	(148)	26%	(181)	700
PID: Ind (no lean)	20%	(154)	16%	(126)	16%	(127)	11%	(89)	37%	(286)	783
PID: Rep (no lean)	25%	(179)	21%	(147)	12%	(88)	6%	(46)	36%	(258)	718
PID/Gender: Dem Men	15%	(45)	23%	(70)	20%	(62)	17%	(51)	25%	(77)	304
PID/Gender: Dem Women	14%	(55)	11%	(45)	24%	(95)	24%	(97)	26%	(104)	396
PID/Gender: Ind Men	24%	(94)	18%	(73)	11%	(45)	11%	(45)	35%	(138)	396
PID/Gender: Ind Women	15%	(60)	14%	(53)	21%	(82)	11%	(44)	38%	(148)	387
PID/Gender: Rep Men	29%	(96)	23%	(75)	10%	(33)	7%	(22)	32%	(105)	330
PID/Gender: Rep Women	21%	(83)	19%	(72)	14%	(55)	6%	(25)	40%	(154)	388
Ideo: Liberal (1-3)	12%	(78)	16%	(105)	22%	(142)	26%	(167)	24%	(157)	650
Ideo: Moderate (4)	15%	(67)	23%	(104)	19%	(87)	10%	(44)	33%	(151)	454
Ideo: Conservative (5-7)	30%	(226)	18%	(134)	13%	(97)	7%	(53)	33%	(254)	765
Educ: < College	20%	(274)	19%	(260)	16%	(220)	11%	(148)	35%	(482)	1384
Educ: Bachelors degree	18%	(92)	16%	(84)	17%	(91)	17%	(90)	31%	(163)	521
Educ: Post-grad	22%	(66)	15%	(43)	21%	(61)	15%	(46)	27%	(80)	296

Continued on next page

Table HR6_3: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for LGBT people

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (433)	18% (387)	17% (372)	13% (283)	33% (726)	2201
Income: Under 50k	19% (221)	18% (213)	16% (191)	12% (137)	35% (412)	1174
Income: 50k-100k	21% (139)	17% (116)	16% (110)	13% (88)	32% (217)	670
Income: 100k+	20% (73)	16% (59)	20% (70)	16% (59)	27% (96)	357
Ethnicity: White Only	20% (326)	18% (291)	17% (277)	11% (188)	34% (563)	1645
Ethnicity: Hispanic Only	22% (46)	20% (42)	20% (43)	13% (28)	25% (54)	213
Ethnicity: Afr. Am. Only	18% (47)	16% (42)	15% (39)	19% (50)	32% (84)	262
Ethnicity: Other Only	16% (13)	15% (12)	16% (13)	21% (17)	31% (25)	80
Relig: Protestant	25% (125)	17% (88)	13% (68)	12% (61)	33% (166)	508
Relig: Roman Catholic	18% (77)	17% (72)	20% (88)	12% (53)	32% (139)	430
Relig: Something Else	18% (39)	15% (32)	19% (42)	9% (20)	39% (85)	217
Relig: Jewish	13% (4)	9% (3)	28% (9)	23% (8)	27% (9)	33
Relig: Evangelical	19% (155)	16% (131)	18% (143)	13% (105)	34% (275)	809
Relig: Non-Evang. Catholics	25% (86)	18% (61)	16% (55)	8% (29)	33% (116)	347
Relig: All Christian	21% (241)	17% (192)	17% (198)	12% (134)	34% (390)	1155
Relig: All Non-Christian	20% (58)	16% (48)	14% (40)	13% (39)	37% (108)	293
Community: Urban	20% (105)	17% (85)	19% (99)	14% (71)	30% (152)	512
Community: Suburban	21% (221)	16% (166)	18% (187)	14% (145)	31% (322)	1042
Community: Rural	16% (107)	21% (135)	13% (86)	10% (68)	39% (252)	647
Employ: Private Sector	19% (134)	18% (124)	19% (129)	15% (100)	29% (203)	689
Employ: Government	20% (31)	19% (29)	21% (34)	13% (20)	28% (43)	157
Employ: Self-Employed	23% (44)	19% (37)	19% (37)	10% (20)	28% (54)	191
Employ: Homemaker	19% (25)	13% (16)	17% (22)	15% (19)	36% (46)	128
Employ: Student	21% (22)	21% (22)	15% (15)	19% (20)	24% (26)	105
Employ: Retired	19% (96)	15% (77)	16% (82)	14% (69)	36% (181)	505
Employ: Unemployed	22% (44)	21% (44)	12% (25)	7% (15)	38% (77)	205
Employ: Other	17% (38)	17% (38)	13% (29)	9% (20)	44% (97)	222
Military HH: Yes	23% (92)	15% (60)	17% (69)	11% (43)	34% (135)	399
Military HH: No	19% (341)	18% (328)	17% (302)	13% (241)	33% (591)	1802
RD/WT: Right Direction	26% (201)	21% (166)	12% (96)	5% (42)	35% (273)	778
RD/WT: Wrong Track	16% (232)	16% (221)	19% (276)	17% (241)	32% (453)	1423

Continued on next page

Table HR6_3: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for LGBT people

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (433)	18% (387)	17% (372)	13% (283)	33% (726)	2201
Trump Job Approve	25% (231)	20% (188)	12% (108)	6% (52)	38% (350)	929
Trump Job Disapprove	16% (177)	16% (181)	22% (252)	19% (219)	27% (310)	1139
Trump Job Strongly Approve	25% (126)	22% (109)	8% (41)	5% (27)	39% (195)	499
Trump Job Somewhat Approve	24% (105)	18% (79)	15% (66)	6% (25)	36% (155)	431
Trump Job Somewhat Disapprove	19% (52)	16% (45)	22% (62)	13% (35)	29% (81)	275
Trump Job Strongly Disapprove	14% (125)	16% (135)	22% (190)	21% (184)	27% (229)	865
#1 Issue: Economy	22% (144)	19% (128)	17% (111)	9% (58)	34% (223)	663
#1 Issue: Security	25% (115)	18% (82)	13% (59)	8% (34)	36% (161)	451
#1 Issue: Health Care	17% (64)	16% (59)	22% (82)	18% (68)	27% (101)	374
#1 Issue: Medicare / Social Security	14% (36)	15% (38)	18% (46)	16% (42)	36% (92)	254
#1 Issue: Women's Issues	18% (16)	16% (14)	16% (14)	29% (25)	20% (18)	88
#1 Issue: Education	15% (23)	19% (28)	16% (25)	15% (23)	35% (54)	153
#1 Issue: Energy	7% (7)	18% (17)	23% (22)	23% (22)	28% (26)	93
#1 Issue: Other	22% (27)	16% (20)	11% (13)	10% (12)	41% (51)	124
2018 House Vote: Democrat	13% (97)	17% (128)	22% (172)	23% (173)	26% (197)	767
2018 House Vote: Republican	27% (206)	20% (153)	11% (86)	6% (43)	37% (285)	773
2018 House Vote: Someone else	15% (17)	10% (12)	23% (26)	6% (6)	46% (53)	114
2018 House Vote: Didnt Vote	21% (112)	17% (94)	16% (89)	11% (58)	35% (190)	543
2016 Vote: Hillary Clinton	12% (74)	14% (86)	24% (150)	24% (151)	27% (167)	628
2016 Vote: Donald Trump	27% (213)	21% (162)	11% (89)	5% (38)	36% (279)	780
2016 Vote: Someone else	16% (31)	19% (36)	21% (40)	12% (23)	32% (61)	191
2016 Vote: Didnt Vote	19% (114)	17% (103)	16% (93)	12% (72)	36% (215)	597
Voted in 2014: Yes	20% (295)	18% (258)	17% (251)	13% (183)	32% (461)	1447
Voted in 2014: No	18% (138)	17% (130)	16% (121)	13% (101)	35% (265)	754
2012 Vote: Barack Obama	16% (131)	15% (123)	21% (176)	19% (154)	29% (240)	824
2012 Vote: Mitt Romney	25% (139)	22% (123)	14% (80)	6% (31)	34% (193)	566
2012 Vote: Other	30% (34)	17% (19)	10% (11)	3% (4)	41% (46)	113
2012 Vote: Didn't Vote	19% (129)	18% (122)	15% (103)	14% (94)	35% (245)	693

Continued on next page

Table HR6_3: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for LGBT people

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (433)	18% (387)	17% (372)	13% (283)	33% (726)	2201
4-Region: Northeast	15% (57)	19% (75)	20% (79)	16% (62)	30% (119)	393
4-Region: Midwest	18% (92)	17% (84)	16% (82)	13% (65)	36% (183)	506
4-Region: South	21% (171)	17% (143)	16% (133)	12% (100)	34% (276)	822
4-Region: West	23% (113)	18% (85)	16% (78)	12% (56)	31% (148)	481
Favorable of Trump	25% (233)	20% (184)	12% (109)	5% (50)	38% (358)	934
Unfavorable of Trump	15% (173)	16% (184)	22% (248)	20% (222)	27% (310)	1137
Very Favorable of Trump	26% (138)	21% (108)	10% (51)	4% (23)	39% (205)	526
Somewhat Favorable of Trump	23% (96)	18% (75)	14% (58)	7% (27)	37% (153)	408
Somewhat Unfavorable of Trump	22% (48)	18% (38)	23% (49)	9% (20)	29% (62)	218
Very Unfavorable of Trump	14% (125)	16% (145)	22% (199)	22% (202)	27% (248)	918
Watch TV: Every day	17% (189)	19% (214)	18% (206)	14% (159)	31% (350)	1117
Watch TV: Several times per week	24% (122)	17% (85)	17% (85)	14% (70)	30% (152)	513
Watch TV: About once per week	27% (39)	16% (24)	11% (16)	14% (21)	32% (48)	148
Watch TV: Several times per month	17% (20)	18% (21)	14% (16)	10% (11)	42% (48)	116
Watch TV: About once per month	19% (15)	15% (12)	21% (16)	14% (11)	31% (24)	78
Watch TV: Less often than once per month	21% (17)	9% (7)	20% (17)	7% (6)	43% (36)	83
Watch TV: Never	21% (31)	17% (25)	11% (16)	4% (6)	47% (69)	145
Watch Movies: Every day	17% (68)	21% (81)	16% (63)	15% (58)	31% (123)	392
Watch Movies: Several times per week	20% (119)	17% (106)	17% (102)	14% (87)	32% (193)	608
Watch Movies: About once per week	21% (82)	16% (64)	19% (73)	16% (62)	28% (110)	391
Watch Movies: Several times per month	20% (57)	19% (52)	18% (48)	12% (34)	31% (86)	277
Watch Movies: About once per month	15% (33)	20% (45)	19% (43)	9% (19)	37% (82)	222
Watch Movies: Less often than once per month	26% (44)	10% (16)	20% (34)	11% (18)	33% (56)	167
Watch Movies: Never	21% (30)	16% (24)	6% (8)	5% (7)	52% (76)	144

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Table HR6_3: Do you agree or disagree with the following statements?
There are a sufficient number of acting roles for LGBT people

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (433)	18% (387)	17% (372)	13% (283)	33% (726)	2201
Watch Sports: Every day	19% (38)	16% (33)	12% (25)	17% (35)	35% (71)	202
Watch Sports: Several times per week	16% (65)	22% (86)	19% (76)	13% (50)	30% (121)	399
Watch Sports: About once per week	22% (69)	21% (66)	19% (60)	13% (39)	25% (79)	313
Watch Sports: Several times per month	20% (37)	13% (23)	21% (38)	13% (25)	33% (61)	185
Watch Sports: About once per month	24% (38)	17% (27)	12% (19)	12% (19)	36% (57)	160
Watch Sports: Less often than once per month	15% (47)	18% (57)	17% (54)	15% (46)	35% (108)	312
Watch Sports: Never	22% (139)	15% (95)	16% (100)	11% (69)	36% (227)	631
Cable: currently subscribed	19% (206)	18% (192)	17% (186)	15% (161)	31% (342)	1087
Cable: subscribed in past	20% (144)	17% (129)	18% (135)	11% (81)	34% (249)	739
Cable: never subscribed	22% (82)	18% (67)	14% (51)	11% (41)	36% (135)	375
Satellite TV: currently subscribed	21% (116)	20% (112)	17% (95)	9% (51)	33% (186)	560
Satellite TV: subscribed in past	19% (119)	18% (111)	15% (93)	14% (84)	34% (211)	617
Satellite TV: never subscribed	19% (198)	16% (165)	18% (184)	15% (149)	32% (329)	1025
Streaming services(s): currently subscribed	19% (261)	19% (254)	18% (236)	14% (193)	30% (396)	1339
Streaming services(s): subscribed in past	21% (45)	13% (28)	17% (36)	13% (27)	36% (77)	213
Streaming services(s): never subscribed	20% (127)	16% (105)	15% (100)	10% (63)	39% (253)	649
Film: An avid fan	19% (146)	21% (160)	17% (130)	18% (136)	25% (188)	759
Film: A casual fan	19% (244)	16% (202)	18% (226)	11% (134)	36% (447)	1251
Film: Not a fan	23% (43)	14% (26)	9% (16)	7% (14)	48% (91)	190
TV: An avid fan	19% (195)	19% (200)	19% (194)	15% (153)	29% (306)	1049
TV: A casual fan	19% (195)	16% (162)	17% (167)	12% (122)	36% (364)	1010
TV: Not a fan	30% (43)	18% (25)	7% (10)	6% (8)	39% (55)	142
Music: An avid fan	17% (193)	20% (220)	19% (207)	16% (180)	28% (318)	1117
Music: A casual fan	22% (219)	15% (153)	16% (158)	10% (98)	36% (358)	986
Music: Not a fan	22% (21)	15% (15)	6% (6)	6% (5)	51% (50)	98
Fashion: An avid fan	15% (47)	19% (60)	23% (75)	15% (48)	29% (92)	321
Fashion: A casual fan	17% (167)	17% (162)	20% (190)	14% (131)	32% (309)	959
Fashion: Not a fan	24% (219)	18% (166)	12% (106)	11% (105)	35% (325)	921

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

Table HR7_1: Do you agree or disagree with the following statements?
There is a sufficient number of racially diverse movie directors

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(405)	14%	(310)	14%	(306)	13%	(289)	41%	(892)	2201
Gender: Male	19%	(200)	17%	(178)	15%	(150)	12%	(126)	37%	(377)	1030
Gender: Female	17%	(205)	11%	(132)	13%	(156)	14%	(163)	44%	(515)	1171
Age: 18-29	15%	(62)	19%	(79)	15%	(62)	14%	(57)	38%	(158)	417
Age: 30-44	15%	(70)	14%	(66)	15%	(70)	13%	(60)	44%	(205)	470
Age: 45-54	17%	(74)	13%	(57)	16%	(71)	11%	(50)	42%	(186)	439
Age: 55-64	24%	(86)	13%	(46)	13%	(46)	17%	(63)	34%	(122)	363
Age: 65+	22%	(114)	12%	(62)	11%	(57)	12%	(59)	43%	(221)	512
Generation Z: 18-21	14%	(21)	19%	(30)	18%	(28)	14%	(22)	34%	(53)	155
Millennial: Age 22-37	15%	(76)	16%	(83)	13%	(69)	13%	(70)	42%	(220)	519
Generation X: Age 38-53	17%	(104)	13%	(82)	17%	(103)	12%	(72)	41%	(255)	617
Boomers: Age 54-72	21%	(168)	13%	(100)	12%	(96)	15%	(115)	40%	(313)	792
PID: Dem (no lean)	12%	(84)	13%	(89)	16%	(113)	24%	(168)	35%	(247)	700
PID: Ind (no lean)	19%	(145)	13%	(101)	15%	(115)	10%	(79)	44%	(343)	783
PID: Rep (no lean)	24%	(176)	17%	(120)	11%	(78)	6%	(43)	42%	(302)	718
PID/Gender: Dem Men	11%	(33)	17%	(51)	16%	(50)	21%	(65)	34%	(105)	304
PID/Gender: Dem Women	13%	(51)	10%	(38)	16%	(62)	26%	(103)	36%	(142)	396
PID/Gender: Ind Men	19%	(74)	15%	(59)	14%	(56)	9%	(36)	43%	(171)	396
PID/Gender: Ind Women	18%	(71)	11%	(42)	15%	(59)	11%	(43)	45%	(173)	387
PID/Gender: Rep Men	28%	(93)	21%	(68)	13%	(43)	8%	(25)	31%	(101)	330
PID/Gender: Rep Women	21%	(83)	13%	(52)	9%	(35)	5%	(18)	52%	(200)	388
Ideo: Liberal (1-3)	11%	(71)	11%	(72)	17%	(109)	25%	(164)	36%	(234)	650
Ideo: Moderate (4)	18%	(82)	18%	(81)	14%	(65)	15%	(68)	35%	(157)	454
Ideo: Conservative (5-7)	25%	(191)	15%	(113)	13%	(100)	6%	(44)	41%	(317)	765
Educ: < College	17%	(237)	16%	(218)	13%	(177)	11%	(152)	43%	(601)	1384
Educ: Bachelors degree	18%	(95)	11%	(59)	16%	(85)	17%	(86)	37%	(194)	521
Educ: Post-grad	25%	(73)	11%	(32)	15%	(44)	17%	(51)	33%	(96)	296

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Table HR7_1: Do you agree or disagree with the following statements?
There is a sufficient number of racially diverse movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	18% (405)	14% (310)	14% (306)	13% (289)	41% (892)	2201
Income: Under 50k	16% (193)	15% (179)	14% (160)	12% (138)	43% (505)	1174
Income: 50k-100k	21% (138)	13% (88)	14% (96)	14% (93)	38% (254)	670
Income: 100k+	21% (74)	12% (43)	14% (50)	16% (58)	37% (132)	357
Ethnicity: White Only	20% (335)	14% (225)	13% (217)	11% (181)	42% (687)	1645
Ethnicity: Hispanic Only	14% (31)	18% (39)	19% (41)	13% (28)	35% (75)	213
Ethnicity: Afr. Am. Only	9% (25)	12% (32)	14% (36)	26% (68)	38% (101)	262
Ethnicity: Other Only	18% (15)	17% (14)	14% (11)	15% (12)	36% (29)	80
Relig: Protestant	23% (116)	14% (70)	12% (60)	11% (55)	41% (207)	508
Relig: Roman Catholic	17% (74)	16% (70)	15% (64)	15% (64)	37% (158)	430
Relig: Something Else	15% (33)	12% (26)	14% (31)	18% (39)	40% (88)	217
Relig: Jewish	22% (7)	1% (0)	15% (5)	21% (7)	41% (13)	33
Relig: Evangelical	18% (146)	14% (112)	14% (114)	15% (122)	39% (315)	809
Relig: Non-Evang. Catholics	22% (78)	16% (54)	12% (42)	10% (36)	40% (138)	347
Relig: All Christian	19% (223)	14% (166)	13% (156)	14% (158)	39% (452)	1155
Relig: All Non-Christian	18% (53)	13% (39)	13% (37)	12% (36)	44% (128)	293
Community: Urban	15% (77)	16% (84)	13% (69)	19% (99)	36% (183)	512
Community: Suburban	20% (210)	12% (127)	15% (158)	12% (129)	40% (418)	1042
Community: Rural	18% (118)	15% (99)	12% (79)	9% (61)	45% (291)	647
Employ: Private Sector	15% (100)	15% (105)	15% (106)	15% (102)	40% (276)	689
Employ: Government	19% (31)	11% (18)	20% (31)	10% (15)	40% (63)	157
Employ: Self-Employed	22% (42)	20% (38)	12% (23)	15% (28)	31% (60)	191
Employ: Homemaker	18% (24)	11% (14)	12% (16)	9% (11)	49% (63)	128
Employ: Student	15% (15)	18% (19)	23% (24)	17% (18)	27% (29)	105
Employ: Retired	23% (114)	13% (65)	12% (60)	13% (64)	40% (203)	505
Employ: Unemployed	19% (39)	12% (24)	11% (23)	10% (20)	48% (99)	205
Employ: Other	18% (40)	12% (27)	11% (24)	14% (31)	45% (100)	222
Military HH: Yes	22% (86)	12% (50)	13% (52)	11% (45)	41% (165)	399
Military HH: No	18% (319)	14% (260)	14% (253)	14% (244)	40% (727)	1802
RD/WT: Right Direction	25% (192)	19% (144)	11% (86)	5% (41)	41% (315)	778
RD/WT: Wrong Track	15% (213)	12% (165)	15% (220)	17% (249)	40% (576)	1423

Continued on next page

Table HR7_1: Do you agree or disagree with the following statements?
There is a sufficient number of racially diverse movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	18% (405)	14% (310)	14% (306)	13% (289)	41% (892)	2201
Trump Job Approve	25% (229)	17% (159)	11% (103)	5% (48)	42% (390)	929
Trump Job Disapprove	13% (153)	12% (141)	17% (191)	21% (234)	37% (421)	1139
Trump Job Strongly Approve	29% (143)	16% (78)	9% (46)	4% (22)	42% (209)	499
Trump Job Somewhat Approve	20% (87)	19% (80)	13% (56)	6% (27)	42% (181)	431
Trump Job Somewhat Disapprove	13% (36)	15% (41)	18% (50)	14% (39)	39% (108)	275
Trump Job Strongly Disapprove	14% (117)	12% (100)	16% (140)	23% (195)	36% (312)	865
#1 Issue: Economy	17% (111)	16% (106)	14% (92)	11% (70)	43% (284)	663
#1 Issue: Security	28% (128)	16% (72)	12% (53)	8% (35)	36% (163)	451
#1 Issue: Health Care	13% (48)	13% (50)	16% (61)	17% (65)	40% (150)	374
#1 Issue: Medicare / Social Security	18% (47)	13% (33)	14% (36)	16% (41)	38% (97)	254
#1 Issue: Women's Issues	8% (7)	10% (8)	13% (11)	22% (20)	47% (42)	88
#1 Issue: Education	17% (25)	13% (19)	19% (29)	14% (21)	38% (59)	153
#1 Issue: Energy	15% (14)	10% (10)	20% (18)	21% (20)	34% (32)	93
#1 Issue: Other	20% (24)	10% (12)	4% (5)	14% (18)	52% (64)	124
2018 House Vote: Democrat	13% (99)	12% (89)	16% (126)	24% (186)	35% (267)	767
2018 House Vote: Republican	27% (206)	16% (121)	11% (87)	5% (42)	41% (316)	773
2018 House Vote: Someone else	18% (20)	14% (16)	14% (16)	14% (16)	39% (45)	114
2018 House Vote: Didnt Vote	15% (79)	15% (82)	14% (76)	8% (44)	48% (263)	543
2016 Vote: Hillary Clinton	12% (73)	12% (77)	16% (102)	26% (163)	34% (213)	628
2016 Vote: Donald Trump	27% (208)	17% (129)	11% (84)	6% (43)	40% (316)	780
2016 Vote: Someone else	19% (36)	11% (21)	13% (25)	15% (29)	42% (80)	191
2016 Vote: Didnt Vote	14% (85)	13% (81)	16% (94)	9% (54)	47% (283)	597
Voted in 2014: Yes	20% (291)	14% (207)	14% (203)	14% (207)	37% (540)	1447
Voted in 2014: No	15% (114)	14% (103)	14% (103)	11% (82)	47% (352)	754
2012 Vote: Barack Obama	15% (127)	12% (96)	16% (130)	21% (171)	36% (300)	824
2012 Vote: Mitt Romney	27% (155)	15% (88)	11% (61)	6% (35)	40% (227)	566
2012 Vote: Other	25% (28)	11% (12)	10% (11)	8% (9)	46% (53)	113
2012 Vote: Didn't Vote	14% (95)	16% (111)	15% (101)	11% (74)	45% (312)	693

Continued on next page

Table HR7_1: Do you agree or disagree with the following statements?
There is a sufficient number of racially diverse movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	18% (405)	14% (310)	14% (306)	13% (289)	41% (892)	2201
4-Region: Northeast	14% (54)	15% (60)	16% (64)	18% (69)	37% (145)	393
4-Region: Midwest	19% (95)	14% (72)	13% (63)	10% (51)	44% (224)	506
4-Region: South	18% (147)	14% (112)	13% (110)	13% (109)	42% (344)	822
4-Region: West	22% (108)	14% (66)	14% (68)	12% (60)	37% (179)	481
Favorable of Trump	24% (228)	16% (152)	11% (100)	5% (50)	43% (404)	934
Unfavorable of Trump	14% (162)	13% (144)	17% (195)	20% (233)	35% (403)	1137
Very Favorable of Trump	27% (144)	16% (86)	9% (50)	4% (23)	43% (224)	526
Somewhat Favorable of Trump	21% (85)	16% (66)	12% (51)	7% (27)	44% (180)	408
Somewhat Unfavorable of Trump	16% (36)	17% (38)	17% (38)	9% (20)	40% (87)	218
Very Unfavorable of Trump	14% (126)	12% (106)	17% (157)	23% (213)	34% (316)	918
Watch TV: Every day	17% (195)	15% (164)	13% (143)	14% (157)	41% (458)	1117
Watch TV: Several times per week	19% (96)	13% (68)	15% (79)	14% (70)	39% (200)	513
Watch TV: About once per week	17% (25)	20% (29)	18% (27)	11% (17)	33% (49)	148
Watch TV: Several times per month	22% (26)	11% (13)	13% (15)	12% (13)	42% (49)	116
Watch TV: About once per month	22% (17)	12% (10)	25% (19)	6% (5)	35% (28)	78
Watch TV: Less often than once per month	22% (18)	12% (10)	7% (6)	14% (12)	45% (38)	83
Watch TV: Never	19% (28)	10% (15)	12% (17)	11% (16)	48% (70)	145
Watch Movies: Every day	15% (59)	17% (67)	14% (53)	12% (49)	42% (164)	392
Watch Movies: Several times per week	14% (88)	14% (84)	16% (99)	14% (85)	41% (252)	608
Watch Movies: About once per week	20% (79)	15% (60)	17% (68)	13% (52)	34% (133)	391
Watch Movies: Several times per month	21% (58)	15% (41)	14% (37)	13% (36)	38% (105)	277
Watch Movies: About once per month	22% (48)	14% (31)	12% (27)	13% (30)	39% (86)	222
Watch Movies: Less often than once per month	26% (43)	9% (15)	7% (12)	14% (23)	44% (74)	167
Watch Movies: Never	21% (30)	9% (12)	6% (9)	11% (15)	54% (78)	144

Continued on next page

Table HR7_1: Do you agree or disagree with the following statements?*There is a sufficient number of racially diverse movie directors*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	18%	(405)	14%	(310)	14%	(306)	13%	(289)	41%	(892)	2201
Watch Sports: Every day	15%	(31)	21%	(43)	12%	(25)	11%	(23)	40%	(80)	202
Watch Sports: Several times per week	19%	(75)	19%	(76)	17%	(68)	15%	(62)	29%	(117)	399
Watch Sports: About once per week	18%	(58)	14%	(44)	14%	(45)	12%	(38)	41%	(128)	313
Watch Sports: Several times per month	19%	(34)	12%	(23)	17%	(32)	13%	(24)	39%	(72)	185
Watch Sports: About once per month	24%	(38)	14%	(23)	13%	(21)	12%	(19)	37%	(59)	160
Watch Sports: Less often than once per month	20%	(61)	12%	(37)	14%	(42)	15%	(48)	40%	(124)	312
Watch Sports: Never	17%	(107)	10%	(63)	12%	(73)	12%	(76)	49%	(311)	631
Cable: currently subscribed	18%	(193)	15%	(160)	15%	(163)	15%	(161)	38%	(409)	1087
Cable: subscribed in past	19%	(141)	13%	(99)	13%	(98)	12%	(88)	42%	(312)	739
Cable: never subscribed	19%	(71)	13%	(50)	12%	(45)	11%	(40)	45%	(170)	375
Satellite TV: currently subscribed	20%	(111)	13%	(75)	13%	(75)	10%	(55)	43%	(243)	560
Satellite TV: subscribed in past	16%	(98)	17%	(106)	14%	(87)	13%	(81)	40%	(244)	617
Satellite TV: never subscribed	19%	(196)	12%	(128)	14%	(144)	15%	(153)	39%	(404)	1025
Streaming services(s): currently subscribed	18%	(238)	14%	(189)	15%	(204)	14%	(187)	39%	(521)	1339
Streaming services(s): subscribed in past	16%	(33)	18%	(39)	15%	(32)	14%	(30)	37%	(79)	213
Streaming services(s): never subscribed	21%	(134)	13%	(81)	11%	(70)	11%	(72)	45%	(291)	649
Film: An avid fan	14%	(104)	17%	(129)	15%	(113)	18%	(140)	36%	(273)	759
Film: A casual fan	20%	(249)	13%	(158)	14%	(178)	11%	(138)	42%	(528)	1251
Film: Not a fan	27%	(52)	12%	(23)	8%	(14)	6%	(11)	47%	(90)	190
TV: An avid fan	16%	(168)	16%	(169)	14%	(142)	15%	(156)	40%	(414)	1049
TV: A casual fan	19%	(197)	12%	(120)	15%	(154)	12%	(123)	41%	(417)	1010
TV: Not a fan	28%	(40)	15%	(21)	7%	(10)	7%	(11)	42%	(60)	142
Music: An avid fan	15%	(164)	16%	(181)	17%	(188)	14%	(161)	38%	(423)	1117
Music: A casual fan	22%	(214)	12%	(118)	11%	(113)	12%	(117)	43%	(424)	986
Music: Not a fan	28%	(27)	11%	(11)	4%	(4)	11%	(11)	46%	(45)	98
Fashion: An avid fan	13%	(42)	19%	(63)	17%	(53)	19%	(60)	32%	(104)	321
Fashion: A casual fan	17%	(166)	13%	(124)	15%	(146)	14%	(137)	40%	(386)	959
Fashion: Not a fan	21%	(198)	13%	(123)	11%	(106)	10%	(93)	44%	(402)	921

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

Table HR7_2: Do you agree or disagree with the following statements?
There is a sufficient number of female movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (357)	13% (288)	17% (377)	15% (334)	38% (846)	2201
Gender: Male	18% (185)	14% (149)	17% (177)	14% (146)	36% (373)	1030
Gender: Female	15% (172)	12% (139)	17% (200)	16% (188)	40% (473)	1171
Age: 18-29	13% (56)	15% (62)	18% (75)	16% (65)	38% (159)	417
Age: 30-44	14% (68)	13% (62)	16% (77)	14% (68)	42% (195)	470
Age: 45-54	15% (68)	11% (50)	17% (75)	17% (74)	39% (172)	439
Age: 55-64	21% (77)	11% (42)	17% (63)	17% (61)	33% (120)	363
Age: 65+	17% (89)	14% (72)	17% (87)	13% (66)	39% (198)	512
Generation Z: 18-21	15% (23)	16% (24)	23% (35)	14% (22)	32% (49)	155
Millennial: Age 22-37	13% (67)	14% (72)	16% (82)	14% (75)	43% (223)	519
Generation X: Age 38-53	16% (97)	12% (72)	17% (105)	17% (105)	39% (238)	617
Boomers: Age 54-72	18% (140)	14% (109)	17% (132)	15% (119)	37% (292)	792
PID: Dem (no lean)	11% (74)	12% (83)	18% (129)	27% (187)	33% (228)	700
PID: Ind (no lean)	16% (124)	12% (92)	18% (145)	12% (92)	42% (330)	783
PID: Rep (no lean)	22% (159)	16% (113)	14% (103)	8% (55)	40% (288)	718
PID/Gender: Dem Men	10% (31)	15% (44)	17% (52)	25% (75)	33% (101)	304
PID/Gender: Dem Women	11% (43)	10% (39)	19% (76)	28% (112)	32% (126)	396
PID/Gender: Ind Men	17% (68)	12% (49)	20% (78)	9% (36)	42% (165)	396
PID/Gender: Ind Women	15% (56)	11% (43)	17% (67)	14% (56)	43% (165)	387
PID/Gender: Rep Men	26% (87)	17% (55)	14% (47)	10% (34)	32% (107)	330
PID/Gender: Rep Women	19% (72)	15% (57)	15% (57)	5% (20)	47% (181)	388
Ideo: Liberal (1-3)	10% (63)	11% (69)	19% (126)	27% (179)	33% (213)	650
Ideo: Moderate (4)	17% (76)	16% (72)	21% (93)	16% (74)	31% (139)	454
Ideo: Conservative (5-7)	22% (172)	14% (111)	15% (118)	7% (55)	40% (310)	765
Educ: < College	16% (216)	14% (189)	17% (237)	12% (168)	41% (574)	1384
Educ: Bachelors degree	16% (82)	12% (64)	16% (83)	21% (108)	35% (183)	521
Educ: Post-grad	20% (58)	12% (35)	19% (57)	19% (57)	30% (89)	296

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Table HR7_2: Do you agree or disagree with the following statements?*There is a sufficient number of female movie directors*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (357)	13% (288)	17% (377)	15% (334)	38% (846)	2201
Income: Under 50k	15% (181)	13% (156)	17% (200)	13% (157)	41% (481)	1174
Income: 50k-100k	17% (112)	13% (86)	18% (120)	18% (118)	35% (234)	670
Income: 100k+	18% (64)	13% (46)	16% (57)	17% (59)	36% (130)	357
Ethnicity: White Only	18% (289)	13% (212)	17% (275)	13% (216)	40% (653)	1645
Ethnicity: Hispanic Only	14% (30)	16% (35)	22% (47)	15% (32)	33% (69)	213
Ethnicity: Afr. Am. Only	8% (21)	12% (33)	17% (44)	26% (69)	36% (95)	262
Ethnicity: Other Only	20% (16)	11% (8)	14% (11)	21% (16)	35% (28)	80
Relig: Protestant	20% (101)	13% (64)	17% (84)	14% (69)	38% (191)	508
Relig: Roman Catholic	16% (68)	17% (75)	19% (81)	16% (69)	32% (137)	430
Relig: Something Else	13% (29)	8% (18)	19% (41)	17% (38)	42% (91)	217
Relig: Jewish	15% (5)	4% (1)	16% (5)	23% (8)	41% (13)	33
Relig: Evangelical	16% (127)	13% (103)	19% (153)	17% (135)	36% (290)	809
Relig: Non-Evang. Catholics	20% (71)	15% (54)	15% (53)	12% (40)	37% (129)	347
Relig: All Christian	17% (198)	14% (156)	18% (207)	15% (176)	36% (419)	1155
Relig: All Non-Christian	16% (45)	16% (46)	14% (42)	13% (39)	41% (121)	293
Community: Urban	15% (78)	12% (60)	17% (89)	21% (106)	35% (180)	512
Community: Suburban	17% (173)	14% (148)	17% (175)	16% (165)	37% (381)	1042
Community: Rural	16% (106)	12% (80)	17% (113)	10% (63)	44% (285)	647
Employ: Private Sector	14% (94)	13% (88)	17% (118)	18% (126)	38% (263)	689
Employ: Government	20% (31)	10% (16)	23% (36)	9% (13)	39% (61)	157
Employ: Self-Employed	20% (38)	18% (33)	17% (32)	14% (26)	32% (62)	191
Employ: Homemaker	15% (19)	12% (15)	12% (15)	13% (17)	48% (61)	128
Employ: Student	15% (16)	20% (21)	24% (25)	16% (17)	24% (26)	105
Employ: Retired	18% (93)	14% (70)	16% (81)	15% (75)	37% (186)	505
Employ: Unemployed	16% (33)	12% (25)	15% (30)	9% (18)	48% (99)	205
Employ: Other	15% (33)	9% (19)	18% (40)	18% (41)	40% (88)	222
Military HH: Yes	19% (74)	10% (41)	17% (69)	13% (53)	40% (161)	399
Military HH: No	16% (282)	14% (247)	17% (308)	16% (281)	38% (685)	1802
RD/WT: Right Direction	22% (169)	17% (130)	17% (129)	6% (48)	39% (302)	778
RD/WT: Wrong Track	13% (188)	11% (158)	17% (248)	20% (285)	38% (544)	1423

Continued on next page

Table HR7_2: Do you agree or disagree with the following statements?
There is a sufficient number of female movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (357)	13% (288)	17% (377)	15% (334)	38% (846)	2201
Trump Job Approve	22% (203)	15% (139)	15% (136)	7% (67)	41% (384)	929
Trump Job Disapprove	12% (138)	12% (132)	20% (228)	23% (257)	34% (385)	1139
Trump Job Strongly Approve	25% (124)	14% (72)	13% (66)	6% (31)	41% (205)	499
Trump Job Somewhat Approve	18% (79)	16% (67)	16% (70)	8% (36)	42% (179)	431
Trump Job Somewhat Disapprove	11% (30)	15% (41)	26% (71)	16% (44)	33% (90)	275
Trump Job Strongly Disapprove	12% (107)	11% (91)	18% (157)	25% (214)	34% (296)	865
#1 Issue: Economy	15% (97)	14% (92)	16% (103)	14% (95)	42% (275)	663
#1 Issue: Security	24% (110)	16% (70)	16% (73)	9% (41)	35% (157)	451
#1 Issue: Health Care	13% (48)	13% (47)	20% (73)	21% (77)	34% (128)	374
#1 Issue: Medicare / Social Security	16% (41)	13% (34)	17% (43)	16% (41)	37% (95)	254
#1 Issue: Women's Issues	10% (8)	6% (5)	18% (16)	25% (22)	42% (37)	88
#1 Issue: Education	12% (19)	13% (20)	20% (31)	14% (21)	41% (63)	153
#1 Issue: Energy	15% (14)	9% (9)	21% (20)	24% (22)	30% (28)	93
#1 Issue: Other	16% (20)	9% (11)	13% (16)	11% (13)	51% (62)	124
2018 House Vote: Democrat	11% (87)	11% (87)	18% (142)	27% (207)	32% (244)	767
2018 House Vote: Republican	23% (178)	15% (119)	16% (124)	6% (50)	39% (302)	773
2018 House Vote: Someone else	17% (19)	14% (16)	17% (19)	13% (15)	40% (46)	114
2018 House Vote: Didnt Vote	13% (72)	12% (66)	17% (92)	11% (61)	46% (253)	543
2016 Vote: Hillary Clinton	11% (68)	12% (77)	18% (115)	29% (183)	30% (186)	628
2016 Vote: Donald Trump	23% (181)	16% (121)	15% (118)	8% (59)	39% (301)	780
2016 Vote: Someone else	16% (31)	10% (18)	17% (33)	13% (24)	44% (84)	191
2016 Vote: Didnt Vote	13% (76)	12% (71)	18% (109)	11% (67)	46% (274)	597
Voted in 2014: Yes	17% (251)	14% (205)	17% (245)	16% (232)	36% (514)	1447
Voted in 2014: No	14% (106)	11% (83)	17% (131)	13% (102)	44% (332)	754
2012 Vote: Barack Obama	13% (106)	12% (102)	19% (158)	24% (195)	32% (263)	824
2012 Vote: Mitt Romney	24% (136)	15% (84)	13% (73)	8% (43)	41% (229)	566
2012 Vote: Other	24% (27)	7% (8)	18% (20)	6% (7)	45% (51)	113
2012 Vote: Didn't Vote	12% (85)	14% (94)	18% (123)	13% (88)	44% (303)	693

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Table HR7_2: Do you agree or disagree with the following statements?*There is a sufficient number of female movie directors*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (357)	13% (288)	17% (377)	15% (334)	38% (846)	2201
4-Region: Northeast	15% (60)	14% (56)	15% (59)	19% (74)	36% (143)	393
4-Region: Midwest	17% (83)	13% (64)	18% (89)	13% (63)	41% (206)	506
4-Region: South	16% (128)	12% (97)	18% (152)	15% (124)	39% (322)	822
4-Region: West	18% (85)	15% (71)	16% (77)	15% (73)	36% (175)	481
Favorable of Trump	22% (201)	14% (131)	15% (143)	7% (62)	43% (397)	934
Unfavorable of Trump	13% (144)	12% (141)	20% (223)	23% (257)	33% (372)	1137
Very Favorable of Trump	24% (128)	14% (73)	14% (73)	6% (29)	42% (222)	526
Somewhat Favorable of Trump	18% (73)	14% (58)	17% (70)	8% (33)	43% (175)	408
Somewhat Unfavorable of Trump	15% (32)	19% (42)	22% (49)	12% (26)	32% (69)	218
Very Unfavorable of Trump	12% (112)	11% (98)	19% (175)	25% (231)	33% (303)	918
Watch TV: Every day	15% (172)	13% (141)	17% (187)	16% (182)	39% (435)	1117
Watch TV: Several times per week	17% (87)	12% (60)	19% (98)	16% (83)	36% (186)	513
Watch TV: About once per week	14% (20)	22% (33)	17% (25)	15% (22)	32% (47)	148
Watch TV: Several times per month	20% (23)	12% (14)	13% (15)	13% (15)	43% (50)	116
Watch TV: About once per month	19% (15)	18% (14)	21% (17)	12% (9)	29% (23)	78
Watch TV: Less often than once per month	14% (12)	12% (10)	14% (12)	18% (15)	42% (35)	83
Watch TV: Never	19% (27)	11% (16)	17% (24)	5% (8)	48% (70)	145
Watch Movies: Every day	13% (53)	13% (53)	15% (60)	17% (67)	41% (160)	392
Watch Movies: Several times per week	13% (82)	12% (76)	19% (114)	17% (101)	39% (235)	608
Watch Movies: About once per week	20% (77)	14% (56)	18% (72)	15% (60)	32% (126)	391
Watch Movies: Several times per month	16% (43)	15% (42)	22% (60)	12% (34)	35% (97)	277
Watch Movies: About once per month	16% (36)	13% (29)	15% (32)	18% (40)	38% (84)	222
Watch Movies: Less often than once per month	23% (39)	10% (18)	15% (25)	12% (19)	40% (67)	167
Watch Movies: Never	19% (27)	10% (15)	10% (15)	7% (11)	53% (77)	144

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Table HR7_2: Do you agree or disagree with the following statements?
There is a sufficient number of female movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (357)	13% (288)	17% (377)	15% (334)	38% (846)	2201
Watch Sports: Every day	16% (32)	15% (30)	13% (25)	14% (29)	43% (86)	202
Watch Sports: Several times per week	15% (62)	18% (72)	21% (84)	18% (71)	27% (109)	399
Watch Sports: About once per week	16% (49)	12% (38)	20% (64)	14% (44)	38% (119)	313
Watch Sports: Several times per month	20% (37)	10% (19)	15% (28)	17% (31)	38% (70)	185
Watch Sports: About once per month	19% (30)	13% (22)	19% (30)	15% (24)	34% (54)	160
Watch Sports: Less often than once per month	18% (57)	12% (37)	17% (52)	15% (48)	38% (119)	312
Watch Sports: Never	14% (89)	11% (71)	15% (94)	14% (87)	46% (290)	631
Cable: currently subscribed	15% (166)	13% (145)	19% (207)	17% (190)	35% (379)	1087
Cable: subscribed in past	17% (127)	13% (95)	15% (112)	14% (102)	41% (303)	739
Cable: never subscribed	17% (64)	13% (48)	15% (58)	11% (42)	44% (164)	375
Satellite TV: currently subscribed	18% (100)	13% (75)	16% (91)	11% (63)	41% (230)	560
Satellite TV: subscribed in past	14% (88)	12% (72)	20% (122)	15% (95)	39% (241)	617
Satellite TV: never subscribed	16% (169)	14% (141)	16% (164)	17% (176)	37% (375)	1025
Streaming services(s): currently subscribed	15% (201)	13% (170)	18% (244)	17% (222)	37% (502)	1339
Streaming services(s): subscribed in past	18% (38)	15% (32)	16% (34)	16% (34)	35% (74)	213
Streaming services(s): never subscribed	18% (117)	13% (86)	15% (98)	12% (77)	42% (270)	649
Film: An avid fan	12% (90)	14% (106)	18% (137)	22% (164)	34% (262)	759
Film: A casual fan	18% (222)	13% (160)	17% (216)	13% (162)	39% (491)	1251
Film: Not a fan	24% (45)	12% (22)	12% (23)	4% (7)	49% (93)	190
TV: An avid fan	14% (148)	15% (156)	17% (181)	17% (177)	37% (388)	1049
TV: A casual fan	17% (174)	12% (117)	18% (179)	14% (144)	39% (396)	1010
TV: Not a fan	24% (35)	11% (15)	12% (17)	9% (13)	44% (62)	142
Music: An avid fan	13% (143)	13% (146)	20% (222)	18% (196)	37% (410)	1117
Music: A casual fan	19% (191)	13% (133)	15% (146)	13% (127)	39% (388)	986
Music: Not a fan	23% (22)	9% (9)	9% (9)	10% (10)	49% (48)	98
Fashion: An avid fan	10% (32)	18% (59)	21% (67)	20% (64)	31% (100)	321
Fashion: A casual fan	15% (140)	13% (124)	19% (178)	17% (165)	37% (351)	959
Fashion: Not a fan	20% (185)	11% (104)	14% (131)	11% (105)	43% (395)	921

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

Table HR7_3: Do you agree or disagree with the following statements?
There is a sufficient number of LGBT movie directors

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	21%	(472)	9%	(194)	10%	(227)	12%	(266)	47%	(1041)	2201
Gender: Male	24%	(246)	10%	(105)	11%	(110)	11%	(109)	45%	(460)	1030
Gender: Female	19%	(226)	8%	(89)	10%	(117)	13%	(157)	50%	(582)	1171
Age: 18-29	14%	(58)	10%	(40)	14%	(58)	16%	(68)	46%	(194)	417
Age: 30-44	18%	(84)	9%	(41)	12%	(58)	13%	(60)	48%	(228)	470
Age: 45-54	22%	(98)	6%	(28)	10%	(43)	11%	(50)	50%	(220)	439
Age: 55-64	26%	(95)	10%	(38)	8%	(30)	13%	(45)	43%	(154)	363
Age: 65+	27%	(138)	9%	(47)	7%	(38)	8%	(43)	48%	(246)	512
Generation Z: 18-21	15%	(24)	10%	(15)	18%	(28)	15%	(24)	41%	(64)	155
Millennial: Age 22-37	15%	(77)	10%	(50)	12%	(60)	14%	(73)	50%	(259)	519
Generation X: Age 38-53	22%	(133)	7%	(41)	11%	(68)	13%	(78)	48%	(296)	617
Boomers: Age 54-72	25%	(197)	10%	(79)	8%	(67)	10%	(80)	47%	(370)	792
PID: Dem (no lean)	15%	(105)	9%	(60)	13%	(92)	22%	(154)	41%	(290)	700
PID: Ind (no lean)	21%	(167)	7%	(57)	11%	(85)	9%	(74)	51%	(401)	783
PID: Rep (no lean)	28%	(201)	11%	(77)	7%	(50)	5%	(38)	49%	(351)	718
PID/Gender: Dem Men	13%	(40)	10%	(30)	15%	(44)	19%	(59)	43%	(131)	304
PID/Gender: Dem Women	16%	(65)	8%	(30)	12%	(48)	24%	(95)	40%	(159)	396
PID/Gender: Ind Men	24%	(94)	8%	(32)	9%	(36)	9%	(34)	50%	(200)	396
PID/Gender: Ind Women	19%	(73)	6%	(25)	13%	(48)	10%	(40)	52%	(201)	387
PID/Gender: Rep Men	34%	(112)	13%	(43)	9%	(30)	5%	(16)	39%	(128)	330
PID/Gender: Rep Women	23%	(89)	9%	(34)	5%	(20)	6%	(22)	57%	(223)	388
Ideo: Liberal (1-3)	13%	(86)	7%	(47)	14%	(90)	23%	(150)	43%	(277)	650
Ideo: Moderate (4)	19%	(87)	12%	(56)	11%	(51)	14%	(62)	44%	(198)	454
Ideo: Conservative (5-7)	31%	(238)	9%	(71)	7%	(54)	5%	(38)	48%	(364)	765
Educ: < College	20%	(274)	9%	(125)	11%	(153)	10%	(134)	50%	(699)	1384
Educ: Bachelors degree	23%	(117)	9%	(46)	9%	(48)	15%	(78)	44%	(231)	521
Educ: Post-grad	27%	(81)	8%	(23)	9%	(26)	18%	(54)	38%	(112)	296

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Table HR7_3: Do you agree or disagree with the following statements?
There is a sufficient number of LGBT movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (472)	9% (194)	10% (227)	12% (266)	47% (1041)	2201
Income: Under 50k	19% (226)	10% (112)	11% (125)	11% (129)	50% (582)	1174
Income: 50k-100k	24% (160)	8% (51)	11% (72)	13% (84)	45% (303)	670
Income: 100k+	24% (87)	9% (31)	9% (31)	15% (53)	44% (156)	357
Ethnicity: White Only	23% (380)	9% (144)	9% (154)	10% (170)	48% (797)	1645
Ethnicity: Hispanic Only	18% (38)	11% (24)	15% (32)	15% (32)	41% (87)	213
Ethnicity: Afr. Am. Only	15% (39)	7% (19)	12% (31)	19% (50)	47% (123)	262
Ethnicity: Other Only	19% (15)	9% (7)	13% (10)	17% (14)	43% (34)	80
Relig: Protestant	28% (141)	10% (48)	6% (30)	10% (53)	46% (236)	508
Relig: Roman Catholic	21% (89)	10% (42)	13% (56)	12% (52)	44% (190)	430
Relig: Something Else	19% (41)	7% (16)	8% (17)	16% (34)	50% (110)	217
Relig: Jewish	27% (9)	— (0)	18% (6)	9% (3)	46% (15)	33
Relig: Evangelical	22% (177)	9% (71)	9% (71)	14% (111)	47% (379)	809
Relig: Non-Evang. Catholics	27% (94)	10% (36)	9% (32)	8% (28)	45% (157)	347
Relig: All Christian	23% (271)	9% (107)	9% (103)	12% (139)	46% (535)	1155
Relig: All Non-Christian	22% (65)	8% (23)	10% (30)	8% (23)	51% (151)	293
Community: Urban	20% (105)	9% (48)	11% (58)	15% (76)	44% (226)	512
Community: Suburban	22% (230)	8% (84)	11% (110)	13% (131)	47% (487)	1042
Community: Rural	21% (138)	10% (62)	9% (60)	9% (59)	51% (329)	647
Employ: Private Sector	18% (127)	9% (61)	12% (83)	14% (99)	46% (319)	689
Employ: Government	22% (35)	9% (15)	10% (16)	12% (19)	46% (72)	157
Employ: Self-Employed	28% (53)	10% (19)	13% (24)	12% (22)	38% (72)	191
Employ: Homemaker	17% (21)	5% (6)	7% (9)	9% (12)	62% (79)	128
Employ: Student	15% (15)	18% (19)	16% (17)	19% (20)	32% (34)	105
Employ: Retired	29% (145)	9% (48)	8% (39)	10% (48)	45% (225)	505
Employ: Unemployed	19% (40)	7% (14)	10% (21)	8% (17)	55% (113)	205
Employ: Other	16% (36)	5% (12)	8% (17)	12% (28)	58% (129)	222
Military HH: Yes	23% (91)	10% (38)	10% (41)	7% (29)	50% (200)	399
Military HH: No	21% (381)	9% (156)	10% (186)	13% (237)	47% (842)	1802
RD/WT: Right Direction	28% (217)	12% (93)	8% (60)	5% (41)	47% (367)	778
RD/WT: Wrong Track	18% (255)	7% (101)	12% (167)	16% (225)	47% (674)	1423

Continued on next page

Table HR7_3: Do you agree or disagree with the following statements?
There is a sufficient number of LGBT movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (472)	9% (194)	10% (227)	12% (266)	47% (1041)	2201
Trump Job Approve	28% (256)	11% (101)	6% (58)	5% (47)	50% (466)	929
Trump Job Disapprove	17% (193)	7% (84)	14% (156)	19% (213)	43% (494)	1139
Trump Job Strongly Approve	31% (155)	12% (58)	4% (20)	5% (22)	49% (244)	499
Trump Job Somewhat Approve	24% (101)	10% (44)	9% (38)	6% (25)	52% (222)	431
Trump Job Somewhat Disapprove	16% (43)	8% (22)	19% (51)	13% (36)	45% (123)	275
Trump Job Strongly Disapprove	17% (150)	7% (62)	12% (105)	20% (177)	43% (371)	865
#1 Issue: Economy	21% (141)	10% (66)	9% (61)	10% (64)	50% (331)	663
#1 Issue: Security	31% (140)	10% (46)	8% (37)	5% (21)	46% (207)	451
#1 Issue: Health Care	17% (62)	7% (25)	13% (49)	18% (67)	46% (171)	374
#1 Issue: Medicare / Social Security	20% (52)	9% (22)	11% (28)	14% (36)	46% (116)	254
#1 Issue: Women's Issues	10% (9)	8% (7)	11% (10)	31% (27)	40% (35)	88
#1 Issue: Education	18% (28)	10% (16)	11% (17)	14% (22)	46% (70)	153
#1 Issue: Energy	17% (16)	5% (5)	15% (14)	21% (20)	41% (39)	93
#1 Issue: Other	20% (24)	7% (8)	9% (11)	7% (8)	58% (72)	124
2018 House Vote: Democrat	16% (119)	7% (56)	13% (100)	21% (160)	43% (331)	767
2018 House Vote: Republican	31% (238)	11% (83)	7% (52)	4% (34)	47% (365)	773
2018 House Vote: Someone else	21% (24)	7% (8)	15% (17)	11% (13)	46% (52)	114
2018 House Vote: Didnt Vote	17% (91)	9% (48)	11% (57)	10% (57)	53% (290)	543
2016 Vote: Hillary Clinton	16% (100)	7% (46)	13% (83)	22% (140)	41% (260)	628
2016 Vote: Donald Trump	29% (230)	11% (88)	7% (51)	5% (43)	47% (368)	780
2016 Vote: Someone else	24% (46)	6% (11)	11% (20)	10% (20)	49% (94)	191
2016 Vote: Didnt Vote	16% (95)	8% (48)	12% (72)	11% (64)	53% (318)	597
Voted in 2014: Yes	24% (341)	10% (138)	10% (146)	12% (178)	45% (645)	1447
Voted in 2014: No	17% (132)	7% (56)	11% (81)	12% (89)	53% (396)	754
2012 Vote: Barack Obama	20% (165)	8% (63)	13% (103)	18% (146)	42% (347)	824
2012 Vote: Mitt Romney	30% (172)	11% (63)	6% (34)	5% (29)	47% (268)	566
2012 Vote: Other	29% (32)	5% (6)	8% (9)	6% (7)	53% (60)	113
2012 Vote: Didn't Vote	15% (103)	9% (62)	11% (80)	12% (84)	53% (364)	693

Continued on next page

Table HR7_3: Do you agree or disagree with the following statements?
There is a sufficient number of LGBT movie directors

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (472)	9% (194)	10% (227)	12% (266)	47% (1041)	2201
4-Region: Northeast	18% (72)	11% (44)	12% (47)	14% (55)	44% (174)	393
4-Region: Midwest	20% (101)	10% (48)	9% (46)	11% (54)	51% (257)	506
4-Region: South	21% (174)	8% (62)	10% (80)	12% (95)	50% (411)	822
4-Region: West	26% (125)	8% (40)	11% (54)	13% (63)	41% (199)	481
Favorable of Trump	27% (252)	10% (96)	7% (63)	5% (44)	51% (479)	934
Unfavorable of Trump	18% (203)	7% (82)	14% (155)	19% (214)	43% (483)	1137
Very Favorable of Trump	29% (154)	11% (56)	5% (26)	4% (19)	51% (270)	526
Somewhat Favorable of Trump	24% (98)	10% (40)	9% (37)	6% (24)	51% (209)	408
Somewhat Unfavorable of Trump	20% (43)	9% (20)	16% (35)	11% (24)	44% (97)	218
Very Unfavorable of Trump	17% (160)	7% (62)	13% (120)	21% (190)	42% (387)	918
Watch TV: Every day	19% (215)	9% (106)	10% (110)	13% (147)	48% (540)	1117
Watch TV: Several times per week	25% (126)	7% (38)	11% (55)	13% (64)	45% (230)	513
Watch TV: About once per week	24% (35)	12% (18)	11% (16)	9% (14)	43% (64)	148
Watch TV: Several times per month	25% (29)	7% (8)	9% (11)	11% (12)	48% (56)	116
Watch TV: About once per month	25% (20)	9% (7)	15% (12)	14% (11)	36% (28)	78
Watch TV: Less often than once per month	20% (17)	6% (5)	11% (9)	10% (8)	53% (44)	83
Watch TV: Never	21% (30)	8% (12)	10% (14)	6% (9)	55% (80)	145
Watch Movies: Every day	17% (67)	12% (45)	13% (51)	12% (49)	46% (181)	392
Watch Movies: Several times per week	19% (117)	6% (36)	12% (72)	13% (78)	50% (304)	608
Watch Movies: About once per week	25% (96)	12% (47)	10% (38)	12% (47)	42% (163)	391
Watch Movies: Several times per month	22% (61)	12% (32)	9% (25)	15% (43)	42% (116)	277
Watch Movies: About once per month	25% (55)	7% (15)	9% (19)	10% (23)	50% (110)	222
Watch Movies: Less often than once per month	28% (47)	3% (5)	7% (12)	12% (20)	50% (84)	167
Watch Movies: Never	21% (30)	9% (13)	7% (10)	5% (7)	58% (83)	144

Continued on next page

Table HR7_3: Do you agree or disagree with the following statements?*There is a sufficient number of LGBT movie directors*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (472)	9% (194)	10% (227)	12% (266)	47% (1041)	2201
Watch Sports: Every day	18% (36)	10% (21)	14% (28)	7% (14)	51% (103)	202
Watch Sports: Several times per week	25% (101)	11% (45)	10% (42)	14% (56)	39% (155)	399
Watch Sports: About once per week	21% (66)	9% (28)	11% (34)	11% (34)	48% (151)	313
Watch Sports: Several times per month	22% (41)	12% (22)	11% (20)	14% (25)	41% (77)	185
Watch Sports: About once per month	23% (37)	7% (11)	11% (18)	12% (19)	47% (75)	160
Watch Sports: Less often than once per month	24% (75)	6% (19)	8% (26)	15% (46)	46% (145)	312
Watch Sports: Never	18% (115)	7% (47)	9% (59)	12% (73)	53% (336)	631
Cable: currently subscribed	22% (241)	9% (99)	9% (103)	14% (150)	45% (494)	1087
Cable: subscribed in past	22% (160)	8% (60)	12% (86)	11% (79)	48% (354)	739
Cable: never subscribed	19% (72)	9% (34)	10% (38)	10% (37)	52% (194)	375
Satellite TV: currently subscribed	21% (118)	10% (56)	11% (61)	10% (56)	48% (269)	560
Satellite TV: subscribed in past	20% (125)	9% (58)	10% (64)	12% (77)	47% (292)	617
Satellite TV: never subscribed	22% (229)	8% (80)	10% (102)	13% (133)	47% (481)	1025
Streaming services(s): currently subscribed	21% (276)	9% (121)	10% (139)	14% (192)	46% (612)	1339
Streaming services(s): subscribed in past	18% (39)	11% (24)	12% (27)	11% (23)	47% (100)	213
Streaming services(s): never subscribed	24% (157)	8% (49)	9% (61)	8% (52)	51% (330)	649
Film: An avid fan	17% (129)	11% (84)	11% (85)	16% (123)	45% (338)	759
Film: A casual fan	24% (294)	8% (98)	10% (126)	11% (133)	48% (600)	1251
Film: Not a fan	26% (49)	6% (12)	9% (16)	5% (10)	54% (103)	190
TV: An avid fan	19% (199)	11% (113)	11% (110)	13% (142)	46% (485)	1049
TV: A casual fan	24% (239)	7% (72)	10% (100)	11% (112)	48% (488)	1010
TV: Not a fan	24% (34)	6% (9)	12% (17)	9% (12)	49% (69)	142
Music: An avid fan	17% (193)	10% (113)	12% (132)	15% (168)	46% (511)	1117
Music: A casual fan	25% (251)	7% (72)	9% (86)	9% (89)	49% (487)	986
Music: Not a fan	29% (28)	8% (8)	9% (9)	9% (9)	45% (44)	98
Fashion: An avid fan	13% (42)	12% (38)	15% (48)	18% (58)	42% (135)	321
Fashion: A casual fan	20% (192)	8% (78)	11% (110)	14% (133)	46% (445)	959
Fashion: Not a fan	26% (238)	8% (78)	8% (69)	8% (75)	50% (462)	921

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

Table HR8_1: Do you agree or disagree with the following statements?
There is a sufficient number of racially diverse movie producers

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	21%	(453)	13%	(277)	13%	(293)	11%	(241)	43%	(937)	2201
Gender: Male	21%	(211)	15%	(154)	14%	(140)	9%	(97)	42%	(428)	1030
Gender: Female	21%	(242)	11%	(123)	13%	(153)	12%	(144)	43%	(509)	1171
Age: 18-29	17%	(70)	16%	(65)	14%	(59)	12%	(52)	41%	(172)	417
Age: 30-44	17%	(78)	14%	(67)	14%	(67)	11%	(51)	44%	(208)	470
Age: 45-54	21%	(93)	12%	(52)	14%	(60)	10%	(43)	44%	(192)	439
Age: 55-64	22%	(79)	13%	(46)	14%	(51)	11%	(39)	41%	(147)	363
Age: 65+	26%	(133)	9%	(48)	11%	(57)	11%	(56)	42%	(217)	512
Generation Z: 18-21	16%	(25)	17%	(27)	18%	(27)	11%	(17)	38%	(59)	155
Millennial: Age 22-37	17%	(86)	14%	(74)	12%	(64)	13%	(67)	44%	(227)	519
Generation X: Age 38-53	19%	(119)	13%	(78)	15%	(90)	9%	(58)	44%	(271)	617
Boomers: Age 54-72	24%	(186)	11%	(86)	13%	(102)	11%	(89)	42%	(330)	792
PID: Dem (no lean)	15%	(108)	13%	(88)	19%	(130)	20%	(137)	34%	(237)	700
PID: Ind (no lean)	20%	(153)	12%	(91)	12%	(95)	7%	(57)	49%	(387)	783
PID: Rep (no lean)	27%	(192)	14%	(99)	9%	(68)	7%	(47)	43%	(312)	718
PID/Gender: Dem Men	18%	(53)	15%	(46)	18%	(56)	16%	(50)	33%	(99)	304
PID/Gender: Dem Women	14%	(55)	10%	(41)	19%	(75)	22%	(87)	35%	(138)	396
PID/Gender: Ind Men	18%	(73)	13%	(53)	12%	(47)	6%	(23)	51%	(200)	396
PID/Gender: Ind Women	21%	(80)	10%	(38)	12%	(48)	9%	(34)	48%	(187)	387
PID/Gender: Rep Men	26%	(85)	17%	(55)	11%	(37)	7%	(25)	39%	(129)	330
PID/Gender: Rep Women	28%	(107)	11%	(44)	8%	(30)	6%	(23)	47%	(184)	388
Ideo: Liberal (1-3)	16%	(102)	13%	(81)	17%	(109)	21%	(135)	34%	(222)	650
Ideo: Moderate (4)	17%	(78)	16%	(72)	16%	(73)	10%	(44)	41%	(186)	454
Ideo: Conservative (5-7)	28%	(214)	13%	(96)	10%	(75)	6%	(43)	44%	(337)	765
Educ: < College	21%	(287)	13%	(180)	14%	(190)	9%	(121)	44%	(607)	1384
Educ: Bachelors degree	20%	(102)	11%	(58)	13%	(67)	16%	(82)	41%	(212)	521
Educ: Post-grad	21%	(64)	13%	(40)	12%	(36)	13%	(39)	40%	(119)	296

Continued on next page

Table HR8_1: Do you agree or disagree with the following statements?*There is a sufficient number of racially diverse movie producers*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (453)	13% (277)	13% (293)	11% (241)	43% (937)	2201
Income: Under 50k	19% (221)	14% (160)	13% (149)	11% (130)	44% (515)	1174
Income: 50k-100k	23% (155)	11% (77)	13% (89)	10% (70)	42% (280)	670
Income: 100k+	22% (77)	11% (41)	16% (56)	12% (41)	40% (142)	357
Ethnicity: White Only	23% (376)	12% (193)	12% (193)	9% (149)	45% (734)	1645
Ethnicity: Hispanic Only	17% (36)	17% (37)	17% (36)	11% (24)	37% (80)	213
Ethnicity: Afr. Am. Only	12% (30)	13% (34)	17% (45)	23% (61)	35% (92)	262
Ethnicity: Other Only	14% (11)	17% (13)	23% (19)	8% (6)	38% (31)	80
Relig: Protestant	26% (132)	9% (48)	12% (63)	10% (50)	43% (216)	508
Relig: Roman Catholic	21% (88)	16% (69)	16% (67)	10% (45)	37% (161)	430
Relig: Something Else	17% (38)	14% (31)	14% (30)	13% (28)	42% (91)	217
Relig: Jewish	23% (7)	4% (1)	5% (2)	26% (9)	43% (14)	33
Relig: Evangelical	21% (170)	14% (112)	13% (106)	12% (94)	41% (328)	809
Relig: Non-Evang. Catholics	26% (89)	10% (35)	16% (54)	8% (28)	41% (141)	347
Relig: All Christian	22% (258)	13% (147)	14% (160)	11% (122)	41% (468)	1155
Relig: All Non-Christian	21% (62)	14% (40)	13% (38)	9% (27)	43% (126)	293
Community: Urban	21% (109)	12% (64)	16% (81)	13% (64)	38% (195)	512
Community: Suburban	20% (208)	11% (115)	14% (146)	13% (132)	42% (439)	1042
Community: Rural	21% (136)	15% (99)	10% (66)	7% (45)	47% (303)	647
Employ: Private Sector	18% (125)	14% (99)	15% (106)	11% (77)	41% (282)	689
Employ: Government	19% (30)	12% (18)	15% (23)	11% (18)	43% (67)	157
Employ: Self-Employed	23% (43)	15% (28)	13% (25)	11% (21)	38% (73)	191
Employ: Homemaker	27% (34)	5% (6)	9% (12)	10% (12)	50% (63)	128
Employ: Student	13% (13)	18% (19)	15% (16)	16% (16)	38% (40)	105
Employ: Retired	25% (127)	12% (58)	11% (54)	11% (56)	41% (208)	505
Employ: Unemployed	21% (43)	12% (25)	11% (23)	7% (15)	48% (99)	205
Employ: Other	16% (36)	11% (24)	15% (33)	12% (26)	46% (103)	222
Military HH: Yes	21% (86)	12% (48)	15% (60)	9% (35)	43% (169)	399
Military HH: No	20% (367)	13% (229)	13% (233)	11% (206)	43% (767)	1802
RD/WT: Right Direction	26% (200)	14% (108)	12% (92)	4% (35)	44% (343)	778
RD/WT: Wrong Track	18% (253)	12% (169)	14% (201)	14% (206)	42% (594)	1423

Continued on next page

Table HR8_1: Do you agree or disagree with the following statements?
There is a sufficient number of racially diverse movie producers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (453)	13% (277)	13% (293)	11% (241)	43% (937)	2201
Trump Job Approve	25% (234)	14% (135)	10% (92)	6% (51)	45% (418)	929
Trump Job Disapprove	17% (189)	12% (133)	17% (189)	16% (179)	39% (449)	1139
Trump Job Strongly Approve	29% (144)	14% (69)	7% (36)	5% (23)	45% (226)	499
Trump Job Somewhat Approve	21% (89)	15% (66)	13% (56)	7% (29)	44% (191)	431
Trump Job Somewhat Disapprove	17% (48)	11% (31)	19% (52)	10% (27)	43% (117)	275
Trump Job Strongly Disapprove	16% (142)	12% (102)	16% (137)	18% (152)	38% (332)	865
#1 Issue: Economy	19% (127)	15% (97)	12% (81)	9% (63)	44% (295)	663
#1 Issue: Security	24% (108)	16% (73)	10% (43)	5% (24)	45% (202)	451
#1 Issue: Health Care	19% (70)	10% (38)	17% (64)	14% (54)	39% (147)	374
#1 Issue: Medicare / Social Security	23% (58)	12% (31)	14% (35)	15% (38)	36% (93)	254
#1 Issue: Women's Issues	14% (13)	8% (7)	12% (11)	20% (18)	45% (40)	88
#1 Issue: Education	17% (26)	11% (17)	18% (28)	11% (16)	43% (65)	153
#1 Issue: Energy	22% (21)	7% (7)	16% (15)	19% (18)	36% (34)	93
#1 Issue: Other	24% (30)	7% (8)	13% (16)	8% (9)	49% (60)	124
2018 House Vote: Democrat	16% (120)	12% (91)	17% (127)	19% (147)	37% (281)	767
2018 House Vote: Republican	26% (203)	15% (115)	9% (73)	5% (39)	44% (342)	773
2018 House Vote: Someone else	19% (22)	8% (9)	20% (22)	5% (5)	48% (55)	114
2018 House Vote: Didn't Vote	20% (106)	11% (61)	13% (70)	9% (48)	47% (258)	543
2016 Vote: Hillary Clinton	16% (103)	11% (70)	18% (112)	20% (128)	34% (215)	628
2016 Vote: Donald Trump	26% (206)	15% (113)	10% (77)	5% (36)	45% (348)	780
2016 Vote: Someone else	21% (39)	10% (18)	12% (24)	9% (16)	49% (93)	191
2016 Vote: Didn't Vote	17% (103)	13% (75)	13% (80)	10% (60)	47% (279)	597
Voted in 2014: Yes	22% (317)	13% (186)	14% (196)	11% (163)	40% (584)	1447
Voted in 2014: No	18% (136)	12% (91)	13% (97)	10% (78)	47% (353)	754
2012 Vote: Barack Obama	18% (152)	11% (92)	16% (132)	17% (138)	38% (310)	824
2012 Vote: Mitt Romney	27% (152)	13% (74)	11% (61)	5% (26)	45% (254)	566
2012 Vote: Other	28% (31)	11% (13)	8% (9)	3% (3)	51% (58)	113
2012 Vote: Didn't Vote	17% (117)	14% (98)	13% (91)	10% (73)	46% (316)	693

Continued on next page

Table HR8_1: Do you agree or disagree with the following statements?*There is a sufficient number of racially diverse movie producers*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (453)	13% (277)	13% (293)	11% (241)	43% (937)	2201
4-Region: Northeast	17% (68)	12% (47)	15% (59)	14% (55)	42% (163)	393
4-Region: Midwest	20% (104)	13% (65)	13% (65)	8% (41)	46% (231)	506
4-Region: South	21% (173)	13% (107)	13% (104)	12% (95)	42% (342)	822
4-Region: West	22% (108)	12% (59)	13% (65)	10% (49)	42% (200)	481
Favorable of Trump	25% (233)	14% (132)	10% (90)	5% (44)	47% (435)	934
Unfavorable of Trump	17% (191)	12% (138)	16% (182)	16% (185)	39% (440)	1137
Very Favorable of Trump	29% (153)	14% (74)	8% (42)	3% (18)	46% (240)	526
Somewhat Favorable of Trump	20% (80)	14% (58)	12% (48)	6% (26)	48% (196)	408
Somewhat Unfavorable of Trump	22% (49)	15% (32)	15% (32)	9% (19)	39% (86)	218
Very Unfavorable of Trump	16% (142)	12% (106)	16% (150)	18% (166)	39% (354)	918
Watch TV: Every day	20% (226)	13% (140)	12% (133)	11% (127)	44% (491)	1117
Watch TV: Several times per week	22% (111)	14% (70)	13% (67)	12% (59)	40% (206)	513
Watch TV: About once per week	19% (29)	19% (27)	14% (20)	11% (16)	38% (56)	148
Watch TV: Several times per month	21% (24)	10% (12)	16% (18)	11% (13)	42% (49)	116
Watch TV: About once per month	19% (15)	12% (10)	25% (19)	14% (11)	30% (23)	78
Watch TV: Less often than once per month	16% (13)	10% (8)	20% (17)	9% (7)	45% (38)	83
Watch TV: Never	25% (36)	7% (11)	13% (18)	5% (7)	51% (74)	145
Watch Movies: Every day	17% (65)	18% (69)	12% (48)	12% (48)	41% (161)	392
Watch Movies: Several times per week	19% (116)	13% (78)	13% (78)	12% (74)	43% (263)	608
Watch Movies: About once per week	27% (104)	11% (43)	15% (57)	10% (39)	38% (149)	391
Watch Movies: Several times per month	16% (46)	13% (35)	17% (48)	11% (29)	43% (119)	277
Watch Movies: About once per month	20% (45)	14% (30)	9% (19)	13% (28)	45% (99)	222
Watch Movies: Less often than once per month	23% (39)	8% (13)	16% (26)	11% (18)	43% (72)	167
Watch Movies: Never	27% (39)	7% (10)	12% (17)	3% (5)	52% (75)	144

Continued on next page

Table HR8_1: Do you agree or disagree with the following statements?
There is a sufficient number of racially diverse movie producers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	21% (453)	13% (277)	13% (293)	11% (241)	43% (937)	2201
Watch Sports: Every day	21% (43)	17% (34)	10% (21)	9% (19)	42% (86)	202
Watch Sports: Several times per week	16% (64)	19% (75)	14% (57)	12% (47)	39% (156)	399
Watch Sports: About once per week	17% (54)	12% (39)	15% (46)	12% (36)	44% (138)	313
Watch Sports: Several times per month	22% (40)	11% (20)	15% (28)	14% (27)	38% (70)	185
Watch Sports: About once per month	26% (42)	8% (12)	12% (20)	12% (19)	42% (67)	160
Watch Sports: Less often than once per month	22% (70)	11% (35)	13% (39)	10% (33)	43% (135)	312
Watch Sports: Never	22% (140)	10% (63)	13% (82)	10% (61)	45% (285)	631
Cable: currently subscribed	19% (211)	13% (136)	15% (162)	12% (131)	41% (447)	1087
Cable: subscribed in past	22% (166)	12% (90)	13% (93)	11% (81)	42% (309)	739
Cable: never subscribed	20% (76)	14% (51)	10% (38)	8% (29)	48% (181)	375
Satellite TV: currently subscribed	22% (124)	14% (79)	13% (72)	10% (55)	41% (230)	560
Satellite TV: subscribed in past	20% (124)	15% (90)	14% (84)	11% (65)	41% (253)	617
Satellite TV: never subscribed	20% (204)	11% (108)	13% (137)	12% (121)	44% (454)	1025
Streaming services(s): currently subscribed	20% (269)	13% (178)	15% (195)	11% (146)	41% (551)	1339
Streaming services(s): subscribed in past	19% (41)	12% (26)	12% (26)	14% (30)	42% (90)	213
Streaming services(s): never subscribed	22% (143)	11% (73)	11% (72)	10% (65)	46% (296)	649
Film: An avid fan	18% (133)	15% (115)	15% (116)	15% (113)	37% (282)	759
Film: A casual fan	22% (269)	11% (143)	13% (163)	10% (119)	44% (557)	1251
Film: Not a fan	26% (50)	10% (20)	7% (14)	5% (9)	51% (98)	190
TV: An avid fan	19% (197)	13% (138)	14% (151)	12% (130)	41% (434)	1049
TV: A casual fan	21% (212)	12% (124)	13% (132)	10% (103)	43% (438)	1010
TV: Not a fan	31% (44)	11% (15)	7% (9)	6% (8)	46% (65)	142
Music: An avid fan	16% (180)	13% (150)	16% (183)	13% (140)	42% (464)	1117
Music: A casual fan	25% (248)	12% (114)	11% (104)	10% (95)	43% (425)	986
Music: Not a fan	25% (25)	14% (13)	6% (6)	6% (6)	49% (48)	98
Fashion: An avid fan	13% (42)	18% (56)	17% (56)	15% (49)	37% (119)	321
Fashion: A casual fan	21% (201)	12% (114)	14% (136)	13% (121)	40% (385)	959
Fashion: Not a fan	23% (210)	12% (107)	11% (100)	8% (71)	47% (433)	921

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

Table HR8_2: Do you agree or disagree with the following statements?
There is a sufficient number of female movie producers

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	20%	(433)	13%	(275)	14%	(310)	12%	(266)	42%	(916)	2201
Gender: Male	20%	(203)	14%	(146)	13%	(138)	11%	(113)	42%	(430)	1030
Gender: Female	20%	(230)	11%	(130)	15%	(171)	13%	(154)	42%	(486)	1171
Age: 18-29	16%	(65)	15%	(61)	13%	(56)	13%	(56)	43%	(179)	417
Age: 30-44	17%	(78)	14%	(67)	15%	(71)	13%	(59)	41%	(194)	470
Age: 45-54	20%	(87)	11%	(50)	13%	(59)	13%	(58)	42%	(186)	439
Age: 55-64	22%	(78)	11%	(41)	17%	(61)	11%	(38)	40%	(144)	363
Age: 65+	24%	(125)	11%	(57)	12%	(62)	11%	(55)	42%	(213)	512
Generation Z: 18-21	15%	(24)	15%	(23)	16%	(25)	13%	(20)	40%	(62)	155
Millennial: Age 22-37	17%	(89)	14%	(73)	13%	(66)	13%	(65)	43%	(225)	519
Generation X: Age 38-53	18%	(110)	13%	(77)	15%	(90)	13%	(82)	42%	(257)	617
Boomers: Age 54-72	23%	(178)	11%	(84)	15%	(118)	11%	(90)	41%	(322)	792
PID: Dem (no lean)	15%	(104)	11%	(77)	20%	(137)	21%	(146)	34%	(238)	700
PID: Ind (no lean)	19%	(147)	12%	(95)	12%	(92)	9%	(71)	48%	(377)	783
PID: Rep (no lean)	25%	(183)	14%	(104)	11%	(80)	7%	(49)	42%	(302)	718
PID/Gender: Dem Men	17%	(51)	13%	(41)	17%	(51)	17%	(52)	36%	(109)	304
PID/Gender: Dem Women	13%	(52)	9%	(36)	22%	(86)	24%	(93)	32%	(128)	396
PID/Gender: Ind Men	18%	(70)	13%	(51)	12%	(46)	9%	(35)	49%	(194)	396
PID/Gender: Ind Women	20%	(77)	11%	(44)	12%	(47)	9%	(36)	47%	(182)	387
PID/Gender: Rep Men	25%	(82)	16%	(54)	13%	(42)	8%	(25)	38%	(126)	330
PID/Gender: Rep Women	26%	(101)	13%	(50)	10%	(38)	6%	(24)	45%	(175)	388
Ideo: Liberal (1-3)	15%	(95)	13%	(84)	17%	(114)	21%	(139)	34%	(219)	650
Ideo: Moderate (4)	16%	(74)	15%	(67)	18%	(81)	12%	(53)	40%	(180)	454
Ideo: Conservative (5-7)	27%	(203)	12%	(93)	11%	(88)	6%	(48)	44%	(333)	765
Educ: < College	20%	(274)	12%	(173)	15%	(205)	10%	(136)	43%	(596)	1384
Educ: Bachelors degree	20%	(104)	12%	(61)	13%	(66)	16%	(84)	40%	(206)	521
Educ: Post-grad	19%	(56)	14%	(42)	13%	(38)	16%	(46)	39%	(114)	296

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Table HR8_2: Do you agree or disagree with the following statements?
There is a sufficient number of female movie producers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (433)	13% (275)	14% (310)	12% (266)	42% (916)	2201
Income: Under 50k	18% (216)	13% (147)	15% (174)	11% (130)	43% (508)	1174
Income: 50k-100k	21% (139)	13% (85)	13% (86)	14% (94)	40% (266)	670
Income: 100k+	22% (79)	12% (43)	14% (50)	12% (43)	40% (142)	357
Ethnicity: White Only	22% (356)	12% (198)	14% (225)	10% (165)	43% (702)	1645
Ethnicity: Hispanic Only	19% (39)	15% (32)	13% (27)	17% (36)	37% (79)	213
Ethnicity: Afr. Am. Only	10% (26)	12% (32)	16% (42)	22% (58)	40% (105)	262
Ethnicity: Other Only	15% (12)	17% (13)	20% (16)	11% (9)	37% (30)	80
Relig: Protestant	25% (126)	10% (51)	14% (71)	12% (59)	40% (203)	508
Relig: Roman Catholic	21% (91)	16% (67)	15% (65)	13% (54)	36% (154)	430
Relig: Something Else	17% (36)	14% (30)	14% (31)	12% (27)	43% (93)	217
Relig: Jewish	23% (7)	4% (1)	8% (3)	24% (8)	41% (14)	33
Relig: Evangelical	20% (164)	13% (105)	15% (119)	13% (106)	39% (315)	809
Relig: Non-Evang. Catholics	26% (89)	12% (42)	14% (48)	10% (34)	39% (134)	347
Relig: All Christian	22% (253)	13% (147)	14% (167)	12% (140)	39% (449)	1155
Relig: All Non-Christian	20% (58)	13% (38)	14% (42)	9% (27)	44% (128)	293
Community: Urban	20% (103)	13% (65)	15% (79)	15% (79)	37% (187)	512
Community: Suburban	19% (199)	12% (124)	15% (153)	13% (140)	41% (426)	1042
Community: Rural	20% (132)	13% (86)	12% (78)	7% (48)	47% (303)	647
Employ: Private Sector	18% (123)	13% (93)	16% (112)	14% (95)	39% (267)	689
Employ: Government	17% (27)	13% (21)	12% (19)	15% (23)	42% (66)	157
Employ: Self-Employed	21% (40)	15% (29)	13% (25)	11% (20)	40% (77)	191
Employ: Homemaker	27% (34)	7% (9)	10% (13)	10% (13)	46% (58)	128
Employ: Student	15% (15)	17% (18)	16% (17)	16% (17)	36% (37)	105
Employ: Retired	24% (119)	13% (67)	12% (60)	10% (50)	41% (209)	505
Employ: Unemployed	21% (42)	9% (18)	16% (32)	6% (13)	49% (100)	205
Employ: Other	15% (33)	9% (21)	14% (31)	16% (36)	46% (101)	222
Military HH: Yes	21% (84)	12% (50)	14% (58)	11% (44)	41% (163)	399
Military HH: No	19% (350)	13% (226)	14% (252)	12% (222)	42% (753)	1802
RD/WT: Right Direction	24% (190)	14% (113)	13% (98)	6% (44)	43% (333)	778
RD/WT: Wrong Track	17% (244)	11% (163)	15% (211)	16% (223)	41% (583)	1423

Continued on next page

Table HR8_2: Do you agree or disagree with the following statements?*There is a sufficient number of female movie producers*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (433)	13% (275)	14% (310)	12% (266)	42% (916)	2201
Trump Job Approve	24% (223)	14% (128)	11% (104)	7% (61)	44% (413)	929
Trump Job Disapprove	16% (180)	12% (136)	17% (196)	17% (195)	38% (433)	1139
Trump Job Strongly Approve	28% (138)	13% (66)	8% (41)	6% (31)	45% (222)	499
Trump Job Somewhat Approve	20% (85)	14% (62)	15% (63)	7% (30)	44% (191)	431
Trump Job Somewhat Disapprove	17% (47)	13% (35)	20% (54)	12% (33)	39% (107)	275
Trump Job Strongly Disapprove	15% (134)	12% (101)	16% (142)	19% (162)	38% (326)	865
#1 Issue: Economy	19% (123)	14% (93)	12% (83)	11% (76)	43% (288)	663
#1 Issue: Security	22% (101)	13% (59)	14% (61)	6% (28)	45% (202)	451
#1 Issue: Health Care	18% (69)	11% (42)	17% (65)	15% (56)	38% (142)	374
#1 Issue: Medicare / Social Security	21% (55)	15% (38)	12% (31)	16% (40)	36% (91)	254
#1 Issue: Women's Issues	13% (12)	9% (8)	12% (11)	24% (21)	41% (36)	88
#1 Issue: Education	17% (26)	15% (22)	17% (27)	10% (15)	41% (63)	153
#1 Issue: Energy	16% (15)	8% (7)	22% (21)	18% (17)	36% (33)	93
#1 Issue: Other	27% (33)	4% (6)	9% (11)	11% (14)	48% (60)	124
2018 House Vote: Democrat	15% (115)	12% (89)	17% (129)	21% (162)	35% (271)	767
2018 House Vote: Republican	25% (195)	15% (119)	10% (80)	6% (45)	43% (335)	773
2018 House Vote: Someone else	19% (22)	11% (12)	15% (18)	8% (9)	47% (53)	114
2018 House Vote: Didnt Vote	19% (101)	10% (55)	15% (81)	9% (50)	47% (255)	543
2016 Vote: Hillary Clinton	15% (95)	11% (70)	18% (113)	23% (145)	33% (205)	628
2016 Vote: Donald Trump	26% (201)	15% (119)	11% (82)	5% (42)	43% (336)	780
2016 Vote: Someone else	20% (38)	7% (14)	16% (30)	7% (14)	50% (95)	191
2016 Vote: Didnt Vote	16% (98)	12% (71)	14% (84)	11% (65)	47% (279)	597
Voted in 2014: Yes	21% (303)	13% (191)	14% (197)	13% (186)	39% (570)	1447
Voted in 2014: No	17% (131)	11% (84)	15% (112)	11% (81)	46% (346)	754
2012 Vote: Barack Obama	17% (144)	11% (92)	17% (136)	18% (150)	37% (302)	824
2012 Vote: Mitt Romney	25% (142)	15% (87)	11% (60)	5% (30)	43% (246)	566
2012 Vote: Other	29% (33)	8% (9)	8% (9)	5% (5)	50% (57)	113
2012 Vote: Didn't Vote	16% (112)	13% (89)	15% (101)	12% (80)	45% (311)	693

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Table HR8_2: Do you agree or disagree with the following statements?
There is a sufficient number of female movie producers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (433)	13% (275)	14% (310)	12% (266)	42% (916)	2201
4-Region: Northeast	16% (65)	11% (44)	17% (68)	15% (58)	40% (158)	393
4-Region: Midwest	21% (107)	11% (57)	14% (71)	9% (46)	44% (224)	506
4-Region: South	19% (160)	12% (102)	14% (115)	13% (107)	41% (338)	822
4-Region: West	21% (102)	15% (72)	11% (55)	12% (55)	41% (197)	481
Favorable of Trump	24% (223)	13% (124)	11% (102)	6% (57)	46% (428)	934
Unfavorable of Trump	16% (181)	12% (140)	17% (195)	17% (197)	37% (424)	1137
Very Favorable of Trump	27% (141)	13% (69)	9% (49)	6% (29)	45% (237)	526
Somewhat Favorable of Trump	20% (82)	14% (55)	13% (54)	7% (27)	47% (190)	408
Somewhat Unfavorable of Trump	22% (48)	17% (36)	18% (40)	9% (19)	34% (74)	218
Very Unfavorable of Trump	14% (133)	11% (103)	17% (155)	19% (178)	38% (349)	918
Watch TV: Every day	19% (217)	13% (142)	13% (144)	12% (132)	43% (482)	1117
Watch TV: Several times per week	20% (101)	14% (71)	13% (69)	15% (77)	38% (194)	513
Watch TV: About once per week	18% (27)	16% (24)	18% (27)	10% (15)	37% (54)	148
Watch TV: Several times per month	21% (24)	7% (8)	18% (21)	12% (14)	42% (49)	116
Watch TV: About once per month	22% (17)	13% (10)	21% (16)	9% (7)	36% (28)	78
Watch TV: Less often than once per month	14% (12)	12% (10)	18% (15)	14% (11)	42% (35)	83
Watch TV: Never	24% (35)	7% (11)	11% (17)	7% (10)	50% (73)	145
Watch Movies: Every day	16% (61)	16% (62)	13% (51)	12% (49)	43% (170)	392
Watch Movies: Several times per week	19% (115)	12% (75)	14% (87)	14% (85)	40% (246)	608
Watch Movies: About once per week	25% (98)	11% (44)	16% (61)	12% (45)	37% (143)	391
Watch Movies: Several times per month	15% (40)	14% (38)	18% (49)	12% (33)	42% (116)	277
Watch Movies: About once per month	19% (42)	15% (33)	11% (25)	12% (27)	43% (94)	222
Watch Movies: Less often than once per month	24% (40)	8% (13)	14% (23)	11% (18)	43% (72)	167
Watch Movies: Never	26% (37)	7% (10)	10% (14)	6% (8)	52% (75)	144

Continued on next page

Table HR8_2: Do you agree or disagree with the following statements?
There is a sufficient number of female movie producers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	20% (433)	13% (275)	14% (310)	12% (266)	42% (916)	2201
Watch Sports: Every day	18% (35)	19% (38)	8% (16)	10% (20)	46% (93)	202
Watch Sports: Several times per week	14% (55)	17% (68)	17% (67)	14% (57)	38% (151)	399
Watch Sports: About once per week	18% (56)	13% (39)	15% (47)	13% (40)	42% (131)	313
Watch Sports: Several times per month	22% (42)	10% (19)	15% (28)	16% (30)	36% (67)	185
Watch Sports: About once per month	22% (36)	10% (16)	12% (18)	18% (28)	38% (61)	160
Watch Sports: Less often than once per month	22% (69)	12% (38)	13% (39)	11% (33)	42% (132)	312
Watch Sports: Never	22% (141)	9% (57)	15% (94)	9% (58)	45% (281)	631
Cable: currently subscribed	18% (192)	13% (138)	16% (178)	13% (140)	40% (438)	1087
Cable: subscribed in past	22% (163)	13% (93)	12% (91)	12% (89)	41% (302)	739
Cable: never subscribed	21% (78)	12% (44)	11% (40)	10% (37)	47% (176)	375
Satellite TV: currently subscribed	22% (124)	13% (76)	13% (72)	11% (60)	41% (229)	560
Satellite TV: subscribed in past	19% (116)	12% (76)	16% (98)	12% (76)	41% (252)	617
Satellite TV: never subscribed	19% (194)	12% (124)	14% (139)	13% (131)	43% (436)	1025
Streaming services(s): currently subscribed	19% (257)	12% (164)	16% (211)	13% (168)	40% (540)	1339
Streaming services(s): subscribed in past	18% (38)	12% (26)	15% (32)	14% (29)	41% (87)	213
Streaming services(s): never subscribed	21% (138)	13% (85)	10% (67)	11% (69)	45% (290)	649
Film: An avid fan	17% (129)	14% (108)	15% (116)	17% (126)	37% (279)	759
Film: A casual fan	20% (255)	11% (144)	14% (174)	11% (133)	44% (545)	1251
Film: Not a fan	26% (49)	12% (24)	10% (19)	4% (7)	48% (92)	190
TV: An avid fan	18% (185)	14% (147)	15% (157)	13% (138)	40% (422)	1049
TV: A casual fan	20% (205)	11% (116)	14% (142)	12% (119)	42% (428)	1010
TV: Not a fan	30% (43)	9% (12)	8% (11)	7% (10)	46% (65)	142
Music: An avid fan	16% (179)	13% (150)	16% (180)	14% (156)	40% (452)	1117
Music: A casual fan	24% (232)	11% (113)	12% (120)	11% (106)	42% (415)	986
Music: Not a fan	23% (23)	12% (12)	10% (10)	4% (4)	51% (49)	98
Fashion: An avid fan	12% (38)	17% (53)	18% (56)	16% (53)	38% (121)	321
Fashion: A casual fan	20% (188)	12% (116)	15% (145)	13% (127)	40% (382)	959
Fashion: Not a fan	23% (207)	12% (106)	12% (108)	9% (86)	45% (413)	921

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

Table HR8_3: Do you agree or disagree with the following statements?
There is a sufficient number of LGBT movie producers

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	22%	(491)	8%	(170)	10%	(222)	11%	(235)	49%	(1083)	2201
Gender: Male	23%	(235)	9%	(94)	9%	(94)	10%	(101)	49%	(507)	1030
Gender: Female	22%	(256)	7%	(77)	11%	(128)	11%	(134)	49%	(575)	1171
Age: 18-29	17%	(71)	9%	(37)	10%	(41)	16%	(68)	48%	(200)	417
Age: 30-44	17%	(81)	11%	(50)	13%	(59)	9%	(42)	51%	(238)	470
Age: 45-54	23%	(100)	8%	(33)	9%	(40)	9%	(41)	51%	(224)	439
Age: 55-64	26%	(93)	5%	(19)	11%	(39)	10%	(35)	48%	(176)	363
Age: 65+	28%	(145)	6%	(31)	8%	(42)	10%	(49)	48%	(245)	512
Generation Z: 18-21	14%	(22)	10%	(16)	13%	(21)	15%	(24)	47%	(73)	155
Millennial: Age 22-37	19%	(99)	10%	(51)	10%	(50)	13%	(65)	49%	(254)	519
Generation X: Age 38-53	20%	(123)	8%	(51)	11%	(66)	9%	(58)	52%	(320)	617
Boomers: Age 54-72	26%	(209)	6%	(44)	10%	(80)	10%	(77)	48%	(382)	792
PID: Dem (no lean)	17%	(120)	8%	(55)	14%	(100)	18%	(125)	43%	(301)	700
PID: Ind (no lean)	20%	(159)	7%	(56)	9%	(68)	9%	(70)	55%	(429)	783
PID: Rep (no lean)	29%	(211)	8%	(59)	8%	(54)	6%	(40)	49%	(353)	718
PID/Gender: Dem Men	17%	(52)	10%	(29)	12%	(36)	17%	(50)	45%	(137)	304
PID/Gender: Dem Women	17%	(68)	6%	(25)	16%	(64)	19%	(75)	41%	(163)	396
PID/Gender: Ind Men	20%	(80)	8%	(31)	7%	(29)	8%	(34)	56%	(222)	396
PID/Gender: Ind Women	21%	(80)	6%	(25)	10%	(39)	9%	(36)	54%	(207)	387
PID/Gender: Rep Men	31%	(103)	10%	(33)	9%	(29)	5%	(17)	45%	(148)	330
PID/Gender: Rep Women	28%	(108)	7%	(27)	6%	(25)	6%	(23)	53%	(205)	388
Ideo: Liberal (1-3)	17%	(108)	9%	(60)	13%	(83)	18%	(120)	43%	(279)	650
Ideo: Moderate (4)	20%	(90)	10%	(43)	13%	(57)	13%	(57)	46%	(207)	454
Ideo: Conservative (5-7)	30%	(230)	6%	(48)	8%	(58)	5%	(40)	51%	(389)	765
Educ: < College	22%	(306)	8%	(111)	10%	(135)	9%	(126)	51%	(706)	1384
Educ: Bachelors degree	23%	(120)	8%	(39)	9%	(47)	14%	(71)	47%	(243)	521
Educ: Post-grad	22%	(64)	7%	(21)	13%	(39)	13%	(38)	45%	(134)	296

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Table HR8_3: Do you agree or disagree with the following statements?*There is a sufficient number of LGBT movie producers*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (491)	8% (170)	10% (222)	11% (235)	49% (1083)	2201
Income: Under 50k	20% (233)	8% (96)	11% (125)	10% (118)	51% (602)	1174
Income: 50k-100k	25% (169)	8% (51)	8% (54)	11% (72)	48% (324)	670
Income: 100k+	25% (88)	7% (24)	12% (43)	13% (45)	44% (157)	357
Ethnicity: White Only	24% (399)	7% (109)	10% (164)	9% (152)	50% (822)	1645
Ethnicity: Hispanic Only	19% (41)	15% (32)	10% (21)	14% (30)	42% (89)	213
Ethnicity: Afr. Am. Only	14% (37)	7% (19)	11% (28)	16% (42)	52% (136)	262
Ethnicity: Other Only	18% (14)	13% (10)	12% (9)	13% (10)	45% (36)	80
Relig: Protestant	28% (142)	6% (33)	8% (42)	8% (42)	49% (249)	508
Relig: Roman Catholic	23% (99)	9% (41)	12% (50)	13% (56)	43% (183)	430
Relig: Something Else	19% (41)	7% (14)	11% (23)	12% (27)	52% (112)	217
Relig: Jewish	23% (7)	2% (1)	6% (2)	28% (9)	41% (14)	33
Relig: Evangelical	23% (188)	7% (58)	11% (85)	11% (91)	48% (386)	809
Relig: Non-Evang. Catholics	27% (95)	9% (30)	9% (30)	10% (34)	46% (159)	347
Relig: All Christian	24% (282)	8% (88)	10% (115)	11% (125)	47% (545)	1155
Relig: All Non-Christian	25% (73)	7% (21)	9% (26)	7% (19)	52% (153)	293
Community: Urban	23% (116)	8% (43)	11% (58)	14% (72)	44% (224)	512
Community: Suburban	23% (236)	7% (71)	11% (112)	11% (111)	49% (512)	1042
Community: Rural	21% (138)	9% (57)	8% (52)	8% (52)	54% (347)	647
Employ: Private Sector	20% (140)	9% (64)	12% (86)	11% (77)	47% (323)	689
Employ: Government	19% (30)	7% (10)	12% (19)	15% (23)	48% (75)	157
Employ: Self-Employed	24% (45)	8% (15)	10% (19)	14% (27)	44% (84)	191
Employ: Homemaker	30% (38)	3% (4)	5% (6)	8% (11)	53% (68)	128
Employ: Student	12% (13)	17% (18)	11% (11)	15% (15)	45% (48)	105
Employ: Retired	28% (142)	6% (29)	9% (44)	8% (42)	49% (248)	505
Employ: Unemployed	21% (42)	9% (17)	8% (16)	7% (14)	56% (116)	205
Employ: Other	18% (41)	5% (12)	9% (21)	12% (26)	55% (122)	222
Military HH: Yes	23% (91)	9% (37)	11% (43)	8% (33)	49% (195)	399
Military HH: No	22% (400)	7% (133)	10% (179)	11% (203)	49% (888)	1802
RD/WT: Right Direction	28% (217)	9% (71)	9% (69)	5% (40)	49% (381)	778
RD/WT: Wrong Track	19% (274)	7% (100)	11% (153)	14% (195)	49% (701)	1423

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Table HR8_3: Do you agree or disagree with the following statements?
There is a sufficient number of LGBT movie producers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (491)	8% (170)	10% (222)	11% (235)	49% (1083)	2201
Trump Job Approve	27% (248)	9% (80)	8% (72)	5% (44)	52% (485)	929
Trump Job Disapprove	18% (210)	7% (83)	12% (142)	16% (178)	46% (528)	1139
Trump Job Strongly Approve	31% (156)	8% (39)	6% (28)	5% (23)	51% (253)	499
Trump Job Somewhat Approve	21% (92)	10% (42)	10% (44)	5% (22)	54% (231)	431
Trump Job Somewhat Disapprove	20% (56)	4% (10)	15% (40)	11% (29)	51% (140)	275
Trump Job Strongly Disapprove	18% (154)	8% (73)	12% (102)	17% (149)	45% (387)	865
#1 Issue: Economy	21% (141)	8% (53)	8% (56)	8% (55)	54% (358)	663
#1 Issue: Security	25% (113)	9% (42)	9% (42)	6% (25)	51% (229)	451
#1 Issue: Health Care	22% (82)	7% (28)	12% (46)	14% (52)	44% (166)	374
#1 Issue: Medicare / Social Security	24% (61)	8% (19)	11% (28)	14% (36)	43% (110)	254
#1 Issue: Women's Issues	12% (11)	6% (5)	11% (10)	21% (19)	50% (44)	88
#1 Issue: Education	18% (27)	9% (14)	13% (20)	13% (19)	48% (73)	153
#1 Issue: Energy	24% (23)	7% (7)	10% (10)	19% (17)	39% (37)	93
#1 Issue: Other	28% (34)	3% (4)	8% (9)	9% (11)	53% (66)	124
2018 House Vote: Democrat	18% (136)	8% (59)	13% (97)	17% (130)	45% (344)	767
2018 House Vote: Republican	29% (224)	9% (68)	8% (59)	4% (34)	50% (388)	773
2018 House Vote: Someone else	20% (23)	5% (6)	14% (16)	6% (7)	55% (62)	114
2018 House Vote: Didnt Vote	20% (107)	7% (38)	9% (49)	12% (63)	53% (287)	543
2016 Vote: Hillary Clinton	18% (114)	7% (47)	13% (81)	19% (122)	42% (264)	628
2016 Vote: Donald Trump	29% (225)	8% (62)	8% (65)	5% (39)	50% (389)	780
2016 Vote: Someone else	22% (43)	8% (16)	7% (14)	7% (13)	55% (106)	191
2016 Vote: Didnt Vote	18% (109)	8% (46)	10% (62)	10% (61)	54% (320)	597
Voted in 2014: Yes	24% (346)	8% (121)	10% (148)	11% (152)	47% (680)	1447
Voted in 2014: No	19% (144)	7% (49)	10% (74)	11% (83)	53% (403)	754
2012 Vote: Barack Obama	20% (162)	7% (61)	12% (100)	15% (126)	45% (374)	824
2012 Vote: Mitt Romney	29% (162)	9% (52)	8% (46)	5% (26)	49% (280)	566
2012 Vote: Other	30% (34)	5% (5)	4% (5)	2% (2)	59% (67)	113
2012 Vote: Didn't Vote	19% (133)	8% (52)	10% (70)	11% (78)	52% (360)	693

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Table HR8_3: Do you agree or disagree with the following statements?
There is a sufficient number of LGBT movie producers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (491)	8% (170)	10% (222)	11% (235)	49% (1083)	2201
4-Region: Northeast	19% (75)	8% (32)	12% (47)	14% (55)	47% (183)	393
4-Region: Midwest	22% (113)	8% (38)	11% (54)	8% (40)	51% (260)	506
4-Region: South	22% (181)	8% (64)	9% (78)	10% (83)	51% (416)	822
4-Region: West	25% (121)	8% (36)	9% (44)	12% (56)	46% (223)	481
Favorable of Trump	26% (243)	8% (73)	8% (72)	5% (50)	53% (496)	934
Unfavorable of Trump	19% (214)	8% (93)	12% (136)	15% (174)	46% (520)	1137
Very Favorable of Trump	31% (160)	8% (42)	6% (33)	4% (21)	51% (270)	526
Somewhat Favorable of Trump	20% (83)	8% (31)	10% (39)	7% (29)	55% (227)	408
Somewhat Unfavorable of Trump	24% (52)	8% (17)	14% (30)	8% (18)	46% (101)	218
Very Unfavorable of Trump	18% (161)	8% (76)	12% (106)	17% (156)	46% (419)	918
Watch TV: Every day	21% (236)	8% (92)	9% (102)	11% (121)	51% (567)	1117
Watch TV: Several times per week	23% (120)	7% (38)	11% (59)	11% (59)	47% (239)	513
Watch TV: About once per week	21% (31)	10% (14)	12% (18)	9% (13)	48% (71)	148
Watch TV: Several times per month	22% (26)	6% (7)	14% (16)	13% (16)	44% (52)	116
Watch TV: About once per month	25% (20)	6% (4)	12% (9)	12% (10)	46% (36)	78
Watch TV: Less often than once per month	20% (17)	8% (7)	10% (8)	6% (5)	55% (46)	83
Watch TV: Never	29% (42)	6% (9)	7% (10)	8% (12)	50% (72)	145
Watch Movies: Every day	18% (71)	11% (43)	10% (40)	11% (44)	50% (195)	392
Watch Movies: Several times per week	22% (132)	6% (38)	11% (68)	11% (69)	49% (300)	608
Watch Movies: About once per week	27% (105)	7% (29)	10% (41)	10% (41)	45% (176)	391
Watch Movies: Several times per month	16% (45)	8% (22)	14% (39)	11% (31)	50% (139)	277
Watch Movies: About once per month	23% (50)	9% (20)	8% (17)	9% (21)	51% (114)	222
Watch Movies: Less often than once per month	28% (47)	4% (7)	7% (12)	11% (18)	50% (84)	167
Watch Movies: Never	29% (41)	8% (12)	4% (6)	8% (12)	51% (74)	144

Continued on next page

Table HR8_3: Do you agree or disagree with the following statements?
There is a sufficient number of LGBT movie producers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	22% (491)	8% (170)	10% (222)	11% (235)	49% (1083)	2201
Watch Sports: Every day	20% (40)	10% (19)	8% (17)	10% (20)	53% (106)	202
Watch Sports: Several times per week	19% (74)	11% (43)	12% (46)	12% (48)	47% (187)	399
Watch Sports: About once per week	21% (67)	7% (21)	12% (39)	11% (34)	49% (153)	313
Watch Sports: Several times per month	22% (41)	9% (16)	12% (22)	11% (21)	46% (85)	185
Watch Sports: About once per month	24% (39)	6% (9)	9% (14)	11% (17)	50% (81)	160
Watch Sports: Less often than once per month	26% (80)	7% (22)	8% (24)	10% (31)	50% (155)	312
Watch Sports: Never	24% (150)	6% (40)	9% (59)	10% (65)	50% (316)	631
Cable: currently subscribed	21% (227)	8% (92)	11% (124)	12% (129)	47% (516)	1087
Cable: subscribed in past	24% (178)	7% (54)	9% (68)	9% (69)	50% (370)	739
Cable: never subscribed	23% (86)	7% (25)	8% (31)	10% (37)	53% (197)	375
Satellite TV: currently subscribed	24% (134)	9% (49)	10% (54)	10% (54)	48% (269)	560
Satellite TV: subscribed in past	21% (131)	9% (56)	10% (64)	11% (69)	48% (297)	617
Satellite TV: never subscribed	22% (226)	6% (65)	10% (104)	11% (112)	50% (517)	1025
Streaming services(s): currently subscribed	22% (292)	8% (101)	11% (153)	11% (143)	49% (650)	1339
Streaming services(s): subscribed in past	20% (42)	10% (21)	10% (21)	14% (29)	46% (99)	213
Streaming services(s): never subscribed	24% (157)	7% (48)	7% (49)	10% (63)	51% (334)	649
Film: An avid fan	20% (152)	10% (74)	13% (99)	14% (105)	43% (329)	759
Film: A casual fan	23% (287)	6% (81)	9% (113)	9% (118)	52% (652)	1251
Film: Not a fan	27% (52)	8% (16)	5% (10)	7% (13)	53% (101)	190
TV: An avid fan	21% (217)	9% (94)	11% (113)	12% (127)	47% (498)	1049
TV: A casual fan	23% (227)	7% (69)	10% (99)	10% (97)	51% (518)	1010
TV: Not a fan	32% (46)	6% (8)	7% (9)	8% (11)	48% (67)	142
Music: An avid fan	18% (202)	9% (100)	12% (129)	13% (147)	48% (539)	1117
Music: A casual fan	27% (264)	6% (63)	9% (84)	8% (81)	50% (494)	986
Music: Not a fan	25% (25)	7% (7)	9% (9)	7% (7)	51% (50)	98
Fashion: An avid fan	14% (45)	12% (39)	14% (46)	16% (50)	44% (142)	321
Fashion: A casual fan	23% (216)	8% (75)	11% (106)	11% (110)	47% (452)	959
Fashion: Not a fan	25% (229)	6% (57)	8% (70)	8% (75)	53% (489)	921

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

Table HR9: Which of the following statements comes closest to your opinion, even if neither is exactly right?

Demographic	Compared to this time last year, Hollywood has become more diverse		Compared to this time last year, Hollywood has become less diverse		Compared to this time last year, Hollywood has not changed.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(786)	4%	(79)	25%	(545)	36%	(791)	2201
Gender: Male	34%	(345)	5%	(49)	26%	(272)	35%	(364)	1030
Gender: Female	38%	(441)	3%	(30)	23%	(273)	37%	(427)	1171
Age: 18-29	41%	(173)	4%	(17)	25%	(105)	29%	(123)	417
Age: 30-44	36%	(170)	5%	(22)	29%	(137)	30%	(141)	470
Age: 45-54	32%	(139)	4%	(17)	24%	(107)	40%	(174)	439
Age: 55-64	34%	(123)	3%	(10)	26%	(96)	37%	(135)	363
Age: 65+	35%	(181)	2%	(12)	20%	(100)	43%	(218)	512
Generation Z: 18-21	39%	(60)	4%	(7)	24%	(37)	33%	(51)	155
Millennial: Age 22-37	38%	(199)	5%	(27)	27%	(139)	30%	(154)	519
Generation X: Age 38-53	35%	(217)	3%	(21)	26%	(161)	35%	(218)	617
Boomers: Age 54-72	35%	(278)	3%	(20)	24%	(192)	38%	(302)	792
PID: Dem (no lean)	42%	(297)	5%	(34)	28%	(196)	25%	(173)	700
PID: Ind (no lean)	30%	(237)	3%	(20)	26%	(200)	42%	(326)	783
PID: Rep (no lean)	35%	(252)	3%	(25)	21%	(149)	41%	(293)	718
PID/Gender: Dem Men	39%	(117)	7%	(22)	28%	(85)	26%	(80)	304
PID/Gender: Dem Women	45%	(180)	3%	(12)	28%	(112)	23%	(93)	396
PID/Gender: Ind Men	28%	(112)	3%	(10)	29%	(113)	41%	(161)	396
PID/Gender: Ind Women	32%	(125)	2%	(9)	23%	(87)	43%	(165)	387
PID/Gender: Rep Men	35%	(116)	5%	(17)	22%	(74)	37%	(123)	330
PID/Gender: Rep Women	35%	(135)	2%	(8)	19%	(74)	44%	(170)	388
Ideo: Liberal (1-3)	43%	(277)	5%	(29)	29%	(188)	24%	(155)	650
Ideo: Moderate (4)	37%	(170)	5%	(23)	26%	(119)	31%	(142)	454
Ideo: Conservative (5-7)	33%	(255)	3%	(20)	22%	(171)	42%	(319)	765
Educ: < College	34%	(468)	4%	(50)	24%	(332)	39%	(534)	1384
Educ: Bachelors degree	37%	(192)	3%	(14)	27%	(143)	33%	(171)	521
Educ: Post-grad	42%	(126)	5%	(14)	24%	(70)	29%	(86)	296

Continued on next page

Table HR9: Which of the following statements comes closest to your opinion, even if neither is exactly right?

Demographic	Compared to this time last year, Hollywood has become more diverse		Compared to this time last year, Hollywood has become less diverse		Compared to this time last year, diversity in Hollywood has not changed.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(786)	4%	(79)	25%	(545)	36%	(791)	2201
Income: Under 50k	32%	(379)	4%	(50)	25%	(290)	39%	(455)	1174
Income: 50k-100k	42%	(278)	3%	(19)	23%	(154)	33%	(219)	670
Income: 100k+	36%	(129)	3%	(10)	28%	(101)	33%	(117)	357
Ethnicity: White Only	37%	(601)	3%	(42)	23%	(379)	38%	(624)	1645
Ethnicity: Hispanic Only	35%	(76)	9%	(18)	25%	(54)	31%	(65)	213
Ethnicity: Afr. Am. Only	31%	(82)	5%	(12)	34%	(90)	30%	(78)	262
Ethnicity: Other Only	35%	(28)	7%	(6)	28%	(22)	30%	(24)	80
Relig: Protestant	38%	(192)	2%	(10)	22%	(111)	39%	(196)	508
Relig: Roman Catholic	37%	(160)	4%	(19)	27%	(114)	32%	(137)	430
Relig: Something Else	34%	(75)	3%	(7)	27%	(59)	36%	(77)	217
Relig: Jewish	59%	(20)	—	(0)	24%	(8)	17%	(6)	33
Relig: Evangelical	36%	(288)	3%	(26)	27%	(216)	34%	(279)	809
Relig: Non-Evang. Catholics	40%	(138)	3%	(10)	19%	(67)	38%	(131)	347
Relig: All Christian	37%	(426)	3%	(36)	25%	(283)	35%	(410)	1155
Relig: All Non-Christian	34%	(101)	3%	(9)	22%	(63)	41%	(120)	293
Community: Urban	38%	(193)	5%	(25)	24%	(125)	33%	(169)	512
Community: Suburban	40%	(415)	3%	(29)	25%	(257)	33%	(341)	1042
Community: Rural	27%	(177)	4%	(25)	25%	(163)	44%	(282)	647
Employ: Private Sector	38%	(260)	4%	(27)	28%	(194)	30%	(207)	689
Employ: Government	42%	(67)	4%	(6)	25%	(39)	29%	(46)	157
Employ: Self-Employed	41%	(78)	6%	(11)	21%	(40)	32%	(61)	191
Employ: Homemaker	34%	(44)	2%	(2)	22%	(28)	42%	(54)	128
Employ: Student	45%	(47)	3%	(3)	30%	(31)	23%	(24)	105
Employ: Retired	34%	(171)	2%	(8)	21%	(104)	44%	(221)	505
Employ: Unemployed	28%	(57)	8%	(16)	23%	(48)	41%	(85)	205
Employ: Other	28%	(61)	3%	(7)	27%	(60)	42%	(94)	222
Military HH: Yes	36%	(142)	4%	(17)	23%	(93)	37%	(147)	399
Military HH: No	36%	(644)	3%	(62)	25%	(452)	36%	(644)	1802

Continued on next page

Table HR9: Which of the following statements comes closest to your opinion, even if neither is exactly right?

Demographic	Compared to this time last year, Hollywood has become more diverse		Compared to this time last year, Hollywood has become less diverse		Compared to this time last year, diversity in Hollywood has not changed.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(786)	4%	(79)	25%	(545)	36%	(791)	2201
RD/WT: Right Direction	31%	(240)	4%	(29)	22%	(173)	43%	(336)	778
RD/WT: Wrong Track	38%	(546)	3%	(50)	26%	(372)	32%	(455)	1423
Trump Job Approve	33%	(303)	4%	(33)	22%	(205)	42%	(388)	929
Trump Job Disapprove	40%	(461)	3%	(39)	28%	(321)	28%	(319)	1139
Trump Job Strongly Approve	29%	(146)	3%	(17)	20%	(101)	47%	(234)	499
Trump Job Somewhat Approve	36%	(157)	4%	(16)	24%	(104)	36%	(154)	431
Trump Job Somewhat Disapprove	40%	(109)	2%	(7)	25%	(68)	33%	(91)	275
Trump Job Strongly Disapprove	41%	(352)	4%	(32)	29%	(253)	26%	(228)	865
#1 Issue: Economy	36%	(240)	3%	(19)	28%	(187)	33%	(217)	663
#1 Issue: Security	34%	(152)	3%	(16)	24%	(109)	39%	(175)	451
#1 Issue: Health Care	39%	(147)	3%	(10)	24%	(88)	34%	(129)	374
#1 Issue: Medicare / Social Security	33%	(83)	4%	(11)	18%	(46)	45%	(114)	254
#1 Issue: Women's Issues	47%	(41)	3%	(2)	30%	(27)	21%	(18)	88
#1 Issue: Education	35%	(54)	4%	(6)	25%	(39)	36%	(55)	153
#1 Issue: Energy	43%	(40)	5%	(4)	26%	(24)	27%	(25)	93
#1 Issue: Other	24%	(29)	9%	(11)	20%	(25)	47%	(58)	124
2018 House Vote: Democrat	45%	(343)	3%	(24)	28%	(218)	24%	(182)	767
2018 House Vote: Republican	32%	(247)	3%	(21)	24%	(182)	42%	(323)	773
2018 House Vote: Someone else	35%	(40)	5%	(5)	20%	(23)	40%	(46)	114
2018 House Vote: Didnt Vote	29%	(156)	5%	(29)	22%	(120)	44%	(238)	543
2016 Vote: Hillary Clinton	43%	(268)	4%	(23)	29%	(180)	25%	(157)	628
2016 Vote: Donald Trump	34%	(265)	3%	(21)	22%	(171)	41%	(323)	780
2016 Vote: Someone else	37%	(71)	3%	(5)	27%	(51)	33%	(64)	191
2016 Vote: Didnt Vote	30%	(179)	5%	(29)	24%	(143)	41%	(246)	597
Voted in 2014: Yes	37%	(541)	4%	(52)	26%	(377)	33%	(477)	1447
Voted in 2014: No	33%	(245)	3%	(26)	22%	(168)	42%	(314)	754

Continued on next page

Table HR9: Which of the following statements comes closest to your opinion, even if neither is exactly right?

Demographic	Compared to this time last year, Hollywood has become more diverse		Compared to this time last year, Hollywood has become less diverse		Compared to this time last year, diversity in Hollywood has not changed.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(786)	4%	(79)	25%	(545)	36%	(791)	2201
2012 Vote: Barack Obama	41%	(340)	3%	(28)	28%	(233)	27%	(223)	824
2012 Vote: Mitt Romney	32%	(181)	4%	(22)	24%	(134)	40%	(228)	566
2012 Vote: Other	31%	(35)	1%	(1)	19%	(21)	50%	(56)	113
2012 Vote: Didn't Vote	33%	(225)	4%	(28)	23%	(157)	41%	(283)	693
4-Region: Northeast	38%	(150)	5%	(20)	28%	(109)	29%	(113)	393
4-Region: Midwest	35%	(179)	3%	(16)	23%	(114)	39%	(197)	506
4-Region: South	35%	(292)	3%	(24)	25%	(205)	37%	(301)	822
4-Region: West	34%	(165)	4%	(19)	24%	(117)	37%	(180)	481
Favorable of Trump	32%	(301)	3%	(30)	23%	(214)	42%	(390)	934
Unfavorable of Trump	41%	(465)	4%	(45)	27%	(309)	28%	(318)	1137
Very Favorable of Trump	31%	(163)	3%	(13)	19%	(102)	47%	(248)	526
Somewhat Favorable of Trump	34%	(138)	4%	(16)	27%	(112)	35%	(142)	408
Somewhat Unfavorable of Trump	40%	(88)	7%	(15)	20%	(43)	33%	(72)	218
Very Unfavorable of Trump	41%	(377)	3%	(30)	29%	(266)	27%	(246)	918
Watch TV: Every day	37%	(414)	4%	(40)	25%	(282)	34%	(381)	1117
Watch TV: Several times per week	36%	(183)	4%	(21)	25%	(127)	35%	(182)	513
Watch TV: About once per week	37%	(55)	6%	(8)	25%	(37)	32%	(47)	148
Watch TV: Several times per month	35%	(41)	4%	(5)	17%	(20)	44%	(51)	116
Watch TV: About once per month	33%	(26)	—	(0)	43%	(33)	24%	(19)	78
Watch TV: Less often than once per month	34%	(28)	1%	(1)	20%	(17)	45%	(38)	83
Watch TV: Never	27%	(39)	3%	(4)	19%	(28)	51%	(74)	145
Watch Movies: Every day	35%	(136)	6%	(25)	26%	(100)	33%	(131)	392
Watch Movies: Several times per week	41%	(248)	3%	(19)	24%	(143)	32%	(197)	608
Watch Movies: About once per week	37%	(144)	4%	(14)	28%	(108)	32%	(125)	391
Watch Movies: Several times per month	34%	(95)	3%	(10)	25%	(70)	37%	(102)	277
Watch Movies: About once per month	38%	(84)	2%	(4)	23%	(52)	37%	(82)	222
Watch Movies: Less often than once per month	28%	(47)	2%	(3)	26%	(43)	44%	(74)	167
Watch Movies: Never	22%	(32)	3%	(5)	19%	(28)	55%	(80)	144

Continued on next page

Table HR9: Which of the following statements comes closest to your opinion, even if neither is exactly right?

Demographic	Compared to this time last year, Hollywood has become more diverse		Compared to this time last year, Hollywood has become less diverse		Compared to this time last year, diversity in Hollywood has not changed.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	36%	(786)	4%	(79)	25%	(545)	36%	(791)	2201
Watch Sports: Every day	35%	(71)	6%	(12)	26%	(52)	33%	(67)	202
Watch Sports: Several times per week	39%	(154)	6%	(26)	27%	(106)	28%	(113)	399
Watch Sports: About once per week	41%	(129)	4%	(12)	27%	(83)	28%	(88)	313
Watch Sports: Several times per month	32%	(58)	2%	(4)	29%	(53)	38%	(70)	185
Watch Sports: About once per month	36%	(58)	2%	(3)	29%	(46)	33%	(53)	160
Watch Sports: Less often than once per month	34%	(105)	1%	(4)	26%	(80)	40%	(124)	312
Watch Sports: Never	33%	(211)	3%	(19)	20%	(125)	44%	(276)	631
Cable: currently subscribed	38%	(418)	3%	(34)	27%	(292)	32%	(343)	1087
Cable: subscribed in past	36%	(265)	3%	(25)	23%	(173)	37%	(276)	739
Cable: never subscribed	27%	(103)	5%	(21)	21%	(80)	46%	(172)	375
Satellite TV: currently subscribed	34%	(189)	5%	(30)	24%	(136)	37%	(205)	560
Satellite TV: subscribed in past	34%	(212)	3%	(19)	28%	(174)	34%	(211)	617
Satellite TV: never subscribed	38%	(385)	3%	(30)	23%	(235)	37%	(375)	1025
Streaming services(s): currently subscribed	40%	(535)	3%	(44)	26%	(350)	31%	(410)	1339
Streaming services(s): subscribed in past	30%	(63)	5%	(10)	27%	(57)	38%	(82)	213
Streaming services(s): never subscribed	29%	(188)	4%	(24)	21%	(137)	46%	(299)	649
Film: An avid fan	45%	(338)	4%	(34)	27%	(204)	24%	(183)	759
Film: A casual fan	32%	(404)	3%	(39)	24%	(302)	40%	(506)	1251
Film: Not a fan	23%	(43)	3%	(5)	21%	(39)	54%	(102)	190
TV: An avid fan	40%	(417)	3%	(32)	26%	(277)	31%	(323)	1049
TV: A casual fan	34%	(339)	4%	(42)	24%	(242)	38%	(387)	1010
TV: Not a fan	21%	(30)	3%	(5)	18%	(26)	58%	(82)	142
Music: An avid fan	40%	(447)	4%	(42)	26%	(287)	31%	(341)	1117
Music: A casual fan	32%	(319)	3%	(30)	25%	(244)	40%	(393)	986
Music: Not a fan	21%	(21)	6%	(6)	14%	(13)	59%	(57)	98
Fashion: An avid fan	44%	(141)	6%	(19)	25%	(81)	25%	(81)	321
Fashion: A casual fan	38%	(367)	3%	(30)	26%	(247)	33%	(315)	959
Fashion: Not a fan	30%	(279)	3%	(29)	24%	(217)	43%	(396)	921

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

Table HR10: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Celebrities speaking out about diversity				Celebrities speaking out about diversity has mostly created negative change in Hollywood.	Don't know / No opinion	Total N
	Celebrities speaking out about diversity has mostly created positive change in Hollywood.	Celebrities speaking out about diversity has not really impacted Hollywood.	Celebrities speaking out about diversity has mostly created positive change in Hollywood.	Celebrities speaking out about diversity has mostly created negative change in Hollywood.			
Adults	32% (701)	19% (413)	17% (382)	32% (705)	2201		
Gender: Male	29% (299)	19% (195)	21% (216)	31% (320)	1030		
Gender: Female	34% (402)	19% (218)	14% (165)	33% (385)	1171		
Age: 18-29	44% (185)	16% (68)	13% (52)	27% (112)	417		
Age: 30-44	33% (157)	20% (92)	16% (74)	31% (146)	470		
Age: 45-54	28% (121)	20% (89)	19% (85)	33% (143)	439		
Age: 55-64	28% (102)	21% (76)	19% (70)	32% (115)	363		
Age: 65+	26% (135)	17% (89)	20% (100)	37% (188)	512		
Generation Z: 18-21	44% (67)	16% (24)	12% (18)	29% (45)	155		
Millennial: Age 22-37	38% (199)	18% (94)	15% (77)	29% (149)	519		
Generation X: Age 38-53	31% (189)	19% (119)	18% (113)	32% (195)	617		
Boomers: Age 54-72	28% (223)	20% (158)	19% (152)	33% (260)	792		
PID: Dem (no lean)	50% (352)	21% (146)	6% (45)	22% (157)	700		
PID: Ind (no lean)	28% (222)	18% (143)	16% (125)	37% (293)	783		
PID: Rep (no lean)	18% (127)	17% (124)	30% (212)	35% (254)	718		
PID/Gender: Dem Men	47% (144)	21% (63)	7% (21)	25% (76)	304		
PID/Gender: Dem Women	53% (208)	21% (83)	6% (24)	20% (81)	396		
PID/Gender: Ind Men	25% (98)	20% (80)	20% (79)	35% (138)	396		
PID/Gender: Ind Women	32% (124)	16% (63)	12% (46)	40% (155)	387		
PID/Gender: Rep Men	17% (57)	16% (52)	35% (117)	32% (105)	330		
PID/Gender: Rep Women	18% (70)	19% (72)	25% (96)	39% (149)	388		
Ideo: Liberal (1-3)	53% (344)	21% (133)	7% (43)	20% (129)	650		
Ideo: Moderate (4)	30% (136)	21% (97)	15% (70)	33% (151)	454		
Ideo: Conservative (5-7)	18% (135)	17% (134)	32% (246)	33% (250)	765		

Continued on next page

Table HR10: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Celebrities speaking out about diversity has mostly created positive change in Hollywood.		Celebrities speaking out about diversity has not really impacted Hollywood.		Celebrities speaking out about diversity has mostly created negative change in Hollywood.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	32%	(701)	19%	(413)	17%	(382)	32%	(705)	2201
Educ: < College	28%	(393)	18%	(243)	18%	(244)	36%	(504)	1384
Educ: Bachelors degree	39%	(201)	21%	(108)	15%	(80)	25%	(131)	521
Educ: Post-grad	36%	(106)	21%	(62)	19%	(57)	24%	(71)	296
Income: Under 50k	29%	(345)	19%	(225)	15%	(180)	36%	(424)	1174
Income: 50k-100k	36%	(238)	17%	(112)	17%	(116)	30%	(203)	670
Income: 100k+	33%	(118)	21%	(75)	24%	(86)	22%	(78)	357
Ethnicity: White Only	30%	(487)	17%	(284)	19%	(317)	34%	(558)	1645
Ethnicity: Hispanic Only	38%	(81)	16%	(34)	14%	(30)	32%	(67)	213
Ethnicity: Afr. Am. Only	39%	(101)	29%	(77)	9%	(24)	23%	(60)	262
Ethnicity: Other Only	39%	(31)	22%	(18)	13%	(10)	26%	(21)	80
Relig: Protestant	25%	(129)	21%	(108)	23%	(118)	30%	(153)	508
Relig: Roman Catholic	32%	(138)	19%	(81)	15%	(63)	34%	(147)	430
Relig: Something Else	36%	(77)	22%	(48)	14%	(31)	28%	(62)	217
Relig: Jewish	64%	(21)	10%	(3)	6%	(2)	20%	(7)	33
Relig: Evangelical	33%	(263)	22%	(176)	15%	(125)	30%	(244)	809
Relig: Non-Evang. Catholics	23%	(81)	18%	(61)	25%	(87)	34%	(117)	347
Relig: All Christian	30%	(344)	21%	(237)	18%	(212)	31%	(362)	1155
Relig: All Non-Christian	28%	(84)	15%	(45)	19%	(55)	37%	(110)	293
Community: Urban	35%	(182)	22%	(115)	14%	(70)	29%	(146)	512
Community: Suburban	35%	(368)	18%	(190)	17%	(180)	29%	(303)	1042
Community: Rural	23%	(151)	17%	(108)	20%	(132)	40%	(256)	647

Continued on next page

Table HR10: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Celebrities speaking out about diversity has mostly created positive change in Hollywood.		Celebrities speaking out about diversity has not really impacted Hollywood.		Celebrities speaking out about diversity has mostly created negative change in Hollywood.		Don't know / No opinion		Total N
Adults	32%	(701)	19%	(413)	17%	(382)	32%	(705)	2201
Employ: Private Sector	33%	(226)	22%	(152)	18%	(122)	28%	(190)	689
Employ: Government	40%	(63)	17%	(27)	19%	(30)	24%	(37)	157
Employ: Self-Employed	33%	(63)	15%	(29)	22%	(43)	30%	(57)	191
Employ: Homemaker	34%	(43)	15%	(19)	15%	(19)	37%	(47)	128
Employ: Student	50%	(52)	25%	(26)	7%	(8)	18%	(19)	105
Employ: Retired	28%	(140)	16%	(79)	20%	(102)	36%	(183)	505
Employ: Unemployed	26%	(54)	21%	(44)	15%	(32)	37%	(76)	205
Employ: Other	27%	(59)	17%	(38)	12%	(27)	44%	(97)	222
Military HH: Yes	29%	(114)	17%	(68)	23%	(93)	31%	(123)	399
Military HH: No	33%	(587)	19%	(345)	16%	(289)	32%	(582)	1802
RD/WT: Right Direction	17%	(134)	19%	(151)	29%	(226)	34%	(267)	778
RD/WT: Wrong Track	40%	(566)	18%	(262)	11%	(156)	31%	(439)	1423
Trump Job Approve	17%	(154)	18%	(167)	31%	(290)	34%	(318)	929
Trump Job Disapprove	46%	(523)	20%	(232)	8%	(86)	26%	(298)	1139
Trump Job Strongly Approve	13%	(64)	16%	(78)	35%	(173)	37%	(183)	499
Trump Job Somewhat Approve	21%	(90)	21%	(89)	27%	(117)	31%	(135)	431
Trump Job Somewhat Disapprove	37%	(102)	16%	(44)	12%	(32)	35%	(97)	275
Trump Job Strongly Disapprove	49%	(421)	22%	(188)	6%	(54)	23%	(201)	865
#1 Issue: Economy	32%	(209)	21%	(141)	17%	(110)	31%	(202)	663
#1 Issue: Security	17%	(79)	19%	(86)	33%	(148)	31%	(138)	451
#1 Issue: Health Care	43%	(161)	16%	(58)	13%	(47)	29%	(107)	374
#1 Issue: Medicare / Social Security	30%	(77)	15%	(39)	12%	(31)	42%	(107)	254
#1 Issue: Women's Issues	55%	(48)	16%	(14)	4%	(3)	26%	(23)	88
#1 Issue: Education	36%	(55)	18%	(28)	13%	(20)	33%	(50)	153
#1 Issue: Energy	52%	(48)	17%	(16)	5%	(5)	25%	(24)	93
#1 Issue: Other	18%	(23)	24%	(30)	14%	(17)	44%	(54)	124

Continued on next page

Table HR10: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Celebrities speaking out about diversity has mostly created positive change in Hollywood.		Celebrities speaking out about diversity has not really impacted Hollywood.		Celebrities speaking out about diversity has mostly created negative change in Hollywood.		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	32%	(701)	19%	(413)	17%	(382)	32%	(705)	2201
2018 House Vote: Democrat	50%	(386)	23%	(176)	6%	(49)	20%	(155)	767
2018 House Vote: Republican	14%	(112)	17%	(135)	33%	(256)	35%	(270)	773
2018 House Vote: Someone else	27%	(30)	16%	(18)	13%	(15)	45%	(51)	114
2018 House Vote: Didnt Vote	31%	(170)	15%	(84)	11%	(61)	42%	(228)	543
2016 Vote: Hillary Clinton	50%	(317)	22%	(137)	6%	(37)	22%	(136)	628
2016 Vote: Donald Trump	16%	(126)	18%	(138)	33%	(255)	33%	(260)	780
2016 Vote: Someone else	33%	(63)	22%	(42)	13%	(24)	32%	(62)	191
2016 Vote: Didnt Vote	32%	(193)	16%	(96)	11%	(64)	41%	(245)	597
Voted in 2014: Yes	31%	(449)	20%	(292)	20%	(290)	29%	(416)	1447
Voted in 2014: No	33%	(252)	16%	(121)	12%	(92)	38%	(289)	754
2012 Vote: Barack Obama	45%	(367)	23%	(192)	9%	(74)	23%	(191)	824
2012 Vote: Mitt Romney	16%	(92)	16%	(92)	33%	(189)	34%	(193)	566
2012 Vote: Other	13%	(15)	15%	(17)	25%	(29)	47%	(53)	113
2012 Vote: Didn't Vote	33%	(227)	16%	(112)	13%	(88)	38%	(266)	693
4-Region: Northeast	38%	(148)	22%	(85)	14%	(54)	27%	(106)	393
4-Region: Midwest	31%	(156)	17%	(84)	17%	(87)	35%	(179)	506
4-Region: South	30%	(248)	18%	(151)	18%	(150)	33%	(272)	822
4-Region: West	31%	(150)	19%	(92)	19%	(91)	31%	(148)	481
Favorable of Trump	16%	(152)	18%	(167)	31%	(290)	35%	(326)	934
Unfavorable of Trump	46%	(517)	20%	(232)	7%	(83)	27%	(304)	1137
Very Favorable of Trump	13%	(70)	15%	(81)	35%	(186)	36%	(189)	526
Somewhat Favorable of Trump	20%	(82)	21%	(86)	25%	(103)	33%	(137)	408
Somewhat Unfavorable of Trump	34%	(75)	17%	(36)	12%	(25)	37%	(82)	218
Very Unfavorable of Trump	48%	(442)	21%	(196)	6%	(58)	24%	(223)	918

Continued on next page

Table HR10: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Celebrities speaking out about diversity has mostly created positive change in Hollywood.		Celebrities speaking out about diversity has not really impacted Hollywood.		Celebrities speaking out about diversity has mostly created negative change in Hollywood.		Don't know / No opinion		Total N
	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	
Adults	32%	(701)	19%	(413)	17%	(382)	32%	(705)	2201
Watch TV: Every day	34%	(377)	20%	(221)	16%	(177)	31%	(343)	1117
Watch TV: Several times per week	35%	(182)	18%	(94)	18%	(92)	28%	(146)	513
Watch TV: About once per week	30%	(44)	16%	(24)	19%	(28)	35%	(52)	148
Watch TV: Several times per month	31%	(36)	15%	(17)	21%	(24)	33%	(39)	116
Watch TV: About once per month	32%	(25)	16%	(13)	27%	(21)	25%	(19)	78
Watch TV: Less often than once per month	22%	(18)	17%	(14)	17%	(14)	44%	(37)	83
Watch TV: Never	13%	(19)	20%	(30)	18%	(26)	49%	(71)	145
Watch Movies: Every day	34%	(135)	17%	(66)	17%	(67)	31%	(123)	392
Watch Movies: Several times per week	35%	(212)	20%	(123)	15%	(92)	30%	(181)	608
Watch Movies: About once per week	34%	(133)	19%	(73)	19%	(76)	28%	(110)	391
Watch Movies: Several times per month	31%	(85)	18%	(51)	19%	(53)	32%	(88)	277
Watch Movies: About once per month	37%	(81)	17%	(38)	17%	(37)	29%	(65)	222
Watch Movies: Less often than once per month	22%	(37)	20%	(34)	19%	(31)	39%	(65)	167
Watch Movies: Never	13%	(19)	19%	(27)	18%	(26)	50%	(73)	144
Watch Sports: Every day	28%	(56)	22%	(44)	23%	(47)	28%	(56)	202
Watch Sports: Several times per week	36%	(143)	23%	(91)	16%	(65)	25%	(99)	399
Watch Sports: About once per week	30%	(93)	22%	(68)	22%	(70)	26%	(82)	313
Watch Sports: Several times per month	33%	(60)	18%	(33)	21%	(39)	29%	(53)	185
Watch Sports: About once per month	32%	(51)	21%	(34)	14%	(23)	33%	(53)	160
Watch Sports: Less often than once per month	35%	(111)	17%	(55)	13%	(41)	34%	(106)	312
Watch Sports: Never	30%	(188)	14%	(89)	16%	(98)	41%	(256)	631
Cable: currently subscribed	34%	(368)	21%	(225)	17%	(181)	29%	(313)	1087
Cable: subscribed in past	32%	(234)	16%	(120)	20%	(146)	32%	(239)	739
Cable: never subscribed	26%	(99)	18%	(68)	15%	(55)	41%	(153)	375
Satellite TV: currently subscribed	31%	(171)	19%	(105)	19%	(106)	32%	(178)	560
Satellite TV: subscribed in past	28%	(172)	21%	(128)	19%	(120)	32%	(196)	617
Satellite TV: never subscribed	35%	(358)	18%	(179)	15%	(156)	32%	(331)	1025

Continued on next page

Table HR10: Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	Celebrities speaking out about diversity has mostly created positive change in Hollywood.		Celebrities speaking out about diversity has not really impacted Hollywood.		Celebrities speaking out about diversity has mostly created negative change in Hollywood.		Don't know / No opinion		Total N
Adults	32%	(701)	19%	(413)	17%	(382)	32%	(705)	2201
Streaming services(s): currently subscribed	36%	(488)	18%	(242)	19%	(252)	27%	(357)	1339
Streaming services(s): subscribed in past	28%	(60)	20%	(43)	13%	(28)	38%	(81)	213
Streaming services(s): never subscribed	24%	(153)	20%	(127)	16%	(102)	41%	(267)	649
Film: An avid fan	42%	(317)	20%	(150)	15%	(112)	24%	(180)	759
Film: A casual fan	28%	(352)	19%	(236)	19%	(239)	34%	(424)	1251
Film: Not a fan	17%	(32)	14%	(27)	16%	(31)	53%	(101)	190
TV: An avid fan	36%	(379)	19%	(201)	17%	(178)	28%	(291)	1049
TV: A casual fan	29%	(298)	19%	(189)	18%	(183)	34%	(340)	1010
TV: Not a fan	17%	(24)	16%	(23)	15%	(21)	52%	(74)	142
Music: An avid fan	38%	(427)	20%	(218)	14%	(159)	28%	(314)	1117
Music: A casual fan	27%	(264)	19%	(183)	20%	(197)	35%	(343)	986
Music: Not a fan	11%	(11)	12%	(12)	27%	(26)	50%	(49)	98
Fashion: An avid fan	45%	(145)	19%	(60)	13%	(42)	23%	(74)	321
Fashion: A casual fan	36%	(343)	19%	(186)	13%	(129)	31%	(300)	959
Fashion: Not a fan	23%	(212)	18%	(166)	23%	(211)	36%	(331)	921

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	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	51% (1117)	23% (513)	7% (148)	5% (116)	4% (78)	4% (83)	7% (145)	2201
Gender: Male	43% (448)	28% (291)	7% (74)	6% (60)	4% (42)	3% (29)	8% (86)	1030
Gender: Female	57% (669)	19% (222)	6% (73)	5% (57)	3% (36)	5% (54)	5% (59)	1171
Age: 18-29	45% (189)	25% (106)	11% (46)	4% (19)	3% (14)	4% (18)	6% (26)	417
Age: 30-44	51% (240)	24% (110)	7% (35)	7% (31)	3% (14)	4% (17)	5% (24)	470
Age: 45-54	51% (225)	25% (110)	5% (24)	5% (22)	4% (16)	5% (20)	5% (21)	439
Age: 55-64	46% (167)	28% (102)	7% (24)	6% (20)	4% (15)	3% (11)	6% (23)	363
Age: 65+	58% (297)	16% (84)	4% (18)	5% (25)	4% (19)	3% (17)	10% (51)	512
Generation Z: 18-21	42% (65)	24% (37)	11% (17)	6% (10)	2% (3)	6% (10)	9% (13)	155
Millennial: Age 22-37	48% (250)	26% (133)	10% (50)	5% (26)	4% (19)	3% (17)	5% (25)	519
Generation X: Age 38-53	52% (318)	24% (148)	6% (36)	5% (34)	4% (22)	5% (28)	5% (30)	617
Boomers: Age 54-72	51% (408)	22% (175)	5% (40)	6% (45)	4% (29)	3% (25)	9% (70)	792
PID: Dem (no lean)	55% (382)	23% (162)	7% (47)	3% (22)	3% (24)	4% (27)	5% (37)	700
PID: Ind (no lean)	45% (354)	25% (194)	7% (52)	8% (59)	3% (26)	4% (35)	8% (63)	783
PID: Rep (no lean)	53% (381)	22% (157)	7% (48)	5% (35)	4% (29)	3% (21)	6% (46)	718
PID/Gender: Dem Men	49% (148)	27% (82)	8% (25)	3% (9)	3% (10)	2% (7)	7% (23)	304
PID/Gender: Dem Women	59% (234)	20% (79)	6% (22)	3% (13)	3% (14)	5% (20)	4% (14)	396
PID/Gender: Ind Men	39% (153)	30% (118)	6% (23)	9% (37)	4% (16)	3% (12)	9% (37)	396
PID/Gender: Ind Women	52% (201)	20% (76)	7% (29)	6% (23)	3% (10)	6% (23)	7% (25)	387
PID/Gender: Rep Men	44% (146)	27% (91)	8% (26)	4% (14)	5% (17)	3% (10)	8% (26)	330
PID/Gender: Rep Women	61% (235)	17% (67)	6% (22)	5% (21)	3% (12)	3% (11)	5% (20)	388
Ideo: Liberal (1-3)	53% (345)	25% (161)	7% (45)	4% (24)	3% (22)	3% (16)	6% (36)	650
Ideo: Moderate (4)	51% (230)	22% (101)	6% (27)	6% (27)	4% (20)	5% (24)	5% (24)	454
Ideo: Conservative (5-7)	48% (370)	25% (190)	7% (56)	6% (44)	4% (32)	3% (20)	7% (52)	765

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	51% (1117)	23% (513)	7% (148)	5% (116)	4% (78)	4% (83)	7% (145)	2201
Educ: < College	53% (728)	21% (290)	6% (81)	5% (70)	4% (50)	4% (60)	8% (105)	1384
Educ: Bachelors degree	48% (252)	27% (139)	8% (40)	5% (27)	3% (18)	3% (16)	6% (29)	521
Educ: Post-grad	47% (138)	29% (85)	9% (26)	7% (19)	4% (11)	2% (7)	4% (11)	296
Income: Under 50k	51% (601)	20% (231)	7% (79)	5% (56)	5% (58)	4% (46)	9% (105)	1174
Income: 50k-100k	52% (346)	26% (174)	7% (45)	5% (36)	2% (10)	5% (32)	4% (27)	670
Income: 100k+	48% (171)	30% (109)	7% (24)	7% (25)	3% (11)	1% (5)	4% (13)	357
Ethnicity: White Only	53% (873)	23% (383)	6% (94)	5% (80)	3% (56)	4% (58)	6% (101)	1645
Ethnicity: Hispanic Only	45% (95)	25% (53)	10% (21)	7% (15)	3% (6)	4% (8)	7% (15)	213
Ethnicity: Afr. Am. Only	46% (120)	21% (54)	9% (24)	6% (16)	5% (12)	4% (11)	9% (25)	262
Ethnicity: Other Only	37% (29)	29% (23)	11% (8)	6% (5)	5% (4)	7% (6)	6% (5)	80
Relig: Protestant	52% (266)	24% (121)	6% (31)	6% (33)	3% (16)	3% (15)	5% (26)	508
Relig: Roman Catholic	52% (224)	21% (91)	7% (30)	5% (23)	4% (16)	3% (12)	8% (33)	430
Relig: Something Else	50% (109)	25% (55)	5% (10)	7% (15)	3% (7)	5% (11)	5% (11)	217
Relig: Jewish	62% (20)	16% (5)	13% (4)	— (0)	— (0)	7% (2)	3% (1)	33
Relig: Evangelical	52% (418)	25% (202)	6% (49)	6% (46)	3% (27)	3% (24)	5% (43)	809
Relig: Non-Evang. Catholics	52% (180)	19% (65)	6% (22)	7% (25)	4% (13)	4% (14)	8% (27)	347
Relig: All Christian	52% (599)	23% (267)	6% (71)	6% (71)	3% (39)	3% (38)	6% (71)	1155
Relig: All Non-Christian	49% (145)	20% (58)	8% (24)	4% (11)	6% (18)	5% (15)	8% (22)	293
Community: Urban	47% (238)	24% (122)	8% (39)	7% (38)	4% (20)	4% (20)	7% (34)	512
Community: Suburban	52% (538)	24% (250)	6% (67)	5% (49)	4% (40)	4% (37)	6% (59)	1042
Community: Rural	53% (340)	22% (141)	6% (41)	5% (29)	3% (18)	4% (26)	8% (52)	647

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	51% (1117)	23% (513)	7% (148)	5% (116)	4% (78)	4% (83)	7% (145)	2201
Employ: Private Sector	47% (322)	28% (195)	8% (55)	6% (42)	4% (28)	3% (23)	4% (24)	689
Employ: Government	44% (69)	33% (52)	5% (7)	8% (12)	4% (6)	2% (3)	5% (8)	157
Employ: Self-Employed	49% (94)	25% (48)	6% (12)	9% (17)	3% (6)	2% (4)	5% (10)	191
Employ: Homemaker	64% (81)	16% (21)	6% (7)	3% (3)	2% (2)	4% (5)	6% (7)	128
Employ: Student	35% (37)	30% (31)	16% (17)	5% (5)	3% (3)	7% (7)	4% (4)	105
Employ: Retired	60% (300)	16% (82)	5% (23)	4% (20)	4% (20)	3% (13)	9% (47)	505
Employ: Unemployed	50% (104)	19% (38)	5% (10)	4% (9)	3% (7)	7% (15)	11% (23)	205
Employ: Other	50% (111)	21% (46)	7% (15)	4% (8)	3% (7)	6% (13)	9% (21)	222
Military HH: Yes	51% (202)	24% (96)	5% (22)	6% (22)	3% (13)	3% (12)	8% (32)	399
Military HH: No	51% (915)	23% (417)	7% (126)	5% (94)	4% (66)	4% (71)	6% (114)	1802
RD/WT: Right Direction	50% (390)	24% (185)	7% (51)	5% (41)	4% (30)	4% (27)	7% (54)	778
RD/WT: Wrong Track	51% (727)	23% (328)	7% (97)	5% (75)	3% (49)	4% (56)	6% (92)	1423
Trump Job Approve	49% (456)	24% (223)	7% (63)	6% (59)	3% (32)	3% (31)	7% (66)	929
Trump Job Disapprove	53% (601)	23% (267)	7% (74)	5% (52)	4% (42)	4% (41)	5% (61)	1139
Trump Job Strongly Approve	53% (265)	23% (117)	6% (28)	4% (22)	3% (13)	3% (16)	8% (39)	499
Trump Job Somewhat Approve	44% (190)	25% (106)	8% (35)	9% (37)	5% (19)	4% (16)	6% (27)	431
Trump Job Somewhat Disapprove	47% (130)	23% (64)	7% (19)	5% (13)	7% (18)	6% (18)	5% (14)	275
Trump Job Strongly Disapprove	55% (472)	23% (202)	6% (56)	5% (40)	3% (24)	3% (24)	5% (47)	865
#1 Issue: Economy	46% (303)	27% (182)	8% (54)	5% (35)	4% (24)	5% (33)	5% (33)	663
#1 Issue: Security	53% (238)	24% (107)	4% (20)	5% (24)	4% (17)	3% (13)	7% (32)	451
#1 Issue: Health Care	53% (197)	21% (77)	6% (21)	5% (20)	5% (19)	5% (17)	6% (22)	374
#1 Issue: Medicare / Social Security	62% (157)	14% (35)	5% (12)	4% (10)	4% (11)	3% (9)	8% (20)	254
#1 Issue: Women's Issues	68% (60)	18% (16)	10% (9)	2% (2)	— (0)	1% (1)	1% (1)	88
#1 Issue: Education	44% (68)	26% (39)	9% (13)	9% (14)	3% (4)	3% (5)	7% (10)	153
#1 Issue: Energy	42% (40)	29% (27)	8% (7)	5% (5)	3% (3)	4% (4)	8% (8)	93
#1 Issue: Other	44% (55)	24% (29)	9% (12)	5% (6)	1% (1)	1% (2)	15% (19)	124

Continued on next page

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	51% (1117)	23% (513)	7% (148)	5% (116)	4% (78)	4% (83)	7% (145)	2201
2018 House Vote: Democrat	54% (414)	24% (184)	6% (44)	5% (35)	4% (27)	3% (20)	6% (44)	767
2018 House Vote: Republican	52% (401)	24% (183)	6% (50)	6% (43)	4% (32)	2% (17)	6% (48)	773
2018 House Vote: Someone else	44% (50)	20% (23)	9% (10)	9% (10)	4% (5)	8% (9)	6% (7)	114
2018 House Vote: Didnt Vote	46% (251)	23% (124)	8% (43)	5% (28)	3% (14)	7% (37)	9% (46)	543
2016 Vote: Hillary Clinton	54% (342)	24% (153)	5% (31)	5% (31)	3% (21)	2% (12)	6% (37)	628
2016 Vote: Donald Trump	51% (401)	24% (187)	5% (42)	6% (44)	4% (29)	3% (23)	7% (54)	780
2016 Vote: Someone else	46% (87)	28% (54)	9% (17)	4% (8)	4% (8)	6% (12)	2% (5)	191
2016 Vote: Didnt Vote	48% (284)	20% (119)	9% (55)	6% (34)	3% (20)	6% (35)	8% (50)	597
Voted in 2014: Yes	53% (765)	24% (346)	5% (77)	5% (77)	4% (59)	3% (39)	6% (85)	1447
Voted in 2014: No	47% (352)	22% (168)	9% (71)	5% (40)	3% (19)	6% (44)	8% (61)	754
2012 Vote: Barack Obama	54% (447)	25% (203)	4% (36)	5% (38)	4% (32)	3% (26)	5% (41)	824
2012 Vote: Mitt Romney	54% (307)	21% (121)	6% (32)	6% (35)	3% (18)	3% (16)	6% (37)	566
2012 Vote: Other	45% (51)	29% (33)	6% (6)	7% (8)	6% (7)	4% (4)	3% (4)	113
2012 Vote: Didn't Vote	45% (310)	23% (157)	10% (72)	5% (36)	2% (17)	5% (37)	9% (64)	693
4-Region: Northeast	49% (194)	24% (95)	6% (23)	6% (22)	4% (17)	3% (10)	8% (31)	393
4-Region: Midwest	50% (251)	21% (108)	7% (36)	5% (26)	5% (24)	4% (20)	8% (40)	506
4-Region: South	53% (439)	23% (193)	7% (56)	5% (38)	3% (25)	4% (30)	5% (42)	822
4-Region: West	49% (233)	24% (117)	7% (32)	6% (30)	3% (13)	5% (22)	7% (33)	481
Favorable of Trump	50% (465)	25% (229)	6% (60)	6% (54)	3% (30)	4% (33)	7% (63)	934
Unfavorable of Trump	52% (595)	24% (268)	7% (77)	5% (58)	4% (41)	3% (34)	6% (63)	1137
Very Favorable of Trump	55% (287)	21% (110)	5% (28)	5% (26)	3% (15)	4% (21)	7% (38)	526
Somewhat Favorable of Trump	44% (179)	29% (119)	8% (32)	7% (27)	4% (15)	3% (12)	6% (25)	408
Somewhat Unfavorable of Trump	48% (105)	21% (45)	8% (17)	5% (12)	7% (15)	3% (7)	8% (17)	218
Very Unfavorable of Trump	53% (490)	24% (223)	7% (61)	5% (46)	3% (25)	3% (27)	5% (46)	918

Continued on next page

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

TV shows

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	51% (1117)	23% (513)	7% (148)	5% (116)	4% (78)	4% (83)	7% (145)	2201
Watch TV: Every day	100% (1117)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	1117
Watch TV: Several times per week	— (0)	100% (513)	— (0)	— (0)	— (0)	— (0)	— (0)	513
Watch TV: About once per week	— (0)	— (0)	100% (148)	— (0)	— (0)	— (0)	— (0)	148
Watch TV: Several times per month	— (0)	— (0)	— (0)	100% (116)	— (0)	— (0)	— (0)	116
Watch TV: About once per month	— (0)	— (0)	— (0)	— (0)	100% (78)	— (0)	— (0)	78
Watch TV: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (83)	— (0)	83
Watch TV: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (145)	145
Watch Movies: Every day	83% (325)	6% (25)	5% (21)	2% (6)	2% (9)	1% (3)	1% (3)	392
Watch Movies: Several times per week	51% (309)	38% (228)	5% (29)	2% (15)	1% (5)	2% (9)	2% (13)	608
Watch Movies: About once per week	52% (204)	29% (114)	11% (42)	4% (17)	2% (7)	— (1)	2% (7)	391
Watch Movies: Several times per month	42% (115)	24% (67)	10% (27)	13% (36)	6% (18)	2% (7)	3% (7)	277
Watch Movies: About once per month	43% (95)	21% (46)	7% (15)	12% (26)	9% (19)	7% (15)	2% (5)	222
Watch Movies: Less often than once per month	33% (55)	16% (27)	5% (8)	6% (11)	11% (18)	24% (40)	5% (8)	167
Watch Movies: Never	10% (14)	5% (7)	4% (5)	4% (5)	2% (3)	6% (8)	71% (102)	144
Watch Sports: Every day	70% (142)	17% (34)	9% (18)	1% (2)	1% (1)	2% (5)	— (0)	202
Watch Sports: Several times per week	56% (224)	32% (127)	6% (24)	2% (9)	1% (6)	1% (5)	1% (3)	399
Watch Sports: About once per week	60% (188)	23% (72)	8% (25)	5% (16)	2% (6)	— (0)	2% (7)	313
Watch Sports: Several times per month	49% (91)	25% (47)	6% (12)	11% (21)	3% (6)	2% (4)	2% (5)	185
Watch Sports: About once per month	45% (71)	30% (48)	5% (9)	9% (14)	6% (9)	5% (8)	— (0)	160
Watch Sports: Less often than once per month	54% (169)	20% (64)	7% (22)	3% (8)	5% (15)	9% (28)	2% (6)	312
Watch Sports: Never	37% (232)	19% (122)	6% (39)	7% (47)	6% (35)	5% (33)	20% (124)	631
Cable: currently subscribed	54% (587)	23% (246)	6% (70)	5% (58)	3% (38)	3% (32)	5% (56)	1087
Cable: subscribed in past	51% (376)	26% (191)	6% (44)	5% (37)	4% (28)	3% (24)	5% (38)	739
Cable: never subscribed	41% (155)	20% (76)	9% (33)	6% (21)	3% (12)	7% (26)	14% (51)	375
Satellite TV: currently subscribed	58% (324)	20% (110)	5% (27)	3% (18)	4% (24)	3% (14)	8% (43)	560
Satellite TV: subscribed in past	50% (309)	24% (148)	9% (54)	7% (44)	4% (22)	3% (16)	4% (23)	617
Satellite TV: never subscribed	47% (484)	25% (256)	6% (66)	5% (54)	3% (33)	5% (52)	8% (79)	1025

Continued on next page

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

Demographic	Watch TV: Every day	Watch TV: Several times per week	Watch TV: About once per week	Watch TV: Several times per month	Watch TV: About once per month	Watch TV: Less often than once per month	Watch TV: Never	Total N
Adults	51% (1117)	23% (513)	7% (148)	5% (116)	4% (78)	4% (83)	7% (145)	2201
Streaming services(s): currently subscribed	54% (722)	26% (345)	7% (91)	5% (64)	3% (46)	2% (33)	3% (37)	1339
Streaming services(s): subscribed in past	42% (89)	22% (48)	12% (25)	10% (20)	6% (12)	3% (6)	5% (11)	213
Streaming services(s): never subscribed	47% (306)	19% (120)	5% (31)	5% (32)	3% (20)	7% (43)	15% (96)	649
Film: An avid fan	60% (452)	24% (179)	6% (45)	4% (28)	2% (17)	2% (11)	4% (27)	759
Film: A casual fan	47% (586)	25% (311)	7% (90)	6% (72)	4% (53)	4% (53)	7% (85)	1251
Film: Not a fan	41% (79)	12% (24)	6% (12)	9% (16)	4% (8)	10% (18)	17% (33)	190
TV: An avid fan	70% (731)	17% (178)	3% (35)	3% (30)	2% (20)	1% (13)	4% (43)	1049
TV: A casual fan	37% (369)	32% (319)	9% (91)	7% (74)	4% (44)	5% (50)	6% (64)	1010
TV: Not a fan	12% (17)	12% (17)	16% (22)	9% (13)	11% (15)	14% (19)	27% (38)	142
Music: An avid fan	54% (598)	24% (270)	5% (58)	5% (55)	3% (38)	4% (39)	5% (59)	1117
Music: A casual fan	49% (481)	23% (231)	8% (82)	6% (57)	4% (39)	4% (35)	6% (62)	986
Music: Not a fan	40% (39)	12% (12)	7% (7)	5% (5)	2% (2)	9% (9)	25% (25)	98
Fashion: An avid fan	61% (198)	19% (62)	7% (21)	3% (9)	3% (8)	4% (12)	4% (11)	321
Fashion: A casual fan	52% (498)	22% (211)	7% (67)	5% (52)	4% (42)	4% (36)	5% (52)	959
Fashion: Not a fan	46% (422)	26% (241)	6% (59)	6% (55)	3% (28)	4% (35)	9% (82)	921

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

Table HRdem1_2: How often do you watch or stream the following?
Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (392)	28% (608)	18% (391)	13% (277)	10% (222)	8% (167)	7% (144)	2201
Gender: Male	19% (195)	27% (283)	18% (190)	12% (123)	10% (103)	6% (66)	7% (71)	1030
Gender: Female	17% (197)	28% (325)	17% (202)	13% (154)	10% (119)	9% (102)	6% (73)	1171
Age: 18-29	23% (95)	32% (135)	19% (78)	9% (38)	9% (37)	5% (19)	4% (16)	417
Age: 30-44	23% (108)	30% (141)	17% (80)	12% (54)	10% (45)	5% (21)	4% (20)	470
Age: 45-54	20% (87)	26% (115)	17% (75)	15% (65)	11% (47)	8% (33)	4% (17)	439
Age: 55-64	11% (40)	28% (100)	18% (66)	16% (59)	10% (37)	9% (34)	7% (26)	363
Age: 65+	12% (61)	23% (117)	18% (93)	12% (61)	11% (55)	12% (60)	13% (65)	512
Generation Z: 18-21	20% (31)	33% (51)	16% (24)	10% (16)	9% (13)	7% (11)	5% (8)	155
Millennial: Age 22-37	24% (125)	32% (165)	19% (98)	10% (52)	9% (44)	4% (19)	3% (17)	519
Generation X: Age 38-53	21% (130)	27% (164)	16% (98)	14% (84)	11% (70)	7% (43)	5% (28)	617
Boomers: Age 54-72	12% (93)	25% (195)	19% (153)	15% (116)	10% (80)	9% (74)	10% (81)	792
PID: Dem (no lean)	18% (127)	29% (201)	18% (127)	12% (81)	10% (70)	8% (53)	6% (40)	700
PID: Ind (no lean)	18% (141)	28% (219)	17% (133)	13% (105)	10% (79)	7% (57)	6% (49)	783
PID: Rep (no lean)	17% (124)	26% (187)	18% (131)	13% (91)	10% (72)	8% (58)	8% (55)	718
PID/Gender: Dem Men	23% (71)	29% (90)	18% (56)	10% (31)	9% (27)	3% (9)	7% (20)	304
PID/Gender: Dem Women	14% (57)	28% (112)	18% (72)	13% (50)	11% (43)	11% (43)	5% (20)	396
PID/Gender: Ind Men	19% (74)	27% (108)	16% (64)	13% (52)	10% (40)	8% (33)	6% (24)	396
PID/Gender: Ind Women	17% (67)	29% (111)	18% (69)	14% (53)	10% (38)	6% (24)	6% (25)	387
PID/Gender: Rep Men	15% (51)	26% (85)	21% (69)	12% (40)	11% (35)	7% (23)	8% (26)	330
PID/Gender: Rep Women	19% (73)	26% (102)	16% (61)	13% (51)	10% (37)	9% (34)	7% (28)	388
Ideo: Liberal (1-3)	18% (117)	31% (201)	18% (119)	11% (68)	10% (64)	7% (43)	6% (37)	650
Ideo: Moderate (4)	18% (81)	26% (119)	18% (81)	15% (68)	12% (55)	6% (25)	5% (25)	454
Ideo: Conservative (5-7)	14% (105)	27% (210)	19% (143)	13% (102)	10% (80)	9% (70)	7% (56)	765

Continued on next page

Table HRdem1_2: How often do you watch or stream the following?
 Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (392)	28% (608)	18% (391)	13% (277)	10% (222)	8% (167)	7% (144)	2201
Educ: < College	22% (300)	27% (367)	16% (223)	12% (160)	10% (136)	7% (96)	7% (102)	1384
Educ: Bachelors degree	12% (63)	32% (165)	20% (102)	13% (68)	10% (50)	8% (41)	6% (30)	521
Educ: Post-grad	10% (29)	25% (75)	22% (66)	16% (48)	12% (35)	10% (31)	4% (12)	296
Income: Under 50k	21% (247)	26% (309)	15% (178)	11% (135)	9% (110)	8% (96)	9% (101)	1174
Income: 50k-100k	15% (102)	30% (199)	20% (136)	12% (80)	11% (76)	6% (43)	5% (34)	670
Income: 100k+	12% (43)	28% (99)	22% (78)	17% (61)	10% (36)	8% (29)	3% (10)	357
Ethnicity: White Only	16% (270)	27% (446)	18% (290)	13% (212)	11% (177)	9% (141)	7% (109)	1645
Ethnicity: Hispanic Only	21% (45)	30% (63)	22% (46)	12% (26)	6% (12)	5% (11)	5% (10)	213
Ethnicity: Afr. Am. Only	25% (66)	29% (77)	13% (35)	11% (29)	9% (25)	4% (12)	7% (19)	262
Ethnicity: Other Only	14% (11)	26% (21)	25% (20)	13% (10)	10% (8)	5% (4)	7% (5)	80
Relig: Protestant	11% (57)	27% (139)	19% (97)	14% (69)	12% (60)	11% (55)	6% (31)	508
Relig: Roman Catholic	17% (72)	22% (94)	21% (92)	16% (68)	10% (44)	6% (24)	8% (36)	430
Relig: Something Else	19% (42)	35% (76)	17% (38)	9% (19)	9% (19)	6% (13)	5% (11)	217
Relig: Jewish	11% (4)	33% (11)	18% (6)	8% (3)	12% (4)	13% (4)	6% (2)	33
Relig: Evangelical	15% (122)	27% (218)	22% (174)	13% (106)	10% (84)	7% (60)	6% (45)	809
Relig: Non-Evang. Catholics	14% (49)	27% (92)	15% (53)	15% (51)	11% (38)	9% (32)	9% (32)	347
Relig: All Christian	15% (171)	27% (310)	20% (227)	14% (157)	11% (123)	8% (92)	7% (77)	1155
Relig: All Non-Christian	22% (64)	26% (76)	16% (48)	10% (28)	11% (31)	8% (23)	8% (24)	293
Community: Urban	19% (98)	30% (153)	19% (99)	9% (46)	9% (45)	7% (38)	6% (33)	512
Community: Suburban	16% (164)	28% (288)	18% (184)	14% (143)	11% (119)	9% (89)	5% (55)	1042
Community: Rural	20% (130)	26% (167)	17% (109)	13% (87)	9% (58)	6% (41)	9% (56)	647

Continued on next page

Table HRdem1_2: How often do you watch or stream the following?

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (392)	28% (608)	18% (391)	13% (277)	10% (222)	8% (167)	7% (144)	2201
Employ: Private Sector	17% (116)	29% (200)	20% (138)	13% (89)	11% (78)	6% (43)	4% (25)	689
Employ: Government	15% (23)	32% (50)	22% (34)	16% (25)	6% (9)	5% (8)	5% (8)	157
Employ: Self-Employed	21% (39)	25% (47)	17% (33)	14% (27)	13% (25)	6% (12)	4% (7)	191
Employ: Homemaker	13% (17)	34% (43)	15% (19)	13% (17)	14% (18)	6% (7)	6% (7)	128
Employ: Student	15% (16)	35% (36)	18% (19)	11% (12)	14% (14)	3% (4)	3% (4)	105
Employ: Retired	15% (75)	25% (127)	15% (78)	13% (65)	10% (49)	11% (53)	11% (56)	505
Employ: Unemployed	25% (51)	22% (46)	17% (34)	8% (16)	7% (15)	11% (23)	10% (20)	205
Employ: Other	25% (55)	26% (57)	16% (36)	12% (26)	6% (14)	8% (18)	8% (17)	222
Military HH: Yes	17% (68)	25% (98)	22% (86)	13% (52)	10% (42)	6% (24)	7% (28)	399
Military HH: No	18% (324)	28% (509)	17% (306)	12% (225)	10% (180)	8% (144)	6% (116)	1802
RD/WT: Right Direction	18% (140)	27% (211)	18% (138)	12% (90)	9% (71)	9% (71)	7% (57)	778
RD/WT: Wrong Track	18% (252)	28% (397)	18% (253)	13% (186)	11% (150)	7% (97)	6% (87)	1423
Trump Job Approve	17% (161)	26% (242)	18% (164)	14% (131)	10% (96)	8% (70)	7% (66)	929
Trump Job Disapprove	18% (201)	29% (332)	18% (211)	12% (134)	10% (118)	7% (82)	5% (61)	1139
Trump Job Strongly Approve	20% (98)	24% (122)	19% (93)	11% (54)	8% (42)	9% (45)	9% (45)	499
Trump Job Somewhat Approve	15% (63)	28% (120)	16% (71)	18% (77)	13% (54)	6% (25)	5% (21)	431
Trump Job Somewhat Disapprove	16% (45)	30% (83)	18% (49)	12% (33)	11% (30)	9% (24)	4% (11)	275
Trump Job Strongly Disapprove	18% (156)	29% (249)	19% (162)	12% (101)	10% (88)	7% (59)	6% (50)	865
#1 Issue: Economy	18% (118)	27% (177)	19% (128)	14% (91)	10% (69)	7% (50)	5% (31)	663
#1 Issue: Security	16% (72)	28% (127)	18% (82)	13% (59)	9% (42)	8% (36)	7% (33)	451
#1 Issue: Health Care	17% (62)	32% (120)	15% (56)	10% (37)	13% (47)	9% (32)	5% (19)	374
#1 Issue: Medicare / Social Security	19% (49)	23% (58)	16% (40)	15% (39)	8% (19)	10% (25)	10% (25)	254
#1 Issue: Women's Issues	26% (23)	26% (23)	20% (17)	16% (14)	9% (8)	1% (1)	2% (2)	88
#1 Issue: Education	16% (25)	26% (40)	24% (37)	9% (14)	9% (14)	7% (11)	8% (12)	153
#1 Issue: Energy	20% (19)	33% (31)	17% (16)	11% (11)	9% (9)	4% (3)	5% (5)	93
#1 Issue: Other	19% (24)	26% (32)	12% (15)	10% (12)	11% (14)	8% (10)	14% (17)	124

Continued on next page

Table HRdem1_2: How often do you watch or stream the following?
 Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (392)	28% (608)	18% (391)	13% (277)	10% (222)	8% (167)	7% (144)	2201
2018 House Vote: Democrat	16% (120)	28% (216)	19% (143)	13% (97)	12% (90)	7% (51)	7% (50)	767
2018 House Vote: Republican	16% (121)	25% (192)	19% (148)	14% (110)	11% (82)	8% (64)	7% (56)	773
2018 House Vote: Someone else	18% (20)	27% (31)	16% (18)	10% (12)	7% (8)	12% (14)	9% (11)	114
2018 House Vote: Didnt Vote	24% (131)	31% (166)	15% (81)	11% (57)	8% (42)	7% (39)	5% (27)	543
2016 Vote: Hillary Clinton	16% (99)	28% (176)	19% (117)	12% (77)	12% (77)	7% (42)	6% (40)	628
2016 Vote: Donald Trump	16% (124)	26% (199)	19% (146)	14% (112)	9% (73)	9% (69)	7% (58)	780
2016 Vote: Someone else	18% (35)	28% (53)	18% (35)	14% (27)	11% (22)	5% (10)	5% (9)	191
2016 Vote: Didnt Vote	22% (133)	30% (177)	15% (92)	10% (60)	8% (51)	8% (46)	6% (37)	597
Voted in 2014: Yes	16% (227)	27% (386)	19% (271)	14% (207)	10% (148)	8% (115)	7% (94)	1447
Voted in 2014: No	22% (165)	29% (222)	16% (121)	9% (70)	10% (73)	7% (53)	7% (50)	754
2012 Vote: Barack Obama	17% (139)	30% (245)	19% (155)	12% (99)	11% (88)	7% (54)	5% (44)	824
2012 Vote: Mitt Romney	13% (75)	24% (136)	19% (110)	15% (84)	10% (56)	10% (58)	8% (47)	566
2012 Vote: Other	14% (16)	26% (29)	17% (19)	20% (22)	11% (13)	7% (8)	5% (6)	113
2012 Vote: Didn't Vote	23% (162)	28% (197)	15% (105)	10% (71)	9% (63)	7% (47)	7% (48)	693
4-Region: Northeast	13% (50)	32% (124)	16% (63)	15% (59)	10% (40)	7% (27)	7% (29)	393
4-Region: Midwest	17% (85)	26% (129)	18% (90)	12% (60)	12% (62)	8% (40)	8% (39)	506
4-Region: South	20% (168)	28% (229)	17% (139)	13% (104)	8% (67)	8% (68)	6% (46)	822
4-Region: West	18% (89)	26% (125)	21% (99)	11% (53)	11% (52)	7% (32)	6% (30)	481
Favorable of Trump	17% (159)	28% (258)	18% (168)	13% (125)	9% (88)	8% (71)	7% (65)	934
Unfavorable of Trump	18% (201)	28% (322)	18% (206)	12% (139)	11% (124)	7% (85)	5% (60)	1137
Very Favorable of Trump	20% (105)	24% (127)	19% (100)	11% (56)	9% (45)	9% (47)	9% (45)	526
Somewhat Favorable of Trump	13% (53)	32% (131)	17% (68)	17% (69)	10% (42)	6% (25)	5% (19)	408
Somewhat Unfavorable of Trump	18% (38)	26% (58)	17% (37)	12% (25)	11% (24)	12% (25)	5% (11)	218
Very Unfavorable of Trump	18% (162)	29% (265)	18% (169)	12% (114)	11% (100)	6% (59)	5% (49)	918

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Table HRdem1_2: How often do you watch or stream the following?

Movies

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (392)	28% (608)	18% (391)	13% (277)	10% (222)	8% (167)	7% (144)	2201
Watch TV: Every day	29% (325)	28% (309)	18% (204)	10% (115)	9% (95)	5% (55)	1% (14)	1117
Watch TV: Several times per week	5% (25)	44% (228)	22% (114)	13% (67)	9% (46)	5% (27)	1% (7)	513
Watch TV: About once per week	14% (21)	19% (29)	28% (42)	19% (27)	10% (15)	6% (8)	4% (5)	148
Watch TV: Several times per month	5% (6)	13% (15)	14% (17)	31% (36)	23% (26)	9% (11)	5% (5)	116
Watch TV: About once per month	11% (9)	6% (5)	9% (7)	22% (18)	24% (19)	23% (18)	4% (3)	78
Watch TV: Less often than once per month	4% (3)	11% (9)	1% (1)	8% (7)	18% (15)	49% (40)	10% (8)	83
Watch TV: Never	2% (3)	9% (13)	5% (7)	5% (7)	3% (5)	6% (8)	70% (102)	145
Watch Movies: Every day	100% (392)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	392
Watch Movies: Several times per week	— (0)	100% (608)	— (0)	— (0)	— (0)	— (0)	— (0)	608
Watch Movies: About once per week	— (0)	— (0)	100% (391)	— (0)	— (0)	— (0)	— (0)	391
Watch Movies: Several times per month	— (0)	— (0)	— (0)	100% (277)	— (0)	— (0)	— (0)	277
Watch Movies: About once per month	— (0)	— (0)	— (0)	— (0)	100% (222)	— (0)	— (0)	222
Watch Movies: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (167)	— (0)	167
Watch Movies: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (144)	144
Watch Sports: Every day	45% (91)	25% (50)	15% (31)	5% (11)	5% (9)	5% (9)	1% (2)	202
Watch Sports: Several times per week	16% (64)	36% (142)	19% (77)	14% (54)	9% (36)	5% (19)	2% (6)	399
Watch Sports: About once per week	16% (49)	29% (91)	28% (87)	13% (40)	9% (27)	4% (14)	2% (6)	313
Watch Sports: Several times per month	14% (26)	28% (52)	20% (36)	16% (29)	13% (23)	8% (15)	1% (3)	185
Watch Sports: About once per month	14% (23)	25% (39)	22% (36)	17% (27)	15% (24)	6% (9)	1% (2)	160
Watch Sports: Less often than once per month	16% (49)	25% (79)	16% (50)	14% (43)	13% (41)	13% (39)	3% (11)	312
Watch Sports: Never	14% (91)	25% (155)	12% (75)	11% (72)	10% (62)	10% (62)	18% (115)	631
Cable: currently subscribed	16% (174)	30% (321)	18% (194)	14% (149)	9% (103)	8% (88)	5% (58)	1087
Cable: subscribed in past	19% (143)	28% (207)	19% (138)	11% (83)	12% (85)	6% (47)	5% (35)	739
Cable: never subscribed	20% (75)	21% (79)	16% (59)	12% (45)	9% (33)	9% (33)	14% (51)	375
Satellite TV: currently subscribed	21% (116)	23% (126)	17% (97)	13% (74)	11% (62)	7% (40)	8% (44)	560
Satellite TV: subscribed in past	21% (127)	33% (201)	19% (115)	12% (73)	8% (49)	5% (32)	3% (20)	617
Satellite TV: never subscribed	15% (149)	27% (280)	17% (179)	13% (130)	11% (110)	9% (96)	8% (81)	1025

Continued on next page

**Table HRdem1_2: How often do you watch or stream the following?
Movies**

Demographic	Watch Movies: Every day	Watch Movies: Several times per week	Watch Movies: About once per week	Watch Movies: Several times per month	Watch Movies: About once per month	Watch Movies: Less often than once per month	Watch Movies: Never	Total N
Adults	18% (392)	28% (608)	18% (391)	13% (277)	10% (222)	8% (167)	7% (144)	2201
Streaming services(s): currently subscribed	22% (292)	31% (415)	19% (257)	13% (168)	9% (116)	5% (67)	2% (24)	1339
Streaming services(s): subscribed in past	13% (28)	25% (53)	22% (47)	15% (31)	14% (29)	7% (14)	5% (10)	213
Streaming services(s): never subscribed	11% (72)	21% (139)	13% (87)	12% (78)	12% (76)	13% (87)	17% (109)	649
Film: An avid fan	31% (235)	36% (273)	15% (113)	9% (67)	5% (41)	1% (11)	2% (19)	759
Film: A casual fan	11% (134)	25% (312)	21% (258)	15% (189)	12% (156)	10% (121)	7% (82)	1251
Film: Not a fan	12% (23)	12% (22)	11% (20)	11% (21)	13% (25)	19% (36)	23% (44)	190
TV: An avid fan	24% (257)	29% (302)	17% (181)	11% (117)	8% (88)	5% (54)	5% (51)	1049
TV: A casual fan	12% (120)	28% (279)	19% (193)	14% (144)	11% (116)	9% (92)	6% (65)	1010
TV: Not a fan	11% (15)	19% (27)	12% (17)	11% (15)	12% (17)	15% (22)	20% (29)	142
Music: An avid fan	21% (235)	31% (347)	17% (194)	12% (133)	8% (88)	6% (65)	5% (55)	1117
Music: A casual fan	14% (142)	25% (242)	19% (192)	13% (126)	13% (129)	10% (95)	6% (60)	986
Music: Not a fan	15% (14)	20% (19)	6% (6)	18% (17)	5% (5)	8% (8)	30% (29)	98
Fashion: An avid fan	28% (92)	33% (105)	14% (46)	8% (24)	7% (23)	6% (19)	4% (13)	321
Fashion: A casual fan	17% (158)	28% (268)	19% (184)	13% (125)	10% (98)	7% (68)	6% (56)	959
Fashion: Not a fan	15% (142)	25% (235)	18% (161)	14% (127)	11% (100)	9% (80)	8% (75)	921

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

Table HRdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	9% (202)	18% (399)	14% (313)	8% (185)	7% (160)	14% (312)	29% (631)	2201
Gender: Male	16% (161)	25% (258)	16% (165)	7% (73)	8% (78)	9% (93)	20% (202)	1030
Gender: Female	4% (41)	12% (140)	13% (148)	10% (112)	7% (82)	19% (219)	37% (429)	1171
Age: 18-29	12% (48)	15% (64)	12% (49)	8% (31)	9% (37)	15% (61)	30% (127)	417
Age: 30-44	10% (48)	19% (89)	15% (73)	9% (41)	7% (35)	13% (61)	26% (123)	470
Age: 45-54	10% (43)	19% (83)	16% (71)	7% (33)	8% (34)	15% (64)	25% (111)	439
Age: 55-64	8% (30)	19% (69)	15% (56)	9% (34)	4% (16)	12% (42)	32% (116)	363
Age: 65+	7% (33)	18% (93)	13% (64)	9% (46)	8% (39)	16% (84)	30% (153)	512
Generation Z: 18-21	13% (20)	13% (20)	11% (17)	9% (15)	8% (12)	14% (21)	32% (49)	155
Millennial: Age 22-37	11% (57)	17% (91)	14% (72)	7% (37)	8% (43)	14% (72)	28% (146)	519
Generation X: Age 38-53	9% (55)	20% (122)	16% (99)	8% (50)	8% (46)	15% (90)	25% (153)	617
Boomers: Age 54-72	7% (58)	18% (146)	14% (108)	9% (69)	7% (53)	14% (108)	31% (249)	792
PID: Dem (no lean)	9% (63)	19% (137)	16% (111)	7% (51)	6% (44)	15% (108)	27% (187)	700
PID: Ind (no lean)	8% (62)	16% (124)	13% (103)	9% (73)	8% (61)	13% (103)	33% (256)	783
PID: Rep (no lean)	11% (77)	19% (138)	14% (99)	9% (61)	8% (55)	14% (101)	26% (188)	718
PID/Gender: Dem Men	17% (53)	26% (79)	17% (53)	5% (17)	6% (18)	9% (28)	18% (56)	304
PID/Gender: Dem Women	3% (10)	14% (57)	15% (58)	9% (34)	6% (25)	20% (80)	33% (131)	396
PID/Gender: Ind Men	14% (53)	23% (89)	16% (65)	8% (32)	8% (32)	9% (35)	23% (89)	396
PID/Gender: Ind Women	2% (9)	9% (35)	10% (38)	11% (41)	8% (30)	18% (68)	43% (167)	387
PID/Gender: Rep Men	17% (55)	27% (90)	14% (47)	7% (24)	8% (28)	9% (30)	17% (57)	330
PID/Gender: Rep Women	6% (22)	12% (48)	13% (51)	10% (37)	7% (27)	18% (71)	34% (131)	388
Ideo: Liberal (1-3)	9% (56)	18% (117)	14% (88)	8% (54)	8% (53)	15% (96)	29% (186)	650
Ideo: Moderate (4)	9% (41)	21% (95)	15% (67)	8% (38)	7% (31)	15% (67)	25% (115)	454
Ideo: Conservative (5-7)	10% (76)	20% (156)	16% (119)	9% (69)	7% (57)	12% (88)	26% (200)	765

Continued on next page

Table HRdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	9% (202)	18% (399)	14% (313)	8% (185)	7% (160)	14% (312)	29% (631)	2201
Educ: < College	9% (125)	16% (220)	13% (183)	8% (109)	7% (98)	15% (206)	32% (443)	1384
Educ: Bachelors degree	10% (52)	20% (103)	17% (88)	10% (52)	7% (36)	12% (63)	24% (126)	521
Educ: Post-grad	8% (25)	25% (75)	14% (42)	8% (24)	9% (26)	15% (43)	21% (62)	296
Income: Under 50k	9% (101)	14% (160)	12% (142)	9% (109)	7% (81)	16% (186)	34% (396)	1174
Income: 50k-100k	8% (56)	23% (152)	16% (104)	7% (47)	8% (53)	14% (93)	25% (164)	670
Income: 100k+	13% (46)	24% (87)	19% (66)	8% (29)	7% (25)	9% (33)	20% (71)	357
Ethnicity: White Only	7% (117)	18% (292)	14% (226)	8% (140)	7% (119)	15% (249)	31% (504)	1645
Ethnicity: Hispanic Only	10% (21)	22% (48)	14% (29)	7% (16)	10% (21)	13% (27)	24% (52)	213
Ethnicity: Afr. Am. Only	21% (56)	17% (45)	18% (46)	7% (18)	5% (14)	10% (26)	22% (57)	262
Ethnicity: Other Only	10% (8)	18% (14)	15% (12)	15% (12)	7% (5)	13% (11)	22% (18)	80
Relig: Protestant	9% (43)	22% (110)	15% (74)	8% (41)	7% (35)	12% (62)	28% (142)	508
Relig: Roman Catholic	11% (45)	22% (96)	15% (65)	9% (40)	8% (34)	11% (49)	23% (99)	430
Relig: Something Else	7% (14)	13% (29)	14% (31)	8% (18)	6% (13)	19% (41)	32% (71)	217
Relig: Jewish	6% (2)	9% (3)	23% (8)	14% (5)	14% (5)	13% (4)	21% (7)	33
Relig: Evangelical	9% (73)	21% (170)	15% (123)	9% (73)	7% (55)	14% (111)	25% (203)	809
Relig: Non-Evang. Catholics	9% (30)	19% (65)	13% (47)	8% (27)	8% (28)	12% (42)	31% (109)	347
Relig: All Christian	9% (103)	20% (235)	15% (170)	9% (100)	7% (83)	13% (153)	27% (312)	1155
Relig: All Non-Christian	11% (32)	16% (46)	10% (31)	9% (25)	9% (26)	15% (44)	31% (90)	293
Community: Urban	11% (55)	19% (100)	12% (62)	6% (32)	8% (42)	14% (70)	30% (151)	512
Community: Suburban	10% (101)	17% (182)	15% (160)	10% (103)	8% (81)	14% (141)	26% (274)	1042
Community: Rural	7% (45)	18% (117)	14% (91)	8% (49)	6% (37)	16% (102)	32% (206)	647

Continued on next page

Table HRdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	9% (202)	18% (399)	14% (313)	8% (185)	7% (160)	14% (312)	29% (631)	2201
Employ: Private Sector	10% (67)	22% (149)	16% (108)	8% (55)	7% (47)	12% (81)	26% (181)	689
Employ: Government	11% (18)	20% (32)	19% (30)	10% (16)	8% (12)	6% (10)	26% (40)	157
Employ: Self-Employed	14% (26)	19% (36)	17% (32)	9% (17)	10% (19)	12% (23)	20% (38)	191
Employ: Homemaker	1% (1)	13% (16)	12% (16)	9% (11)	7% (9)	18% (23)	40% (51)	128
Employ: Student	10% (10)	17% (18)	10% (10)	11% (12)	7% (7)	19% (20)	26% (28)	105
Employ: Retired	8% (39)	18% (91)	12% (62)	9% (45)	7% (38)	16% (81)	29% (149)	505
Employ: Unemployed	10% (20)	12% (24)	11% (22)	6% (12)	7% (14)	18% (38)	37% (75)	205
Employ: Other	9% (20)	14% (32)	15% (33)	8% (17)	6% (13)	17% (37)	31% (69)	222
Military HH: Yes	10% (42)	18% (74)	14% (55)	10% (38)	7% (26)	12% (49)	29% (115)	399
Military HH: No	9% (160)	18% (325)	14% (258)	8% (147)	7% (134)	15% (264)	29% (516)	1802
RD/WT: Right Direction	12% (97)	18% (143)	15% (116)	8% (65)	6% (48)	14% (110)	26% (199)	778
RD/WT: Wrong Track	7% (105)	18% (256)	14% (196)	8% (120)	8% (111)	14% (203)	30% (432)	1423
Trump Job Approve	11% (101)	19% (175)	14% (134)	9% (84)	7% (61)	13% (124)	27% (251)	929
Trump Job Disapprove	8% (92)	19% (214)	14% (162)	8% (92)	8% (89)	15% (169)	28% (322)	1139
Trump Job Strongly Approve	11% (56)	19% (93)	12% (60)	9% (43)	7% (36)	15% (74)	27% (135)	499
Trump Job Somewhat Approve	10% (44)	19% (82)	17% (74)	10% (41)	6% (25)	12% (50)	27% (115)	431
Trump Job Somewhat Disapprove	11% (31)	17% (46)	14% (37)	9% (26)	10% (26)	15% (42)	24% (66)	275
Trump Job Strongly Disapprove	7% (60)	19% (168)	14% (124)	8% (66)	7% (62)	15% (127)	30% (257)	865
#1 Issue: Economy	11% (74)	20% (130)	16% (106)	9% (58)	7% (49)	12% (77)	26% (171)	663
#1 Issue: Security	11% (48)	19% (84)	14% (63)	8% (38)	8% (38)	15% (67)	25% (113)	451
#1 Issue: Health Care	6% (23)	15% (57)	17% (65)	8% (30)	7% (26)	12% (47)	34% (126)	374
#1 Issue: Medicare / Social Security	11% (27)	16% (41)	12% (31)	7% (18)	6% (16)	21% (52)	27% (70)	254
#1 Issue: Women's Issues	2% (2)	14% (12)	9% (8)	11% (10)	9% (8)	22% (19)	33% (30)	88
#1 Issue: Education	9% (14)	23% (35)	13% (19)	10% (15)	8% (13)	13% (20)	25% (38)	153
#1 Issue: Energy	9% (9)	18% (17)	9% (9)	10% (10)	4% (3)	16% (15)	34% (31)	93
#1 Issue: Other	5% (6)	18% (22)	10% (13)	6% (7)	6% (7)	12% (15)	43% (53)	124

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Table HRdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	9% (202)	18% (399)	14% (313)	8% (185)	7% (160)	14% (312)	29% (631)	2201
2018 House Vote: Democrat	8% (61)	20% (154)	15% (116)	7% (54)	7% (53)	15% (117)	28% (211)	767
2018 House Vote: Republican	11% (85)	19% (150)	16% (126)	10% (77)	6% (50)	13% (98)	24% (187)	773
2018 House Vote: Someone else	10% (11)	13% (15)	12% (13)	10% (11)	12% (13)	12% (14)	32% (36)	114
2018 House Vote: Didnt Vote	8% (44)	15% (80)	10% (56)	7% (41)	8% (44)	15% (83)	36% (195)	543
2016 Vote: Hillary Clinton	9% (56)	20% (125)	15% (92)	7% (41)	8% (49)	16% (98)	27% (167)	628
2016 Vote: Donald Trump	11% (85)	19% (145)	15% (121)	10% (81)	7% (52)	13% (103)	25% (193)	780
2016 Vote: Someone else	9% (17)	16% (30)	18% (34)	8% (15)	6% (12)	12% (23)	31% (60)	191
2016 Vote: Didnt Vote	7% (43)	16% (98)	11% (66)	8% (48)	8% (46)	14% (86)	35% (210)	597
Voted in 2014: Yes	9% (134)	20% (284)	15% (223)	8% (118)	7% (104)	14% (205)	26% (379)	1447
Voted in 2014: No	9% (67)	15% (114)	12% (90)	9% (67)	7% (56)	14% (107)	33% (252)	754
2012 Vote: Barack Obama	9% (76)	19% (156)	15% (124)	8% (62)	7% (56)	15% (126)	27% (223)	824
2012 Vote: Mitt Romney	9% (52)	19% (109)	16% (90)	10% (54)	7% (41)	13% (76)	26% (145)	566
2012 Vote: Other	5% (5)	20% (22)	16% (19)	13% (15)	9% (10)	12% (14)	25% (29)	113
2012 Vote: Didn't Vote	10% (68)	16% (110)	11% (78)	7% (52)	8% (53)	14% (97)	34% (234)	693
4-Region: Northeast	8% (30)	19% (75)	12% (47)	7% (29)	6% (24)	17% (66)	31% (121)	393
4-Region: Midwest	9% (44)	16% (83)	15% (77)	7% (37)	8% (40)	12% (60)	33% (165)	506
4-Region: South	10% (80)	18% (148)	15% (121)	10% (81)	8% (67)	13% (109)	26% (217)	822
4-Region: West	10% (48)	19% (93)	14% (69)	8% (38)	6% (29)	16% (77)	26% (127)	481
Favorable of Trump	11% (102)	19% (177)	14% (130)	9% (87)	6% (59)	14% (130)	27% (249)	934
Unfavorable of Trump	7% (80)	19% (212)	15% (167)	8% (89)	8% (95)	14% (163)	29% (329)	1137
Very Favorable of Trump	11% (57)	19% (101)	13% (67)	8% (41)	6% (33)	15% (80)	28% (147)	526
Somewhat Favorable of Trump	11% (45)	19% (76)	16% (64)	11% (46)	6% (25)	12% (50)	25% (102)	408
Somewhat Unfavorable of Trump	10% (23)	15% (33)	17% (38)	8% (16)	11% (23)	11% (25)	28% (60)	218
Very Unfavorable of Trump	6% (58)	19% (179)	14% (130)	8% (73)	8% (72)	15% (138)	29% (269)	918

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Table HRdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	9% (202)	18% (399)	14% (313)	8% (185)	7% (160)	14% (312)	29% (631)	2201
Watch TV: Every day	13% (142)	20% (224)	17% (188)	8% (91)	6% (71)	15% (169)	21% (232)	1117
Watch TV: Several times per week	7% (34)	25% (127)	14% (72)	9% (47)	9% (48)	12% (64)	24% (122)	513
Watch TV: About once per week	12% (18)	16% (24)	17% (25)	8% (12)	6% (9)	15% (22)	26% (39)	148
Watch TV: Several times per month	2% (2)	8% (9)	13% (16)	18% (21)	12% (14)	7% (8)	40% (47)	116
Watch TV: About once per month	2% (1)	7% (6)	7% (6)	7% (6)	12% (9)	20% (15)	45% (35)	78
Watch TV: Less often than once per month	6% (5)	6% (5)	— (0)	4% (4)	10% (8)	33% (28)	40% (33)	83
Watch TV: Never	— (0)	2% (3)	5% (7)	3% (5)	— (0)	4% (6)	85% (124)	145
Watch Movies: Every day	23% (91)	16% (64)	12% (49)	7% (26)	6% (23)	13% (49)	23% (91)	392
Watch Movies: Several times per week	8% (50)	23% (142)	15% (91)	9% (52)	6% (39)	13% (79)	25% (155)	608
Watch Movies: About once per week	8% (31)	20% (77)	22% (87)	9% (36)	9% (36)	13% (50)	19% (75)	391
Watch Movies: Several times per month	4% (11)	20% (54)	14% (40)	11% (29)	10% (27)	15% (43)	26% (72)	277
Watch Movies: About once per month	4% (9)	16% (36)	12% (27)	11% (23)	11% (24)	18% (41)	28% (62)	222
Watch Movies: Less often than once per month	5% (9)	11% (19)	8% (14)	9% (15)	5% (9)	23% (39)	37% (62)	167
Watch Movies: Never	1% (2)	4% (6)	4% (6)	2% (3)	1% (2)	8% (11)	80% (115)	144
Watch Sports: Every day	100% (202)	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	202
Watch Sports: Several times per week	— (0)	100% (399)	— (0)	— (0)	— (0)	— (0)	— (0)	399
Watch Sports: About once per week	— (0)	— (0)	100% (313)	— (0)	— (0)	— (0)	— (0)	313
Watch Sports: Several times per month	— (0)	— (0)	— (0)	100% (185)	— (0)	— (0)	— (0)	185
Watch Sports: About once per month	— (0)	— (0)	— (0)	— (0)	100% (160)	— (0)	— (0)	160
Watch Sports: Less often than once per month	— (0)	— (0)	— (0)	— (0)	— (0)	100% (312)	— (0)	312
Watch Sports: Never	— (0)	— (0)	— (0)	— (0)	— (0)	— (0)	100% (631)	631
Cable: currently subscribed	11% (114)	20% (223)	14% (156)	8% (87)	8% (85)	15% (158)	24% (264)	1087
Cable: subscribed in past	8% (62)	16% (118)	16% (116)	9% (65)	6% (45)	16% (116)	29% (218)	739
Cable: never subscribed	7% (26)	15% (58)	11% (41)	9% (33)	8% (30)	10% (38)	40% (149)	375
Satellite TV: currently subscribed	11% (59)	21% (119)	16% (92)	8% (45)	7% (41)	13% (73)	23% (131)	560
Satellite TV: subscribed in past	10% (61)	19% (117)	15% (90)	9% (57)	7% (46)	13% (81)	27% (165)	617
Satellite TV: never subscribed	8% (82)	16% (162)	13% (130)	8% (83)	7% (73)	15% (159)	33% (336)	1025

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Table HRdem1_3: How often do you watch or stream the following?
Sporting events

Demographic	Watch Sports: Every day	Watch Sports: Several times per week	Watch Sports: About once per week	Watch Sports: Several times per month	Watch Sports: About once per month	Watch Sports: Less often than once per month	Watch Sports: Never	Total N
Adults	9% (202)	18% (399)	14% (313)	8% (185)	7% (160)	14% (312)	29% (631)	2201
Streaming services(s): currently subscribed	9% (125)	19% (255)	14% (193)	8% (103)	8% (108)	14% (189)	27% (367)	1339
Streaming services(s): subscribed in past	11% (23)	17% (37)	13% (27)	16% (34)	9% (19)	11% (23)	23% (49)	213
Streaming services(s): never subscribed	8% (53)	16% (107)	14% (93)	8% (49)	5% (32)	15% (100)	33% (215)	649
Film: An avid fan	11% (86)	20% (154)	16% (118)	8% (58)	8% (62)	12% (90)	25% (190)	759
Film: A casual fan	8% (96)	18% (222)	14% (177)	9% (117)	7% (83)	15% (192)	29% (365)	1251
Film: Not a fan	10% (20)	12% (23)	9% (18)	5% (10)	8% (14)	15% (29)	40% (76)	190
TV: An avid fan	11% (114)	20% (212)	15% (159)	8% (81)	7% (78)	14% (150)	24% (255)	1049
TV: A casual fan	7% (75)	17% (177)	14% (141)	9% (91)	7% (73)	15% (152)	30% (302)	1010
TV: Not a fan	9% (13)	7% (10)	9% (12)	9% (12)	7% (9)	7% (11)	52% (74)	142
Music: An avid fan	9% (105)	20% (225)	15% (169)	8% (90)	7% (74)	14% (158)	26% (296)	1117
Music: A casual fan	9% (87)	17% (163)	14% (137)	9% (88)	8% (78)	15% (149)	29% (284)	986
Music: Not a fan	11% (10)	11% (11)	7% (7)	7% (7)	8% (8)	5% (5)	52% (51)	98
Fashion: An avid fan	13% (42)	21% (66)	17% (53)	7% (21)	7% (23)	12% (37)	24% (78)	321
Fashion: A casual fan	8% (79)	15% (143)	14% (130)	9% (89)	8% (79)	17% (166)	28% (273)	959
Fashion: Not a fan	9% (80)	21% (189)	14% (130)	8% (74)	6% (58)	12% (109)	30% (280)	921

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	Cable: currently subscribed	Cable: subscribed in past	Cable: never subscribed	Total N
Adults	49% (1087)	34% (739)	17% (375)	2201
Gender: Male	48% (499)	34% (352)	17% (178)	1030
Gender: Female	50% (587)	33% (387)	17% (197)	1171
Age: 18-29	44% (183)	32% (135)	24% (99)	417
Age: 30-44	46% (218)	36% (167)	18% (85)	470
Age: 45-54	46% (203)	37% (163)	17% (73)	439
Age: 55-64	51% (186)	36% (132)	12% (44)	363
Age: 65+	58% (296)	28% (142)	15% (74)	512
Generation Z: 18-21	45% (69)	29% (45)	26% (40)	155
Millennial: Age 22-37	44% (227)	35% (182)	21% (110)	519
Generation X: Age 38-53	48% (293)	36% (224)	16% (99)	617
Boomers: Age 54-72	55% (433)	32% (256)	13% (103)	792
PID: Dem (no lean)	56% (391)	30% (208)	15% (102)	700
PID: Ind (no lean)	47% (369)	34% (268)	19% (146)	783
PID: Rep (no lean)	46% (327)	37% (263)	18% (128)	718
PID/Gender: Dem Men	50% (153)	32% (97)	18% (54)	304
PID/Gender: Dem Women	60% (238)	28% (111)	12% (47)	396
PID/Gender: Ind Men	49% (194)	36% (141)	15% (61)	396
PID/Gender: Ind Women	45% (175)	33% (127)	22% (85)	387
PID/Gender: Rep Men	46% (152)	35% (115)	19% (64)	330
PID/Gender: Rep Women	45% (175)	38% (149)	17% (64)	388
Ideo: Liberal (1-3)	52% (335)	32% (208)	17% (107)	650
Ideo: Moderate (4)	52% (238)	34% (155)	13% (60)	454
Ideo: Conservative (5-7)	47% (363)	37% (280)	16% (122)	765
Educ: < College	47% (652)	35% (485)	18% (248)	1384
Educ: Bachelors degree	52% (273)	31% (160)	17% (88)	521
Educ: Post-grad	55% (162)	32% (94)	13% (40)	296

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

Demographic	Cable: currently subscribed	Cable: subscribed in past	Cable: never subscribed	Total N
Adults	49% (1087)	34% (739)	17% (375)	2201
Income: Under 50k	46% (535)	32% (375)	23% (264)	1174
Income: 50k-100k	51% (340)	37% (248)	12% (82)	670
Income: 100k+	59% (212)	33% (116)	8% (29)	357
Ethnicity: White Only	49% (803)	35% (574)	16% (268)	1645
Ethnicity: Hispanic Only	49% (105)	32% (68)	19% (40)	213
Ethnicity: Afr. Am. Only	54% (142)	25% (67)	20% (54)	262
Ethnicity: Other Only	45% (36)	38% (30)	17% (13)	80
Relig: Protestant	51% (258)	35% (179)	14% (72)	508
Relig: Roman Catholic	57% (243)	31% (131)	13% (55)	430
Relig: Something Else	44% (96)	35% (76)	21% (46)	217
Relig: Jewish	63% (21)	23% (8)	13% (4)	33
Relig: Evangelical	54% (434)	31% (254)	15% (120)	809
Relig: Non-Evang. Catholics	47% (163)	38% (131)	15% (53)	347
Relig: All Christian	52% (597)	33% (385)	15% (173)	1155
Relig: All Non-Christian	48% (139)	32% (94)	20% (60)	293
Community: Urban	52% (267)	32% (164)	16% (81)	512
Community: Suburban	55% (578)	33% (340)	12% (124)	1042
Community: Rural	37% (242)	36% (235)	26% (170)	647
Employ: Private Sector	48% (334)	37% (253)	15% (102)	689
Employ: Government	42% (67)	34% (53)	24% (37)	157
Employ: Self-Employed	50% (96)	36% (68)	14% (26)	191
Employ: Homemaker	48% (61)	37% (47)	16% (20)	128
Employ: Student	54% (57)	32% (33)	14% (15)	105
Employ: Retired	52% (264)	32% (162)	16% (78)	505
Employ: Unemployed	52% (106)	25% (51)	23% (48)	205
Employ: Other	46% (102)	32% (71)	22% (49)	222
Military HH: Yes	49% (195)	36% (142)	15% (61)	399
Military HH: No	49% (891)	33% (597)	17% (315)	1802
RD/WT: Right Direction	48% (370)	34% (267)	18% (140)	778
RD/WT: Wrong Track	50% (716)	33% (471)	17% (235)	1423

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

Cable television

Demographic	Cable: currently subscribed	Cable: subscribed in past	Cable: never subscribed	Total N
Adults	49% (1087)	34% (739)	17% (375)	2201
Trump Job Approve	47% (435)	35% (330)	18% (165)	929
Trump Job Disapprove	52% (590)	33% (375)	15% (174)	1139
Trump Job Strongly Approve	46% (230)	34% (168)	20% (100)	499
Trump Job Somewhat Approve	47% (204)	37% (162)	15% (65)	431
Trump Job Somewhat Disapprove	49% (136)	37% (102)	14% (38)	275
Trump Job Strongly Disapprove	53% (454)	32% (274)	16% (137)	865
#1 Issue: Economy	49% (324)	36% (237)	15% (102)	663
#1 Issue: Security	50% (224)	34% (152)	17% (75)	451
#1 Issue: Health Care	52% (196)	34% (125)	14% (53)	374
#1 Issue: Medicare / Social Security	46% (118)	33% (83)	21% (53)	254
#1 Issue: Women's Issues	47% (42)	31% (27)	22% (19)	88
#1 Issue: Education	53% (81)	30% (46)	18% (27)	153
#1 Issue: Energy	49% (45)	32% (30)	19% (18)	93
#1 Issue: Other	46% (57)	31% (39)	23% (28)	124
2018 House Vote: Democrat	55% (424)	31% (238)	14% (104)	767
2018 House Vote: Republican	47% (361)	37% (289)	16% (122)	773
2018 House Vote: Someone else	42% (47)	36% (41)	22% (26)	114
2018 House Vote: Didnt Vote	46% (250)	31% (170)	23% (123)	543
2016 Vote: Hillary Clinton	57% (360)	29% (184)	13% (84)	628
2016 Vote: Donald Trump	48% (376)	36% (281)	16% (124)	780
2016 Vote: Someone else	41% (79)	43% (82)	16% (30)	191
2016 Vote: Didnt Vote	45% (267)	32% (192)	23% (138)	597
Voted in 2014: Yes	52% (753)	34% (487)	14% (207)	1447
Voted in 2014: No	44% (334)	33% (252)	22% (168)	754
2012 Vote: Barack Obama	55% (453)	32% (263)	13% (107)	824
2012 Vote: Mitt Romney	47% (265)	37% (211)	16% (90)	566
2012 Vote: Other	55% (62)	37% (42)	8% (9)	113
2012 Vote: Didn't Vote	44% (304)	32% (223)	24% (167)	693

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

Demographic	Cable: currently subscribed	Cable: subscribed in past	Cable: never subscribed	Total N
Adults	49% (1087)	34% (739)	17% (375)	2201
4-Region: Northeast	64% (249)	24% (92)	13% (51)	393
4-Region: Midwest	47% (235)	35% (176)	19% (94)	506
4-Region: South	46% (376)	35% (288)	19% (159)	822
4-Region: West	47% (226)	38% (183)	15% (72)	481
Favorable of Trump	48% (447)	35% (324)	18% (164)	934
Unfavorable of Trump	52% (587)	33% (374)	15% (176)	1137
Very Favorable of Trump	47% (248)	33% (173)	20% (104)	526
Somewhat Favorable of Trump	49% (198)	37% (150)	15% (60)	408
Somewhat Unfavorable of Trump	49% (108)	33% (73)	17% (38)	218
Very Unfavorable of Trump	52% (480)	33% (301)	15% (138)	918
Watch TV: Every day	53% (587)	34% (376)	14% (155)	1117
Watch TV: Several times per week	48% (246)	37% (191)	15% (76)	513
Watch TV: About once per week	47% (70)	30% (44)	23% (33)	148
Watch TV: Several times per month	50% (58)	32% (37)	18% (21)	116
Watch TV: About once per month	48% (38)	36% (28)	16% (12)	78
Watch TV: Less often than once per month	39% (32)	29% (24)	32% (26)	83
Watch TV: Never	39% (56)	26% (38)	35% (51)	145
Watch Movies: Every day	44% (174)	37% (143)	19% (75)	392
Watch Movies: Several times per week	53% (321)	34% (207)	13% (79)	608
Watch Movies: About once per week	50% (194)	35% (138)	15% (59)	391
Watch Movies: Several times per month	54% (149)	30% (83)	16% (45)	277
Watch Movies: About once per month	47% (103)	38% (85)	15% (33)	222
Watch Movies: Less often than once per month	52% (88)	28% (47)	20% (33)	167
Watch Movies: Never	40% (58)	24% (35)	35% (51)	144

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

Cable television

Demographic	Cable: currently subscribed	Cable: subscribed in past	Cable: never subscribed	Total N
Adults	49% (1087)	34% (739)	17% (375)	2201
Watch Sports: Every day	57% (114)	31% (62)	13% (26)	202
Watch Sports: Several times per week	56% (223)	30% (118)	15% (58)	399
Watch Sports: About once per week	50% (156)	37% (116)	13% (41)	313
Watch Sports: Several times per month	47% (87)	35% (65)	18% (33)	185
Watch Sports: About once per month	53% (85)	28% (45)	19% (30)	160
Watch Sports: Less often than once per month	51% (158)	37% (116)	12% (38)	312
Watch Sports: Never	42% (264)	34% (218)	24% (149)	631
Cable: currently subscribed	100% (1087)	— (0)	— (0)	1087
Cable: subscribed in past	— (0)	100% (739)	— (0)	739
Cable: never subscribed	— (0)	— (0)	100% (375)	375
Satellite TV: currently subscribed	28% (157)	46% (255)	26% (148)	560
Satellite TV: subscribed in past	50% (309)	46% (284)	4% (24)	617
Satellite TV: never subscribed	61% (621)	20% (200)	20% (204)	1025
Streaming services(s): currently subscribed	49% (651)	38% (505)	14% (183)	1339
Streaming services(s): subscribed in past	48% (101)	40% (85)	12% (26)	213
Streaming services(s): never subscribed	51% (334)	23% (148)	26% (166)	649
Film: An avid fan	52% (394)	33% (253)	15% (111)	759
Film: A casual fan	49% (614)	35% (434)	16% (203)	1251
Film: Not a fan	41% (79)	27% (51)	32% (60)	190
TV: An avid fan	54% (572)	32% (339)	13% (138)	1049
TV: A casual fan	47% (471)	35% (350)	19% (189)	1010
TV: Not a fan	31% (44)	35% (50)	34% (48)	142
Music: An avid fan	53% (587)	32% (361)	15% (169)	1117
Music: A casual fan	47% (462)	35% (349)	18% (175)	986
Music: Not a fan	39% (38)	29% (28)	32% (32)	98
Fashion: An avid fan	60% (193)	25% (81)	15% (47)	321
Fashion: A casual fan	52% (500)	32% (308)	16% (151)	959
Fashion: Not a fan	43% (394)	38% (350)	19% (177)	921

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

Table HRdem2_2: Do you, or anyone in your household, subscribe to the following?
 Satellite television

Demographic	Satellite TV: currently subscribed	Satellite TV: subscribed in past	Satellite TV: never subscribed	Total N
Adults	25% (560)	28% (617)	47% (1025)	2201
Gender: Male	27% (279)	29% (298)	44% (453)	1030
Gender: Female	24% (281)	27% (319)	49% (571)	1171
Age: 18-29	22% (90)	32% (132)	47% (195)	417
Age: 30-44	24% (114)	31% (144)	45% (212)	470
Age: 45-54	24% (104)	30% (131)	47% (204)	439
Age: 55-64	28% (101)	25% (90)	47% (172)	363
Age: 65+	30% (152)	23% (119)	47% (241)	512
Generation Z: 18-21	21% (33)	35% (53)	44% (68)	155
Millennial: Age 22-37	24% (125)	29% (150)	47% (244)	519
Generation X: Age 38-53	22% (135)	31% (192)	47% (289)	617
Boomers: Age 54-72	28% (222)	24% (194)	47% (376)	792
PID: Dem (no lean)	24% (167)	24% (168)	52% (365)	700
PID: Ind (no lean)	21% (164)	30% (232)	49% (386)	783
PID: Rep (no lean)	32% (229)	30% (216)	38% (273)	718
PID/Gender: Dem Men	26% (79)	24% (74)	50% (151)	304
PID/Gender: Dem Women	22% (88)	24% (94)	54% (214)	396
PID/Gender: Ind Men	24% (95)	30% (117)	46% (184)	396
PID/Gender: Ind Women	18% (69)	30% (115)	52% (202)	387
PID/Gender: Rep Men	32% (106)	32% (106)	36% (119)	330
PID/Gender: Rep Women	32% (123)	28% (110)	40% (155)	388
Ideo: Liberal (1-3)	23% (150)	27% (176)	50% (324)	650
Ideo: Moderate (4)	28% (128)	27% (123)	45% (203)	454
Ideo: Conservative (5-7)	27% (207)	30% (231)	43% (328)	765
Educ: < College	27% (373)	29% (408)	44% (603)	1384
Educ: Bachelors degree	23% (120)	27% (140)	50% (260)	521
Educ: Post-grad	22% (66)	23% (68)	55% (162)	296

Continued on next page

Table HRdem2_2: Do you, or anyone in your household, subscribe to the following?

Satellite television

Demographic	Satellite TV: currently subscribed		Satellite TV: subscribed in past		Satellite TV: never subscribed		Total N
Adults	25%	(560)	28%	(617)	47%	(1025)	2201
Income: Under 50k	25%	(290)	28%	(333)	47%	(551)	1174
Income: 50k-100k	25%	(169)	29%	(194)	46%	(306)	670
Income: 100k+	28%	(100)	25%	(90)	47%	(167)	357
Ethnicity: White Only	26%	(420)	27%	(452)	47%	(774)	1645
Ethnicity: Hispanic Only	30%	(64)	28%	(61)	42%	(89)	213
Ethnicity: Afr. Am. Only	22%	(58)	29%	(77)	49%	(128)	262
Ethnicity: Other Only	23%	(18)	34%	(28)	43%	(34)	80
Relig: Protestant	26%	(133)	30%	(151)	44%	(225)	508
Relig: Roman Catholic	29%	(123)	24%	(103)	47%	(204)	430
Relig: Something Else	22%	(48)	32%	(69)	46%	(100)	217
Relig: Jewish	23%	(8)	20%	(7)	57%	(19)	33
Relig: Evangelical	27%	(215)	26%	(212)	47%	(382)	809
Relig: Non-Evang. Catholics	26%	(89)	32%	(111)	42%	(147)	347
Relig: All Christian	26%	(303)	28%	(323)	46%	(529)	1155
Relig: All Non-Christian	28%	(82)	26%	(77)	46%	(135)	293
Community: Urban	21%	(107)	31%	(158)	48%	(247)	512
Community: Suburban	23%	(234)	25%	(265)	52%	(542)	1042
Community: Rural	34%	(218)	30%	(193)	36%	(236)	647
Employ: Private Sector	24%	(167)	28%	(196)	47%	(326)	689
Employ: Government	23%	(36)	30%	(48)	47%	(74)	157
Employ: Self-Employed	27%	(51)	29%	(55)	45%	(85)	191
Employ: Homemaker	26%	(33)	30%	(39)	44%	(56)	128
Employ: Student	21%	(22)	36%	(38)	43%	(45)	105
Employ: Retired	32%	(162)	23%	(118)	45%	(225)	505
Employ: Unemployed	19%	(40)	25%	(52)	55%	(114)	205
Employ: Other	23%	(50)	32%	(71)	45%	(101)	222
Military HH: Yes	34%	(134)	27%	(107)	39%	(157)	399
Military HH: No	24%	(426)	28%	(509)	48%	(867)	1802
RD/WT: Right Direction	30%	(237)	29%	(224)	41%	(317)	778
RD/WT: Wrong Track	23%	(323)	28%	(393)	50%	(708)	1423

Continued on next page

Table HRdem2_2: Do you, or anyone in your household, subscribe to the following?
 Satellite television

Demographic	Satellite TV: currently subscribed		Satellite TV: subscribed in past		Satellite TV: never subscribed		Total N
Adults	25%	(560)	28%	(617)	47%	(1025)	2201
Trump Job Approve	29%	(270)	30%	(279)	41%	(380)	929
Trump Job Disapprove	23%	(258)	27%	(302)	51%	(579)	1139
Trump Job Strongly Approve	32%	(162)	30%	(147)	38%	(189)	499
Trump Job Somewhat Approve	25%	(108)	31%	(132)	44%	(191)	431
Trump Job Somewhat Disapprove	27%	(75)	29%	(80)	44%	(120)	275
Trump Job Strongly Disapprove	21%	(183)	26%	(223)	53%	(459)	865
#1 Issue: Economy	25%	(166)	29%	(194)	46%	(303)	663
#1 Issue: Security	27%	(123)	31%	(138)	42%	(190)	451
#1 Issue: Health Care	23%	(86)	28%	(104)	49%	(183)	374
#1 Issue: Medicare / Social Security	33%	(84)	25%	(64)	42%	(106)	254
#1 Issue: Women's Issues	22%	(19)	24%	(21)	54%	(48)	88
#1 Issue: Education	24%	(37)	30%	(46)	46%	(71)	153
#1 Issue: Energy	20%	(19)	26%	(24)	54%	(50)	93
#1 Issue: Other	21%	(26)	20%	(25)	59%	(73)	124
2018 House Vote: Democrat	23%	(176)	25%	(195)	52%	(395)	767
2018 House Vote: Republican	30%	(231)	30%	(235)	40%	(307)	773
2018 House Vote: Someone else	27%	(31)	29%	(33)	44%	(50)	114
2018 House Vote: Didnt Vote	22%	(119)	28%	(153)	50%	(271)	543
2016 Vote: Hillary Clinton	24%	(152)	23%	(147)	52%	(328)	628
2016 Vote: Donald Trump	29%	(229)	30%	(236)	40%	(315)	780
2016 Vote: Someone else	26%	(49)	27%	(52)	47%	(90)	191
2016 Vote: Didnt Vote	22%	(130)	30%	(178)	48%	(290)	597
Voted in 2014: Yes	28%	(399)	27%	(390)	46%	(659)	1447
Voted in 2014: No	21%	(161)	30%	(227)	49%	(366)	754
2012 Vote: Barack Obama	25%	(209)	26%	(213)	49%	(401)	824
2012 Vote: Mitt Romney	30%	(171)	27%	(155)	42%	(239)	566
2012 Vote: Other	23%	(26)	34%	(38)	43%	(49)	113
2012 Vote: Didn't Vote	22%	(151)	30%	(207)	48%	(335)	693

Continued on next page

Table HRdem2_2: Do you, or anyone in your household, subscribe to the following?

Satellite television

Demographic	Satellite TV: currently subscribed		Satellite TV: subscribed in past		Satellite TV: never subscribed		Total N
Adults	25%	(560)	28%	(617)	47%	(1025)	2201
4-Region: Northeast	16%	(61)	23%	(91)	61%	(241)	393
4-Region: Midwest	23%	(117)	27%	(137)	50%	(252)	506
4-Region: South	31%	(255)	29%	(235)	40%	(332)	822
4-Region: West	26%	(127)	32%	(154)	42%	(200)	481
Favorable of Trump	28%	(263)	31%	(289)	41%	(382)	934
Unfavorable of Trump	23%	(260)	26%	(301)	51%	(576)	1137
Very Favorable of Trump	31%	(165)	30%	(160)	38%	(200)	526
Somewhat Favorable of Trump	24%	(98)	32%	(129)	44%	(181)	408
Somewhat Unfavorable of Trump	32%	(69)	26%	(56)	43%	(93)	218
Very Unfavorable of Trump	21%	(191)	27%	(244)	53%	(483)	918
Watch TV: Every day	29%	(324)	28%	(309)	43%	(484)	1117
Watch TV: Several times per week	21%	(110)	29%	(148)	50%	(256)	513
Watch TV: About once per week	18%	(27)	37%	(54)	45%	(66)	148
Watch TV: Several times per month	15%	(18)	38%	(44)	47%	(54)	116
Watch TV: About once per month	30%	(24)	28%	(22)	42%	(33)	78
Watch TV: Less often than once per month	17%	(14)	20%	(16)	63%	(52)	83
Watch TV: Never	30%	(43)	16%	(23)	54%	(79)	145
Watch Movies: Every day	30%	(116)	32%	(127)	38%	(149)	392
Watch Movies: Several times per week	21%	(126)	33%	(201)	46%	(280)	608
Watch Movies: About once per week	25%	(97)	29%	(115)	46%	(179)	391
Watch Movies: Several times per month	27%	(74)	26%	(73)	47%	(130)	277
Watch Movies: About once per month	28%	(62)	22%	(49)	50%	(110)	222
Watch Movies: Less often than once per month	24%	(40)	19%	(32)	57%	(96)	167
Watch Movies: Never	30%	(44)	14%	(20)	56%	(81)	144

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Table HRdem2_2: Do you, or anyone in your household, subscribe to the following?
Satellite television

Demographic	Satellite TV: currently subscribed		Satellite TV: subscribed in past		Satellite TV: never subscribed		Total N
Adults	25%	(560)	28%	(617)	47%	(1025)	2201
Watch Sports: Every day	29%	(59)	30%	(61)	40%	(82)	202
Watch Sports: Several times per week	30%	(119)	29%	(117)	41%	(162)	399
Watch Sports: About once per week	30%	(92)	29%	(90)	42%	(130)	313
Watch Sports: Several times per month	24%	(45)	31%	(57)	45%	(83)	185
Watch Sports: About once per month	26%	(41)	29%	(46)	46%	(73)	160
Watch Sports: Less often than once per month	23%	(73)	26%	(81)	51%	(159)	312
Watch Sports: Never	21%	(131)	26%	(165)	53%	(336)	631
Cable: currently subscribed	14%	(157)	28%	(309)	57%	(621)	1087
Cable: subscribed in past	35%	(255)	38%	(284)	27%	(200)	739
Cable: never subscribed	39%	(148)	6%	(24)	54%	(204)	375
Satellite TV: currently subscribed	100%	(560)	—	(0)	—	(0)	560
Satellite TV: subscribed in past	—	(0)	100%	(617)	—	(0)	617
Satellite TV: never subscribed	—	(0)	—	(0)	100%	(1025)	1025
Streaming services(s): currently subscribed	23%	(311)	33%	(443)	44%	(585)	1339
Streaming services(s): subscribed in past	28%	(59)	39%	(82)	34%	(72)	213
Streaming services(s): never subscribed	29%	(190)	14%	(91)	57%	(368)	649
Film: An avid fan	28%	(214)	30%	(227)	42%	(318)	759
Film: A casual fan	24%	(298)	28%	(353)	48%	(601)	1251
Film: Not a fan	25%	(47)	19%	(37)	56%	(106)	190
TV: An avid fan	30%	(315)	27%	(280)	43%	(454)	1049
TV: A casual fan	22%	(224)	29%	(296)	49%	(490)	1010
TV: Not a fan	15%	(21)	28%	(40)	57%	(81)	142
Music: An avid fan	26%	(293)	28%	(318)	45%	(507)	1117
Music: A casual fan	26%	(252)	28%	(273)	47%	(461)	986
Music: Not a fan	15%	(15)	26%	(26)	59%	(57)	98
Fashion: An avid fan	29%	(94)	28%	(90)	43%	(137)	321
Fashion: A casual fan	23%	(222)	30%	(284)	47%	(452)	959
Fashion: Not a fan	26%	(244)	26%	(242)	47%	(435)	921

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

**Table HRdem2_3: Do you, or anyone in your household, subscribe to the following?
Streaming service(s)**

Demographic	Streaming services(s): currently subscribed		Streaming services(s): subscribed in past		Streaming services(s): never subscribed		Total N
Adults	61%	(1339)	10%	(213)	29%	(649)	2201
Gender: Male	62%	(639)	11%	(115)	27%	(277)	1030
Gender: Female	60%	(700)	8%	(98)	32%	(373)	1171
Age: 18-29	74%	(310)	10%	(43)	15%	(65)	417
Age: 30-44	73%	(342)	10%	(49)	17%	(79)	470
Age: 45-54	69%	(304)	10%	(44)	21%	(91)	439
Age: 55-64	54%	(194)	11%	(40)	35%	(128)	363
Age: 65+	37%	(189)	7%	(37)	56%	(286)	512
Generation Z: 18-21	64%	(98)	14%	(22)	22%	(34)	155
Millennial: Age 22-37	78%	(404)	9%	(45)	13%	(70)	519
Generation X: Age 38-53	70%	(431)	10%	(59)	21%	(127)	617
Boomers: Age 54-72	48%	(379)	10%	(80)	42%	(334)	792
PID: Dem (no lean)	63%	(439)	9%	(60)	29%	(202)	700
PID: Ind (no lean)	62%	(484)	10%	(79)	28%	(219)	783
PID: Rep (no lean)	58%	(416)	10%	(74)	32%	(229)	718
PID/Gender: Dem Men	66%	(200)	8%	(24)	26%	(80)	304
PID/Gender: Dem Women	60%	(239)	9%	(35)	31%	(122)	396
PID/Gender: Ind Men	63%	(248)	11%	(44)	26%	(104)	396
PID/Gender: Ind Women	61%	(237)	9%	(35)	30%	(115)	387
PID/Gender: Rep Men	58%	(191)	14%	(46)	28%	(93)	330
PID/Gender: Rep Women	58%	(224)	7%	(28)	35%	(136)	388
Ideo: Liberal (1-3)	66%	(431)	9%	(61)	24%	(158)	650
Ideo: Moderate (4)	64%	(289)	8%	(38)	28%	(127)	454
Ideo: Conservative (5-7)	58%	(447)	10%	(79)	31%	(238)	765
Educ: < College	56%	(773)	11%	(154)	33%	(458)	1384
Educ: Bachelors degree	71%	(368)	7%	(37)	22%	(116)	521
Educ: Post-grad	67%	(198)	7%	(22)	26%	(76)	296

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Table HRdem2_3: Do you, or anyone in your household, subscribe to the following?
 Streaming service(s)

Demographic	Streaming services(s): currently subscribed	Streaming services(s): subscribed in past	Streaming services(s): never subscribed	Total N
Adults	61% (1339)	10% (213)	29% (649)	2201
Income: Under 50k	53% (621)	12% (137)	35% (416)	1174
Income: 50k-100k	67% (452)	8% (55)	24% (163)	670
Income: 100k+	75% (267)	6% (21)	20% (70)	357
Ethnicity: White Only	61% (1006)	8% (135)	31% (504)	1645
Ethnicity: Hispanic Only	60% (129)	15% (32)	25% (53)	213
Ethnicity: Afr. Am. Only	57% (149)	14% (37)	29% (76)	262
Ethnicity: Other Only	68% (55)	12% (9)	20% (16)	80
Relig: Protestant	58% (294)	10% (52)	32% (163)	508
Relig: Roman Catholic	57% (243)	9% (38)	35% (149)	430
Relig: Something Else	62% (135)	9% (21)	28% (62)	217
Relig: Jewish	50% (17)	9% (3)	41% (14)	33
Relig: Evangelical	60% (483)	9% (75)	31% (251)	809
Relig: Non-Evang. Catholics	54% (189)	10% (36)	35% (122)	347
Relig: All Christian	58% (671)	10% (111)	32% (373)	1155
Relig: All Non-Christian	57% (167)	13% (38)	30% (88)	293
Community: Urban	59% (300)	9% (48)	32% (164)	512
Community: Suburban	63% (655)	10% (108)	27% (279)	1042
Community: Rural	59% (384)	9% (56)	32% (206)	647
Employ: Private Sector	72% (493)	9% (64)	19% (131)	689
Employ: Government	76% (120)	5% (8)	19% (29)	157
Employ: Self-Employed	65% (124)	7% (13)	28% (54)	191
Employ: Homemaker	62% (79)	12% (15)	27% (34)	128
Employ: Student	73% (76)	12% (13)	15% (16)	105
Employ: Retired	41% (209)	9% (47)	49% (249)	505
Employ: Unemployed	52% (106)	14% (28)	35% (71)	205
Employ: Other	59% (132)	11% (25)	29% (65)	222
Military HH: Yes	55% (220)	11% (46)	33% (133)	399
Military HH: No	62% (1119)	9% (167)	29% (516)	1802
RD/WT: Right Direction	59% (460)	11% (86)	30% (232)	778
RD/WT: Wrong Track	62% (879)	9% (127)	29% (417)	1423

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Table HRdem2_3: Do you, or anyone in your household, subscribe to the following?
Streaming service(s)

Demographic	Streaming services(s): currently subscribed	Streaming services(s): subscribed in past	Streaming services(s): never subscribed	Total N
Adults	61% (1339)	10% (213)	29% (649)	2201
Trump Job Approve	59% (549)	11% (100)	30% (280)	929
Trump Job Disapprove	64% (727)	9% (97)	28% (316)	1139
Trump Job Strongly Approve	56% (277)	10% (51)	34% (170)	499
Trump Job Somewhat Approve	63% (272)	11% (49)	26% (110)	431
Trump Job Somewhat Disapprove	66% (181)	11% (30)	23% (64)	275
Trump Job Strongly Disapprove	63% (546)	8% (68)	29% (251)	865
#1 Issue: Economy	65% (429)	11% (75)	24% (159)	663
#1 Issue: Security	58% (263)	9% (41)	33% (147)	451
#1 Issue: Health Care	64% (239)	8% (31)	28% (103)	374
#1 Issue: Medicare / Social Security	44% (112)	9% (23)	47% (120)	254
#1 Issue: Women's Issues	77% (68)	5% (5)	18% (16)	88
#1 Issue: Education	67% (102)	9% (14)	24% (37)	153
#1 Issue: Energy	72% (68)	12% (11)	16% (15)	93
#1 Issue: Other	47% (58)	10% (12)	43% (53)	124
2018 House Vote: Democrat	64% (491)	8% (63)	28% (212)	767
2018 House Vote: Republican	59% (456)	10% (78)	31% (239)	773
2018 House Vote: Someone else	57% (65)	12% (13)	31% (35)	114
2018 House Vote: Didnt Vote	60% (323)	10% (56)	30% (163)	543
2016 Vote: Hillary Clinton	61% (385)	9% (59)	29% (184)	628
2016 Vote: Donald Trump	60% (465)	8% (66)	32% (249)	780
2016 Vote: Someone else	66% (125)	11% (20)	24% (45)	191
2016 Vote: Didnt Vote	60% (361)	11% (66)	28% (170)	597
Voted in 2014: Yes	60% (867)	9% (133)	31% (447)	1447
Voted in 2014: No	63% (472)	11% (80)	27% (202)	754
2012 Vote: Barack Obama	62% (507)	8% (68)	30% (249)	824
2012 Vote: Mitt Romney	59% (336)	9% (50)	32% (180)	566
2012 Vote: Other	56% (63)	11% (13)	33% (37)	113
2012 Vote: Didn't Vote	62% (430)	11% (79)	26% (184)	693

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Table HRdem2_3: Do you, or anyone in your household, subscribe to the following?
 Streaming service(s)

Demographic	Streaming services(s): currently subscribed	Streaming services(s): subscribed in past	Streaming services(s): never subscribed	Total N
Adults	61% (1339)	10% (213)	29% (649)	2201
4-Region: Northeast	54% (211)	8% (33)	38% (148)	393
4-Region: Midwest	63% (316)	11% (58)	26% (131)	506
4-Region: South	61% (502)	9% (78)	30% (242)	822
4-Region: West	64% (310)	9% (44)	26% (127)	481
Favorable of Trump	59% (550)	10% (95)	31% (289)	934
Unfavorable of Trump	64% (724)	9% (104)	27% (308)	1137
Very Favorable of Trump	55% (291)	10% (53)	35% (182)	526
Somewhat Favorable of Trump	64% (259)	10% (42)	26% (107)	408
Somewhat Unfavorable of Trump	66% (145)	12% (26)	22% (47)	218
Very Unfavorable of Trump	63% (580)	9% (78)	28% (261)	918
Watch TV: Every day	65% (722)	8% (89)	27% (306)	1117
Watch TV: Several times per week	67% (345)	9% (48)	23% (120)	513
Watch TV: About once per week	62% (91)	17% (25)	21% (31)	148
Watch TV: Several times per month	55% (64)	17% (20)	27% (32)	116
Watch TV: About once per month	58% (46)	16% (12)	26% (20)	78
Watch TV: Less often than once per month	40% (33)	8% (6)	52% (43)	83
Watch TV: Never	26% (37)	8% (11)	66% (96)	145
Watch Movies: Every day	74% (292)	7% (28)	18% (72)	392
Watch Movies: Several times per week	68% (415)	9% (53)	23% (139)	608
Watch Movies: About once per week	66% (257)	12% (47)	22% (87)	391
Watch Movies: Several times per month	61% (168)	11% (31)	28% (78)	277
Watch Movies: About once per month	52% (116)	13% (29)	34% (76)	222
Watch Movies: Less often than once per month	40% (67)	8% (14)	52% (87)	167
Watch Movies: Never	17% (24)	7% (10)	76% (109)	144

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**Table HRdem2_3: Do you, or anyone in your household, subscribe to the following?
Streaming service(s)**

Demographic	Streaming services(s): currently subscribed	Streaming services(s): subscribed in past	Streaming services(s): never subscribed	Total N
Adults	61% (1339)	10% (213)	29% (649)	2201
Watch Sports: Every day	62% (125)	12% (23)	26% (53)	202
Watch Sports: Several times per week	64% (255)	9% (37)	27% (107)	399
Watch Sports: About once per week	62% (193)	9% (27)	30% (93)	313
Watch Sports: Several times per month	55% (103)	18% (34)	26% (49)	185
Watch Sports: About once per month	68% (108)	12% (19)	20% (32)	160
Watch Sports: Less often than once per month	61% (189)	7% (23)	32% (100)	312
Watch Sports: Never	58% (367)	8% (49)	34% (215)	631
Cable: currently subscribed	60% (651)	9% (101)	31% (334)	1087
Cable: subscribed in past	68% (505)	12% (85)	20% (148)	739
Cable: never subscribed	49% (183)	7% (26)	44% (166)	375
Satellite TV: currently subscribed	56% (311)	10% (59)	34% (190)	560
Satellite TV: subscribed in past	72% (443)	13% (82)	15% (91)	617
Satellite TV: never subscribed	57% (585)	7% (72)	36% (368)	1025
Streaming services(s): currently subscribed	100% (1339)	— (0)	— (0)	1339
Streaming services(s): subscribed in past	— (0)	100% (213)	— (0)	213
Streaming services(s): never subscribed	— (0)	— (0)	100% (649)	649
Film: An avid fan	72% (544)	9% (66)	20% (149)	759
Film: A casual fan	58% (722)	10% (124)	32% (405)	1251
Film: Not a fan	38% (73)	12% (22)	50% (95)	190
TV: An avid fan	61% (643)	8% (88)	30% (318)	1049
TV: A casual fan	63% (635)	10% (101)	27% (274)	1010
TV: Not a fan	44% (62)	16% (23)	40% (57)	142
Music: An avid fan	66% (736)	8% (90)	26% (291)	1117
Music: A casual fan	57% (559)	11% (107)	32% (320)	986
Music: Not a fan	46% (45)	16% (15)	38% (38)	98
Fashion: An avid fan	65% (210)	12% (39)	22% (72)	321
Fashion: A casual fan	60% (579)	9% (89)	30% (290)	959
Fashion: Not a fan	60% (550)	9% (84)	31% (286)	921

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	34%	(759)	57%	(1251)	9%	(190)	2201
Gender: Male	38%	(392)	54%	(552)	8%	(86)	1030
Gender: Female	31%	(367)	60%	(700)	9%	(105)	1171
Age: 18-29	42%	(175)	50%	(210)	8%	(33)	417
Age: 30-44	39%	(182)	52%	(244)	9%	(44)	470
Age: 45-54	35%	(155)	57%	(250)	8%	(34)	439
Age: 55-64	32%	(117)	58%	(210)	10%	(36)	363
Age: 65+	25%	(131)	66%	(337)	9%	(45)	512
Generation Z: 18-21	35%	(55)	59%	(91)	6%	(9)	155
Millennial: Age 22-37	43%	(222)	47%	(247)	10%	(51)	519
Generation X: Age 38-53	36%	(220)	56%	(347)	8%	(50)	617
Boomers: Age 54-72	31%	(242)	61%	(487)	8%	(63)	792
PID: Dem (no lean)	43%	(299)	51%	(354)	7%	(47)	700
PID: Ind (no lean)	30%	(234)	61%	(476)	9%	(72)	783
PID: Rep (no lean)	31%	(226)	59%	(421)	10%	(71)	718
PID/Gender: Dem Men	49%	(149)	43%	(132)	8%	(23)	304
PID/Gender: Dem Women	38%	(150)	56%	(223)	6%	(24)	396
PID/Gender: Ind Men	30%	(119)	63%	(249)	7%	(28)	396
PID/Gender: Ind Women	30%	(115)	59%	(228)	11%	(44)	387
PID/Gender: Rep Men	38%	(124)	52%	(171)	10%	(34)	330
PID/Gender: Rep Women	26%	(101)	64%	(249)	10%	(37)	388
Ideo: Liberal (1-3)	43%	(280)	51%	(334)	5%	(36)	650
Ideo: Moderate (4)	33%	(149)	62%	(279)	6%	(25)	454
Ideo: Conservative (5-7)	29%	(221)	61%	(470)	10%	(74)	765
Educ: < College	35%	(481)	55%	(763)	10%	(140)	1384
Educ: Bachelors degree	34%	(175)	62%	(323)	4%	(23)	521
Educ: Post-grad	35%	(103)	56%	(166)	9%	(28)	296

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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	34%	(759)	57%	(1251)	9%	(190)	2201
Income: Under 50k	32%	(374)	58%	(676)	11%	(124)	1174
Income: 50k-100k	39%	(260)	53%	(355)	8%	(54)	670
Income: 100k+	35%	(124)	62%	(220)	3%	(12)	357
Ethnicity: White Only	33%	(540)	59%	(969)	8%	(136)	1645
Ethnicity: Hispanic Only	38%	(81)	52%	(110)	10%	(22)	213
Ethnicity: Afr. Am. Only	40%	(105)	51%	(133)	9%	(25)	262
Ethnicity: Other Only	41%	(33)	50%	(40)	10%	(8)	80
Relig: Protestant	27%	(139)	65%	(329)	8%	(40)	508
Relig: Roman Catholic	35%	(152)	58%	(249)	7%	(29)	430
Relig: Something Else	33%	(71)	60%	(130)	8%	(17)	217
Relig: Jewish	41%	(14)	51%	(17)	8%	(3)	33
Relig: Evangelical	32%	(261)	61%	(490)	7%	(58)	809
Relig: Non-Evang. Catholics	29%	(101)	63%	(219)	8%	(27)	347
Relig: All Christian	31%	(361)	61%	(709)	7%	(85)	1155
Relig: All Non-Christian	34%	(99)	55%	(161)	11%	(33)	293
Community: Urban	39%	(202)	51%	(261)	10%	(49)	512
Community: Suburban	34%	(359)	59%	(613)	7%	(70)	1042
Community: Rural	31%	(198)	58%	(378)	11%	(71)	647
Employ: Private Sector	39%	(267)	54%	(374)	7%	(49)	689
Employ: Government	40%	(62)	54%	(86)	6%	(9)	157
Employ: Self-Employed	40%	(76)	54%	(103)	6%	(12)	191
Employ: Homemaker	28%	(36)	60%	(77)	12%	(15)	128
Employ: Student	37%	(39)	57%	(60)	6%	(6)	105
Employ: Retired	27%	(136)	64%	(321)	9%	(47)	505
Employ: Unemployed	33%	(68)	55%	(113)	12%	(24)	205
Employ: Other	34%	(75)	53%	(118)	13%	(29)	222
Military HH: Yes	36%	(142)	54%	(215)	10%	(42)	399
Military HH: No	34%	(617)	57%	(1036)	8%	(149)	1802
RD/WT: Right Direction	31%	(242)	59%	(458)	10%	(78)	778
RD/WT: Wrong Track	36%	(517)	56%	(793)	8%	(112)	1423

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	34%	(759)	57%	(1251)	9%	(190)	2201
Trump Job Approve	30%	(281)	60%	(555)	10%	(93)	929
Trump Job Disapprove	39%	(449)	54%	(615)	7%	(75)	1139
Trump Job Strongly Approve	31%	(155)	57%	(285)	12%	(59)	499
Trump Job Somewhat Approve	29%	(126)	63%	(271)	8%	(34)	431
Trump Job Somewhat Disapprove	35%	(96)	58%	(159)	7%	(19)	275
Trump Job Strongly Disapprove	41%	(353)	53%	(456)	6%	(55)	865
#1 Issue: Economy	37%	(243)	56%	(373)	7%	(48)	663
#1 Issue: Security	32%	(143)	57%	(258)	11%	(49)	451
#1 Issue: Health Care	33%	(123)	59%	(219)	8%	(32)	374
#1 Issue: Medicare / Social Security	33%	(85)	59%	(150)	8%	(20)	254
#1 Issue: Women's Issues	47%	(42)	47%	(42)	6%	(5)	88
#1 Issue: Education	30%	(46)	63%	(96)	8%	(12)	153
#1 Issue: Energy	45%	(42)	44%	(41)	11%	(10)	93
#1 Issue: Other	29%	(36)	58%	(72)	13%	(15)	124
2018 House Vote: Democrat	41%	(314)	54%	(415)	5%	(37)	767
2018 House Vote: Republican	29%	(227)	61%	(470)	10%	(76)	773
2018 House Vote: Someone else	27%	(30)	58%	(66)	16%	(18)	114
2018 House Vote: Didnt Vote	34%	(184)	55%	(300)	11%	(59)	543
2016 Vote: Hillary Clinton	42%	(266)	52%	(326)	6%	(36)	628
2016 Vote: Donald Trump	29%	(224)	61%	(476)	10%	(80)	780
2016 Vote: Someone else	33%	(63)	60%	(114)	7%	(14)	191
2016 Vote: Didnt Vote	35%	(207)	56%	(333)	10%	(58)	597
Voted in 2014: Yes	34%	(496)	58%	(842)	8%	(109)	1447
Voted in 2014: No	35%	(263)	54%	(409)	11%	(81)	754
2012 Vote: Barack Obama	39%	(324)	54%	(445)	7%	(55)	824
2012 Vote: Mitt Romney	27%	(155)	63%	(357)	10%	(55)	566
2012 Vote: Other	28%	(32)	67%	(76)	5%	(5)	113
2012 Vote: Didn't Vote	35%	(246)	54%	(372)	11%	(76)	693

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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	34%	(759)	57%	(1251)	9%	(190)	2201
4-Region: Northeast	37%	(147)	55%	(218)	7%	(28)	393
4-Region: Midwest	33%	(166)	59%	(297)	8%	(42)	506
4-Region: South	35%	(286)	55%	(450)	10%	(86)	822
4-Region: West	33%	(160)	60%	(287)	7%	(34)	481
Favorable of Trump	30%	(278)	60%	(561)	10%	(95)	934
Unfavorable of Trump	40%	(449)	54%	(612)	7%	(76)	1137
Very Favorable of Trump	31%	(163)	58%	(302)	11%	(60)	526
Somewhat Favorable of Trump	28%	(115)	63%	(258)	8%	(34)	408
Somewhat Unfavorable of Trump	34%	(75)	56%	(123)	10%	(21)	218
Very Unfavorable of Trump	41%	(374)	53%	(489)	6%	(55)	918
Watch TV: Every day	40%	(452)	52%	(586)	7%	(79)	1117
Watch TV: Several times per week	35%	(179)	61%	(311)	5%	(24)	513
Watch TV: About once per week	30%	(45)	61%	(90)	8%	(12)	148
Watch TV: Several times per month	24%	(28)	62%	(72)	14%	(16)	116
Watch TV: About once per month	21%	(17)	68%	(53)	10%	(8)	78
Watch TV: Less often than once per month	14%	(11)	64%	(53)	22%	(18)	83
Watch TV: Never	19%	(27)	59%	(85)	23%	(33)	145
Watch Movies: Every day	60%	(235)	34%	(134)	6%	(23)	392
Watch Movies: Several times per week	45%	(273)	51%	(312)	4%	(22)	608
Watch Movies: About once per week	29%	(113)	66%	(258)	5%	(20)	391
Watch Movies: Several times per month	24%	(67)	68%	(189)	8%	(21)	277
Watch Movies: About once per month	18%	(41)	71%	(156)	11%	(25)	222
Watch Movies: Less often than once per month	6%	(11)	72%	(121)	22%	(36)	167
Watch Movies: Never	13%	(19)	57%	(82)	31%	(44)	144
Watch Sports: Every day	43%	(86)	48%	(96)	10%	(20)	202
Watch Sports: Several times per week	39%	(154)	56%	(222)	6%	(23)	399
Watch Sports: About once per week	38%	(118)	56%	(177)	6%	(18)	313
Watch Sports: Several times per month	31%	(58)	63%	(117)	6%	(10)	185
Watch Sports: About once per month	39%	(62)	52%	(83)	9%	(14)	160
Watch Sports: Less often than once per month	29%	(90)	62%	(192)	9%	(29)	312
Watch Sports: Never	30%	(190)	58%	(365)	12%	(76)	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	34% (759)	57% (1251)	9% (190)	2201
Cable: currently subscribed	36% (394)	56% (614)	7% (79)	1087
Cable: subscribed in past	34% (253)	59% (434)	7% (51)	739
Cable: never subscribed	30% (111)	54% (203)	16% (60)	375
Satellite TV: currently subscribed	38% (214)	53% (298)	8% (47)	560
Satellite TV: subscribed in past	37% (227)	57% (353)	6% (37)	617
Satellite TV: never subscribed	31% (318)	59% (601)	10% (106)	1025
Streaming services(s): currently subscribed	41% (544)	54% (722)	5% (73)	1339
Streaming services(s): subscribed in past	31% (66)	59% (124)	10% (22)	213
Streaming services(s): never subscribed	23% (149)	62% (405)	15% (95)	649
Film: An avid fan	100% (759)	— (0)	— (0)	759
Film: A casual fan	— (0)	100% (1251)	— (0)	1251
Film: Not a fan	— (0)	— (0)	100% (190)	190
TV: An avid fan	54% (561)	41% (433)	5% (55)	1049
TV: A casual fan	18% (178)	74% (751)	8% (81)	1010
TV: Not a fan	14% (19)	48% (68)	38% (55)	142
Music: An avid fan	48% (536)	46% (510)	6% (71)	1117
Music: A casual fan	21% (207)	71% (702)	8% (77)	986
Music: Not a fan	16% (16)	40% (39)	44% (43)	98
Fashion: An avid fan	54% (173)	41% (132)	5% (16)	321
Fashion: A casual fan	36% (346)	59% (567)	5% (46)	959
Fashion: Not a fan	26% (239)	60% (553)	14% (129)	921

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

Table HRdem3_2: *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)	46% (1010)	6% (142)	2201
Gender: Male	44% (458)	47% (487)	8% (85)	1030
Gender: Female	50% (591)	45% (523)	5% (57)	1171
Age: 18-29	43% (180)	46% (194)	11% (44)	417
Age: 30-44	46% (216)	48% (225)	6% (30)	470
Age: 45-54	49% (213)	47% (206)	4% (20)	439
Age: 55-64	47% (172)	47% (169)	6% (22)	363
Age: 65+	53% (269)	42% (216)	5% (27)	512
Generation Z: 18-21	35% (55)	51% (79)	13% (21)	155
Millennial: Age 22-37	46% (238)	46% (238)	8% (42)	519
Generation X: Age 38-53	48% (297)	47% (291)	5% (28)	617
Boomers: Age 54-72	50% (400)	44% (352)	5% (41)	792
PID: Dem (no lean)	54% (375)	42% (293)	5% (33)	700
PID: Ind (no lean)	38% (300)	53% (413)	9% (70)	783
PID: Rep (no lean)	52% (375)	42% (305)	5% (39)	718
PID/Gender: Dem Men	53% (161)	41% (125)	6% (19)	304
PID/Gender: Dem Women	54% (214)	42% (168)	4% (14)	396
PID/Gender: Ind Men	35% (137)	55% (217)	11% (42)	396
PID/Gender: Ind Women	42% (162)	51% (196)	7% (28)	387
PID/Gender: Rep Men	48% (160)	44% (146)	7% (24)	330
PID/Gender: Rep Women	55% (215)	41% (159)	4% (15)	388
Ideo: Liberal (1-3)	49% (318)	44% (288)	7% (44)	650
Ideo: Moderate (4)	48% (219)	48% (219)	3% (15)	454
Ideo: Conservative (5-7)	47% (361)	47% (356)	6% (48)	765
Educ: < College	50% (688)	44% (604)	7% (92)	1384
Educ: Bachelors degree	46% (241)	49% (256)	5% (24)	521
Educ: Post-grad	41% (120)	51% (150)	9% (26)	296

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Table HRdem3_2: 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)	46% (1010)	6% (142)	2201
Income: Under 50k	48% (564)	44% (521)	8% (89)	1174
Income: 50k-100k	47% (316)	47% (316)	6% (37)	670
Income: 100k+	47% (169)	48% (172)	4% (16)	357
Ethnicity: White Only	49% (812)	45% (745)	5% (88)	1645
Ethnicity: Hispanic Only	41% (87)	47% (99)	13% (27)	213
Ethnicity: Afr. Am. Only	47% (123)	46% (121)	7% (19)	262
Ethnicity: Other Only	35% (28)	56% (45)	9% (7)	80
Relig: Protestant	50% (254)	45% (227)	5% (27)	508
Relig: Roman Catholic	54% (232)	42% (178)	5% (20)	430
Relig: Something Else	45% (97)	50% (109)	5% (11)	217
Relig: Jewish	58% (19)	40% (13)	3% (1)	33
Relig: Evangelical	50% (406)	46% (370)	4% (33)	809
Relig: Non-Evang. Catholics	51% (177)	42% (145)	7% (25)	347
Relig: All Christian	50% (583)	45% (515)	5% (58)	1155
Relig: All Non-Christian	47% (139)	47% (138)	6% (17)	293
Community: Urban	46% (237)	47% (240)	7% (36)	512
Community: Suburban	49% (515)	45% (474)	5% (53)	1042
Community: Rural	46% (297)	46% (297)	8% (53)	647
Employ: Private Sector	45% (309)	50% (344)	5% (36)	689
Employ: Government	49% (77)	48% (75)	3% (5)	157
Employ: Self-Employed	48% (92)	43% (82)	9% (17)	191
Employ: Homemaker	48% (61)	49% (62)	3% (4)	128
Employ: Student	39% (41)	52% (54)	9% (10)	105
Employ: Retired	54% (271)	40% (202)	6% (31)	505
Employ: Unemployed	39% (80)	50% (104)	11% (22)	205
Employ: Other	53% (118)	40% (88)	7% (16)	222
Military HH: Yes	49% (194)	47% (186)	5% (19)	399
Military HH: No	47% (855)	46% (825)	7% (123)	1802
RD/WT: Right Direction	50% (388)	44% (345)	6% (46)	778
RD/WT: Wrong Track	46% (661)	47% (666)	7% (96)	1423

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Table HRdem3_2: 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)	46% (1010)	6% (142)	2201
Trump Job Approve	48% (443)	47% (434)	6% (52)	929
Trump Job Disapprove	49% (558)	45% (510)	6% (71)	1139
Trump Job Strongly Approve	51% (254)	44% (218)	5% (26)	499
Trump Job Somewhat Approve	44% (189)	50% (216)	6% (26)	431
Trump Job Somewhat Disapprove	45% (124)	46% (126)	9% (24)	275
Trump Job Strongly Disapprove	50% (434)	44% (384)	5% (47)	865
#1 Issue: Economy	44% (293)	50% (331)	6% (39)	663
#1 Issue: Security	52% (235)	42% (191)	5% (24)	451
#1 Issue: Health Care	48% (180)	45% (168)	7% (26)	374
#1 Issue: Medicare / Social Security	56% (143)	39% (100)	5% (11)	254
#1 Issue: Women's Issues	55% (49)	41% (36)	4% (4)	88
#1 Issue: Education	39% (60)	52% (80)	9% (14)	153
#1 Issue: Energy	44% (41)	48% (44)	9% (8)	93
#1 Issue: Other	38% (47)	49% (61)	12% (15)	124
2018 House Vote: Democrat	52% (396)	44% (339)	4% (32)	767
2018 House Vote: Republican	48% (373)	46% (358)	5% (42)	773
2018 House Vote: Someone else	37% (42)	53% (60)	10% (12)	114
2018 House Vote: Didn't Vote	44% (238)	46% (250)	10% (55)	543
2016 Vote: Hillary Clinton	53% (334)	43% (271)	4% (23)	628
2016 Vote: Donald Trump	48% (374)	47% (365)	5% (41)	780
2016 Vote: Someone else	41% (79)	50% (96)	8% (16)	191
2016 Vote: Didn't Vote	43% (258)	46% (277)	10% (62)	597
Voted in 2014: Yes	50% (731)	45% (647)	5% (70)	1447
Voted in 2014: No	42% (319)	48% (363)	10% (72)	754
2012 Vote: Barack Obama	53% (433)	43% (353)	5% (38)	824
2012 Vote: Mitt Romney	48% (273)	48% (269)	4% (23)	566
2012 Vote: Other	40% (45)	51% (58)	9% (10)	113
2012 Vote: Didn't Vote	42% (294)	47% (328)	10% (71)	693

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Table HRdem3_2: 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)	46% (1010)	6% (142)	2201
4-Region: Northeast	49% (192)	44% (174)	7% (27)	393
4-Region: Midwest	48% (242)	46% (232)	6% (32)	506
4-Region: South	49% (403)	45% (370)	6% (49)	822
4-Region: West	44% (212)	49% (235)	7% (34)	481
Favorable of Trump	48% (445)	46% (433)	6% (56)	934
Unfavorable of Trump	49% (560)	45% (508)	6% (69)	1137
Very Favorable of Trump	51% (270)	44% (232)	4% (24)	526
Somewhat Favorable of Trump	43% (175)	49% (201)	8% (32)	408
Somewhat Unfavorable of Trump	47% (103)	44% (97)	9% (19)	218
Very Unfavorable of Trump	50% (457)	45% (411)	5% (50)	918
Watch TV: Every day	65% (731)	33% (369)	2% (17)	1117
Watch TV: Several times per week	35% (178)	62% (319)	3% (17)	513
Watch TV: About once per week	24% (35)	61% (91)	15% (22)	148
Watch TV: Several times per month	26% (30)	63% (74)	11% (13)	116
Watch TV: About once per month	25% (20)	56% (44)	19% (15)	78
Watch TV: Less often than once per month	16% (13)	61% (50)	23% (19)	83
Watch TV: Never	30% (43)	44% (64)	26% (38)	145
Watch Movies: Every day	66% (257)	31% (120)	4% (15)	392
Watch Movies: Several times per week	50% (302)	46% (279)	4% (27)	608
Watch Movies: About once per week	46% (181)	49% (193)	4% (17)	391
Watch Movies: Several times per month	42% (117)	52% (144)	6% (15)	277
Watch Movies: About once per month	40% (88)	52% (116)	8% (17)	222
Watch Movies: Less often than once per month	32% (54)	55% (92)	13% (22)	167
Watch Movies: Never	35% (51)	45% (65)	20% (29)	144
Watch Sports: Every day	57% (114)	37% (75)	6% (13)	202
Watch Sports: Several times per week	53% (212)	44% (177)	3% (10)	399
Watch Sports: About once per week	51% (159)	45% (141)	4% (12)	313
Watch Sports: Several times per month	44% (81)	49% (91)	7% (12)	185
Watch Sports: About once per month	49% (78)	45% (73)	6% (9)	160
Watch Sports: Less often than once per month	48% (150)	49% (152)	3% (11)	312
Watch Sports: Never	40% (255)	48% (302)	12% (74)	631

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Table HRdem3_2: 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)	46% (1010)	6% (142)	2201
Cable: currently subscribed	53% (572)	43% (471)	4% (44)	1087
Cable: subscribed in past	46% (339)	47% (350)	7% (50)	739
Cable: never subscribed	37% (138)	50% (189)	13% (48)	375
Satellite TV: currently subscribed	56% (315)	40% (224)	4% (21)	560
Satellite TV: subscribed in past	45% (280)	48% (296)	7% (40)	617
Satellite TV: never subscribed	44% (454)	48% (490)	8% (81)	1025
Streaming services(s): currently subscribed	48% (643)	47% (635)	5% (62)	1339
Streaming services(s): subscribed in past	42% (88)	47% (101)	11% (23)	213
Streaming services(s): never subscribed	49% (318)	42% (274)	9% (57)	649
Film: An avid fan	74% (561)	24% (178)	3% (19)	759
Film: A casual fan	35% (433)	60% (751)	5% (68)	1251
Film: Not a fan	29% (55)	43% (81)	29% (55)	190
TV: An avid fan	100% (1049)	— (0)	— (0)	1049
TV: A casual fan	— (0)	100% (1010)	— (0)	1010
TV: Not a fan	— (0)	— (0)	100% (142)	142
Music: An avid fan	59% (659)	36% (399)	5% (59)	1117
Music: A casual fan	36% (351)	59% (585)	5% (50)	986
Music: Not a fan	39% (39)	27% (26)	34% (33)	98
Fashion: An avid fan	64% (206)	31% (98)	5% (18)	321
Fashion: A casual fan	47% (454)	49% (468)	4% (36)	959
Fashion: Not a fan	42% (389)	48% (444)	10% (88)	921

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

Table HRdem3_3: *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%	(1117)	45%	(986)	4%	(98)	2201
Gender: Male	52%	(540)	42%	(432)	6%	(59)	1030
Gender: Female	49%	(578)	47%	(554)	3%	(39)	1171
Age: 18-29	68%	(282)	30%	(127)	2%	(8)	417
Age: 30-44	56%	(262)	40%	(187)	5%	(21)	470
Age: 45-54	51%	(226)	46%	(201)	3%	(12)	439
Age: 55-64	47%	(172)	47%	(171)	5%	(20)	363
Age: 65+	34%	(176)	59%	(300)	7%	(36)	512
Generation Z: 18-21	73%	(112)	26%	(40)	2%	(2)	155
Millennial: Age 22-37	59%	(307)	37%	(190)	4%	(22)	519
Generation X: Age 38-53	54%	(334)	43%	(267)	3%	(16)	617
Boomers: Age 54-72	41%	(325)	53%	(421)	6%	(46)	792
PID: Dem (no lean)	58%	(403)	38%	(267)	4%	(30)	700
PID: Ind (no lean)	54%	(420)	43%	(337)	3%	(26)	783
PID: Rep (no lean)	41%	(294)	53%	(382)	6%	(42)	718
PID/Gender: Dem Men	60%	(182)	35%	(106)	5%	(16)	304
PID/Gender: Dem Women	56%	(221)	41%	(161)	4%	(15)	396
PID/Gender: Ind Men	53%	(208)	44%	(175)	3%	(12)	396
PID/Gender: Ind Women	55%	(212)	42%	(162)	3%	(13)	387
PID/Gender: Rep Men	45%	(149)	46%	(151)	9%	(30)	330
PID/Gender: Rep Women	37%	(145)	60%	(232)	3%	(11)	388
Ideo: Liberal (1-3)	58%	(375)	38%	(249)	4%	(26)	650
Ideo: Moderate (4)	47%	(215)	50%	(226)	3%	(13)	454
Ideo: Conservative (5-7)	41%	(312)	53%	(409)	6%	(44)	765
Educ: < College	54%	(741)	42%	(585)	4%	(58)	1384
Educ: Bachelors degree	49%	(255)	47%	(246)	4%	(19)	521
Educ: Post-grad	41%	(121)	52%	(155)	7%	(20)	296

Continued on next page

Table HRdem3_3: 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% (1117)	45% (986)	4% (98)	2201
Income: Under 50k	53% (623)	42% (496)	5% (55)	1174
Income: 50k-100k	50% (334)	46% (310)	4% (26)	670
Income: 100k+	45% (161)	50% (180)	5% (16)	357
Ethnicity: White Only	48% (792)	48% (785)	4% (68)	1645
Ethnicity: Hispanic Only	56% (120)	39% (83)	5% (10)	213
Ethnicity: Afr. Am. Only	63% (166)	32% (84)	5% (13)	262
Ethnicity: Other Only	49% (39)	43% (34)	8% (7)	80
Relig: Protestant	46% (235)	51% (258)	3% (16)	508
Relig: Roman Catholic	44% (188)	51% (217)	6% (25)	430
Relig: Something Else	58% (127)	37% (79)	5% (11)	217
Relig: Jewish	35% (12)	55% (18)	10% (3)	33
Relig: Evangelical	48% (390)	47% (383)	4% (36)	809
Relig: Non-Evang. Catholics	46% (160)	49% (171)	5% (16)	347
Relig: All Christian	48% (550)	48% (555)	4% (51)	1155
Relig: All Non-Christian	49% (144)	46% (135)	5% (15)	293
Community: Urban	53% (273)	42% (213)	5% (26)	512
Community: Suburban	49% (513)	47% (490)	4% (39)	1042
Community: Rural	51% (331)	44% (283)	5% (33)	647
Employ: Private Sector	53% (368)	44% (304)	2% (17)	689
Employ: Government	56% (89)	40% (62)	4% (6)	157
Employ: Self-Employed	56% (107)	40% (75)	4% (8)	191
Employ: Homemaker	51% (65)	47% (60)	2% (3)	128
Employ: Student	68% (72)	30% (32)	2% (2)	105
Employ: Retired	35% (176)	57% (285)	9% (44)	505
Employ: Unemployed	62% (126)	34% (71)	4% (8)	205
Employ: Other	52% (115)	43% (96)	5% (10)	222
Military HH: Yes	47% (188)	48% (190)	5% (20)	399
Military HH: No	52% (929)	44% (796)	4% (77)	1802
RD/WT: Right Direction	45% (354)	50% (387)	5% (37)	778
RD/WT: Wrong Track	54% (763)	42% (599)	4% (61)	1423

Continued on next page

Table HRdem3_3: *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%	(1117)	45%	(986)	4%	(98)	2201
Trump Job Approve	46%	(424)	49%	(458)	5%	(47)	929
Trump Job Disapprove	55%	(631)	41%	(472)	3%	(37)	1139
Trump Job Strongly Approve	46%	(229)	49%	(242)	5%	(27)	499
Trump Job Somewhat Approve	45%	(195)	50%	(216)	5%	(20)	431
Trump Job Somewhat Disapprove	51%	(139)	47%	(129)	2%	(6)	275
Trump Job Strongly Disapprove	57%	(492)	40%	(342)	4%	(30)	865
#1 Issue: Economy	54%	(356)	43%	(288)	3%	(19)	663
#1 Issue: Security	43%	(196)	52%	(232)	5%	(23)	451
#1 Issue: Health Care	52%	(195)	43%	(161)	5%	(17)	374
#1 Issue: Medicare / Social Security	42%	(106)	50%	(127)	8%	(21)	254
#1 Issue: Women's Issues	63%	(55)	36%	(31)	2%	(2)	88
#1 Issue: Education	56%	(85)	40%	(62)	4%	(6)	153
#1 Issue: Energy	60%	(56)	36%	(34)	3%	(3)	93
#1 Issue: Other	54%	(67)	41%	(50)	5%	(6)	124
2018 House Vote: Democrat	54%	(413)	43%	(327)	3%	(26)	767
2018 House Vote: Republican	40%	(312)	55%	(423)	5%	(38)	773
2018 House Vote: Someone else	45%	(51)	48%	(54)	8%	(9)	114
2018 House Vote: Didn't Vote	62%	(338)	33%	(180)	5%	(25)	543
2016 Vote: Hillary Clinton	54%	(339)	43%	(269)	3%	(19)	628
2016 Vote: Donald Trump	43%	(332)	52%	(408)	5%	(40)	780
2016 Vote: Someone else	43%	(83)	51%	(97)	6%	(11)	191
2016 Vote: Didn't Vote	60%	(361)	35%	(210)	4%	(26)	597
Voted in 2014: Yes	47%	(681)	49%	(707)	4%	(59)	1447
Voted in 2014: No	58%	(436)	37%	(279)	5%	(39)	754
2012 Vote: Barack Obama	53%	(438)	44%	(359)	3%	(26)	824
2012 Vote: Mitt Romney	39%	(218)	56%	(318)	5%	(30)	566
2012 Vote: Other	46%	(52)	52%	(59)	2%	(3)	113
2012 Vote: Didn't Vote	59%	(407)	36%	(247)	6%	(39)	693

Continued on next page

Table HRdem3_3: *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%	(1117)	45%	(986)	4%	(98)	2201
4-Region: Northeast	52%	(204)	43%	(168)	5%	(21)	393
4-Region: Midwest	48%	(241)	48%	(244)	4%	(20)	506
4-Region: South	53%	(436)	43%	(353)	4%	(33)	822
4-Region: West	49%	(236)	46%	(221)	5%	(24)	481
Favorable of Trump	46%	(431)	49%	(456)	5%	(47)	934
Unfavorable of Trump	55%	(623)	42%	(476)	3%	(37)	1137
Very Favorable of Trump	45%	(237)	49%	(260)	5%	(28)	526
Somewhat Favorable of Trump	48%	(194)	48%	(196)	5%	(19)	408
Somewhat Unfavorable of Trump	47%	(102)	49%	(108)	4%	(9)	218
Very Unfavorable of Trump	57%	(522)	40%	(368)	3%	(29)	918
Watch TV: Every day	54%	(598)	43%	(481)	3%	(39)	1117
Watch TV: Several times per week	53%	(270)	45%	(231)	2%	(12)	513
Watch TV: About once per week	40%	(58)	56%	(82)	5%	(7)	148
Watch TV: Several times per month	47%	(55)	49%	(57)	4%	(5)	116
Watch TV: About once per month	48%	(38)	49%	(39)	2%	(2)	78
Watch TV: Less often than once per month	48%	(39)	42%	(35)	10%	(9)	83
Watch TV: Never	41%	(59)	42%	(62)	17%	(25)	145
Watch Movies: Every day	60%	(235)	36%	(142)	4%	(14)	392
Watch Movies: Several times per week	57%	(347)	40%	(242)	3%	(19)	608
Watch Movies: About once per week	50%	(194)	49%	(192)	2%	(6)	391
Watch Movies: Several times per month	48%	(133)	46%	(126)	6%	(17)	277
Watch Movies: About once per month	40%	(88)	58%	(129)	2%	(5)	222
Watch Movies: Less often than once per month	39%	(65)	57%	(95)	5%	(8)	167
Watch Movies: Never	38%	(55)	42%	(60)	20%	(29)	144
Watch Sports: Every day	52%	(105)	43%	(87)	5%	(10)	202
Watch Sports: Several times per week	56%	(225)	41%	(163)	3%	(11)	399
Watch Sports: About once per week	54%	(169)	44%	(137)	2%	(7)	313
Watch Sports: Several times per month	49%	(90)	48%	(88)	4%	(7)	185
Watch Sports: About once per month	47%	(74)	49%	(78)	5%	(8)	160
Watch Sports: Less often than once per month	51%	(158)	48%	(149)	2%	(5)	312
Watch Sports: Never	47%	(296)	45%	(284)	8%	(51)	631

Continued on next page

Table HRdem3_3: 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% (1117)	45% (986)	4% (98)	2201
Cable: currently subscribed	54% (587)	42% (462)	3% (38)	1087
Cable: subscribed in past	49% (361)	47% (349)	4% (28)	739
Cable: never subscribed	45% (169)	47% (175)	8% (32)	375
Satellite TV: currently subscribed	52% (293)	45% (252)	3% (15)	560
Satellite TV: subscribed in past	52% (318)	44% (273)	4% (26)	617
Satellite TV: never subscribed	49% (507)	45% (461)	6% (57)	1025
Streaming services(s): currently subscribed	55% (736)	42% (559)	3% (45)	1339
Streaming services(s): subscribed in past	43% (90)	50% (107)	7% (15)	213
Streaming services(s): never subscribed	45% (291)	49% (320)	6% (38)	649
Film: An avid fan	71% (536)	27% (207)	2% (16)	759
Film: A casual fan	41% (510)	56% (702)	3% (39)	1251
Film: Not a fan	37% (71)	40% (77)	23% (43)	190
TV: An avid fan	63% (659)	33% (351)	4% (39)	1049
TV: A casual fan	40% (399)	58% (585)	3% (26)	1010
TV: Not a fan	41% (59)	35% (50)	24% (33)	142
Music: An avid fan	100% (1117)	— (0)	— (0)	1117
Music: A casual fan	— (0)	100% (986)	— (0)	986
Music: Not a fan	— (0)	— (0)	100% (98)	98
Fashion: An avid fan	79% (254)	20% (65)	1% (2)	321
Fashion: A casual fan	51% (490)	48% (455)	1% (13)	959
Fashion: Not a fan	41% (373)	51% (465)	9% (83)	921

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?*
Fashion

Demographic	Fashion: An avid fan		Fashion: A casual fan		Fashion: Not a fan		Total N
Adults	15%	(321)	44%	(959)	42%	(921)	2201
Gender: Male	10%	(108)	30%	(312)	59%	(610)	1030
Gender: Female	18%	(213)	55%	(647)	27%	(311)	1171
Age: 18-29	27%	(112)	42%	(177)	31%	(128)	417
Age: 30-44	17%	(81)	42%	(196)	41%	(193)	470
Age: 45-54	10%	(46)	44%	(192)	46%	(201)	439
Age: 55-64	11%	(39)	40%	(144)	50%	(180)	363
Age: 65+	9%	(44)	49%	(250)	43%	(218)	512
Generation Z: 18-21	35%	(53)	42%	(65)	23%	(36)	155
Millennial: Age 22-37	20%	(103)	42%	(220)	38%	(196)	519
Generation X: Age 38-53	12%	(77)	43%	(268)	44%	(272)	617
Boomers: Age 54-72	10%	(78)	44%	(349)	46%	(365)	792
PID: Dem (no lean)	20%	(141)	48%	(335)	32%	(224)	700
PID: Ind (no lean)	14%	(106)	41%	(324)	45%	(352)	783
PID: Rep (no lean)	10%	(74)	42%	(299)	48%	(344)	718
PID/Gender: Dem Men	16%	(48)	38%	(117)	46%	(140)	304
PID/Gender: Dem Women	24%	(93)	55%	(219)	21%	(84)	396
PID/Gender: Ind Men	10%	(39)	28%	(110)	62%	(247)	396
PID/Gender: Ind Women	18%	(68)	55%	(214)	27%	(105)	387
PID/Gender: Rep Men	7%	(22)	26%	(85)	68%	(223)	330
PID/Gender: Rep Women	14%	(52)	55%	(214)	31%	(121)	388
Ideo: Liberal (1-3)	19%	(125)	47%	(305)	34%	(219)	650
Ideo: Moderate (4)	15%	(68)	44%	(198)	41%	(187)	454
Ideo: Conservative (5-7)	9%	(69)	40%	(304)	51%	(392)	765
Educ: < College	15%	(207)	44%	(607)	41%	(571)	1384
Educ: Bachelors degree	14%	(75)	44%	(231)	41%	(215)	521
Educ: Post-grad	14%	(40)	41%	(121)	46%	(135)	296

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Table HRdem3_4: 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	15%	(321)	44%	(959)	42%	(921)	2201
Income: Under 50k	15%	(181)	43%	(503)	42%	(491)	1174
Income: 50k-100k	14%	(94)	47%	(317)	39%	(259)	670
Income: 100k+	13%	(47)	39%	(139)	48%	(172)	357
Ethnicity: White Only	11%	(173)	43%	(705)	47%	(767)	1645
Ethnicity: Hispanic Only	23%	(50)	42%	(90)	34%	(73)	213
Ethnicity: Afr. Am. Only	32%	(84)	46%	(122)	22%	(57)	262
Ethnicity: Other Only	18%	(14)	52%	(42)	30%	(24)	80
Relig: Protestant	11%	(58)	40%	(201)	49%	(249)	508
Relig: Roman Catholic	13%	(56)	47%	(204)	40%	(170)	430
Relig: Something Else	18%	(40)	49%	(106)	33%	(72)	217
Relig: Jewish	14%	(5)	61%	(20)	26%	(8)	33
Relig: Evangelical	13%	(109)	46%	(375)	40%	(325)	809
Relig: Non-Evang. Catholics	13%	(45)	39%	(137)	48%	(165)	347
Relig: All Christian	13%	(154)	44%	(511)	42%	(490)	1155
Relig: All Non-Christian	21%	(60)	46%	(134)	34%	(99)	293
Community: Urban	17%	(88)	43%	(223)	39%	(201)	512
Community: Suburban	15%	(159)	45%	(473)	39%	(409)	1042
Community: Rural	11%	(74)	41%	(262)	48%	(311)	647
Employ: Private Sector	13%	(92)	42%	(288)	45%	(309)	689
Employ: Government	17%	(26)	42%	(67)	41%	(64)	157
Employ: Self-Employed	17%	(32)	49%	(93)	34%	(66)	191
Employ: Homemaker	13%	(16)	50%	(64)	37%	(47)	128
Employ: Student	27%	(28)	44%	(47)	29%	(30)	105
Employ: Retired	9%	(47)	45%	(227)	46%	(231)	505
Employ: Unemployed	26%	(53)	39%	(79)	36%	(73)	205
Employ: Other	12%	(27)	42%	(93)	46%	(102)	222
Military HH: Yes	10%	(40)	40%	(159)	50%	(200)	399
Military HH: No	16%	(282)	44%	(799)	40%	(721)	1802
RD/WT: Right Direction	13%	(103)	38%	(298)	48%	(376)	778
RD/WT: Wrong Track	15%	(218)	46%	(660)	38%	(545)	1423

Continued on next page

Table HRdem3_4: 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	15%	(321)	44%	(959)	42%	(921)	2201
Trump Job Approve	12%	(110)	38%	(356)	50%	(463)	929
Trump Job Disapprove	17%	(189)	48%	(546)	36%	(405)	1139
Trump Job Strongly Approve	13%	(66)	36%	(182)	50%	(251)	499
Trump Job Somewhat Approve	10%	(44)	40%	(174)	49%	(212)	431
Trump Job Somewhat Disapprove	12%	(33)	52%	(144)	36%	(98)	275
Trump Job Strongly Disapprove	18%	(155)	47%	(402)	36%	(307)	865
#1 Issue: Economy	13%	(84)	45%	(301)	42%	(278)	663
#1 Issue: Security	13%	(60)	40%	(180)	47%	(210)	451
#1 Issue: Health Care	16%	(60)	42%	(158)	42%	(156)	374
#1 Issue: Medicare / Social Security	15%	(38)	47%	(119)	38%	(97)	254
#1 Issue: Women's Issues	22%	(20)	50%	(44)	28%	(25)	88
#1 Issue: Education	18%	(28)	51%	(78)	31%	(48)	153
#1 Issue: Energy	17%	(16)	39%	(36)	44%	(41)	93
#1 Issue: Other	12%	(15)	34%	(42)	54%	(66)	124
2018 House Vote: Democrat	18%	(135)	48%	(367)	35%	(265)	767
2018 House Vote: Republican	10%	(76)	40%	(307)	50%	(390)	773
2018 House Vote: Someone else	10%	(11)	43%	(49)	47%	(54)	114
2018 House Vote: Didnt Vote	18%	(99)	43%	(234)	39%	(210)	543
2016 Vote: Hillary Clinton	20%	(124)	48%	(299)	33%	(205)	628
2016 Vote: Donald Trump	10%	(77)	39%	(305)	51%	(398)	780
2016 Vote: Someone else	7%	(12)	45%	(86)	48%	(92)	191
2016 Vote: Didnt Vote	18%	(108)	44%	(265)	38%	(224)	597
Voted in 2014: Yes	14%	(201)	44%	(632)	42%	(614)	1447
Voted in 2014: No	16%	(120)	43%	(327)	41%	(307)	754
2012 Vote: Barack Obama	17%	(141)	46%	(380)	37%	(303)	824
2012 Vote: Mitt Romney	9%	(51)	42%	(238)	49%	(276)	566
2012 Vote: Other	7%	(8)	41%	(46)	52%	(59)	113
2012 Vote: Didn't Vote	18%	(122)	42%	(291)	41%	(281)	693

Continued on next page

Table HRdem3_4: 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	15%	(321)	44%	(959)	42%	(921)	2201
4-Region: Northeast	12%	(49)	49%	(193)	39%	(151)	393
4-Region: Midwest	14%	(72)	41%	(209)	44%	(224)	506
4-Region: South	16%	(133)	43%	(351)	41%	(338)	822
4-Region: West	14%	(67)	43%	(206)	43%	(208)	481
Favorable of Trump	12%	(110)	40%	(378)	48%	(446)	934
Unfavorable of Trump	17%	(192)	46%	(519)	37%	(426)	1137
Very Favorable of Trump	12%	(63)	38%	(202)	49%	(260)	526
Somewhat Favorable of Trump	11%	(46)	43%	(176)	46%	(186)	408
Somewhat Unfavorable of Trump	13%	(29)	41%	(89)	46%	(100)	218
Very Unfavorable of Trump	18%	(162)	47%	(430)	36%	(326)	918
Watch TV: Every day	18%	(198)	45%	(498)	38%	(422)	1117
Watch TV: Several times per week	12%	(62)	41%	(211)	47%	(241)	513
Watch TV: About once per week	14%	(21)	46%	(67)	40%	(59)	148
Watch TV: Several times per month	8%	(9)	45%	(52)	47%	(55)	116
Watch TV: About once per month	11%	(8)	54%	(42)	36%	(28)	78
Watch TV: Less often than once per month	14%	(12)	44%	(36)	42%	(35)	83
Watch TV: Never	8%	(11)	36%	(52)	56%	(82)	145
Watch Movies: Every day	23%	(92)	40%	(158)	36%	(142)	392
Watch Movies: Several times per week	17%	(105)	44%	(268)	39%	(235)	608
Watch Movies: About once per week	12%	(46)	47%	(184)	41%	(161)	391
Watch Movies: Several times per month	9%	(24)	45%	(125)	46%	(127)	277
Watch Movies: About once per month	10%	(23)	44%	(98)	45%	(100)	222
Watch Movies: Less often than once per month	11%	(19)	41%	(68)	48%	(80)	167
Watch Movies: Never	9%	(13)	39%	(56)	52%	(75)	144
Watch Sports: Every day	21%	(42)	39%	(79)	40%	(80)	202
Watch Sports: Several times per week	17%	(66)	36%	(143)	47%	(189)	399
Watch Sports: About once per week	17%	(53)	42%	(130)	41%	(130)	313
Watch Sports: Several times per month	12%	(21)	48%	(89)	40%	(74)	185
Watch Sports: About once per month	14%	(23)	49%	(79)	36%	(58)	160
Watch Sports: Less often than once per month	12%	(37)	53%	(166)	35%	(109)	312
Watch Sports: Never	12%	(78)	43%	(273)	44%	(280)	631

Continued on next page

Table HRdem3_4: 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	15%	(321)	44%	(959)	42%	(921)	2201
Cable: currently subscribed	18%	(193)	46%	(500)	36%	(394)	1087
Cable: subscribed in past	11%	(81)	42%	(308)	47%	(350)	739
Cable: never subscribed	13%	(47)	40%	(151)	47%	(177)	375
Satellite TV: currently subscribed	17%	(94)	40%	(222)	44%	(244)	560
Satellite TV: subscribed in past	15%	(90)	46%	(284)	39%	(242)	617
Satellite TV: never subscribed	13%	(137)	44%	(452)	42%	(435)	1025
Streaming services(s): currently subscribed	16%	(210)	43%	(579)	41%	(550)	1339
Streaming services(s): subscribed in past	19%	(39)	42%	(89)	40%	(84)	213
Streaming services(s): never subscribed	11%	(72)	45%	(290)	44%	(286)	649
Film: An avid fan	23%	(173)	46%	(346)	32%	(239)	759
Film: A casual fan	11%	(132)	45%	(567)	44%	(553)	1251
Film: Not a fan	8%	(16)	24%	(46)	68%	(129)	190
TV: An avid fan	20%	(206)	43%	(454)	37%	(389)	1049
TV: A casual fan	10%	(98)	46%	(468)	44%	(444)	1010
TV: Not a fan	12%	(18)	25%	(36)	62%	(88)	142
Music: An avid fan	23%	(254)	44%	(490)	33%	(373)	1117
Music: A casual fan	7%	(65)	46%	(455)	47%	(465)	986
Music: Not a fan	2%	(2)	13%	(13)	84%	(83)	98
Fashion: An avid fan	100%	(321)	—	(0)	—	(0)	321
Fashion: A casual fan	—	(0)	100%	(959)	—	(0)	959
Fashion: Not a fan	—	(0)	—	(0)	100%	(921)	921

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	417	19%
	Age: 30-44	470	21%
	Age: 45-54	439	20%
	Age: 55-64	363	16%
	Age: 65+	512	23%
	N	2201	
demAgeGeneration	Generation Z: 18-21	155	7%
	Millennial: Age 22-37	519	24%
	Generation X: Age 38-53	617	28%
	Boomers: Age 54-72	792	36%
	N	2082	
xpid3	PID: Dem (no lean)	700	32%
	PID: Ind (no lean)	783	36%
	PID: Rep (no lean)	718	33%
	N	2201	
xpidGender	PID/Gender: Dem Men	304	14%
	PID/Gender: Dem Women	396	18%
	PID/Gender: Ind Men	396	18%
	PID/Gender: Ind Women	387	18%
	PID/Gender: Rep Men	330	15%
	PID/Gender: Rep Women	388	18%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	650	30%
	Ideo: Moderate (4)	454	21%
	Ideo: Conservative (5-7)	765	35%
	N	1868	
xeduc3	Educ: < College	1384	63%
	Educ: Bachelors degree	521	24%
	Educ: Post-grad	296	13%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1174	53%
	Income: 50k-100k	670	30%
	Income: 100k+	357	16%
	N	2201	
xdemWhite	Ethnicity: White Only	1645	75%
xdemHispBin	Ethnicity: Hispanic Only	213	10%
demBlackBin	Ethnicity: Afr. Am. Only	262	12%
demRaceOther	Ethnicity: Other Only	80	4%
xrelNet	Relig: Protestant	508	23%
	Relig: Roman Catholic	430	20%
	Relig: Something Else	217	10%
	N	1155	
xreligion1	Relig: Jewish	33	2%
xreligion2	Relig: Evangelical	809	37%
	Relig: Non-Evang. Catholics	347	16%
	N	1155	
xreligion3	Relig: All Christian	1155	52%
	Relig: All Non-Christian	293	13%
	N	1449	
xdemUsr	Community: Urban	512	23%
	Community: Suburban	1042	47%
	Community: Rural	647	29%
	N	2201	
xdemEmploy	Employ: Private Sector	689	31%
	Employ: Government	157	7%
	Employ: Self-Employed	191	9%
	Employ: Homemaker	128	6%
	Employ: Student	105	5%
	Employ: Retired	505	23%
	Employ: Unemployed	205	9%
	Employ: Other	222	10%
	N	2201	
xdemMilHH1	Military HH: Yes	399	18%
	Military HH: No	1802	82%
	N	2201	

Continued on next page

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	778	35%
	RD/WT: Wrong Track	1423	65%
	N	2201	
Trump_Approve	Trump Job Approve	929	42%
	Trump Job Disapprove	1139	52%
	N	2069	
Trump_Approve2	Trump Job Strongly Approve	499	23%
	Trump Job Somewhat Approve	431	20%
	Trump Job Somewhat Disapprove	275	12%
	Trump Job Strongly Disapprove	865	39%
	N	2069	
xnr3	#1 Issue: Economy	663	30%
	#1 Issue: Security	451	20%
	#1 Issue: Health Care	374	17%
	#1 Issue: Medicare / Social Security	254	12%
	#1 Issue: Women's Issues	88	4%
	#1 Issue: Education	153	7%
	#1 Issue: Energy	93	4%
	#1 Issue: Other	124	6%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	767	35%
	2018 House Vote: Republican	773	35%
	2018 House Vote: Someone else	114	5%
	2018 House Vote: Didnt Vote	543	25%
	N	2196	
xsubVote16O	2016 Vote: Hillary Clinton	628	29%
	2016 Vote: Donald Trump	780	35%
	2016 Vote: Someone else	191	9%
	2016 Vote: Didnt Vote	597	27%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1447	66%
	Voted in 2014: No	754	34%
	N	2201	
xsubVote12O	2012 Vote: Barack Obama	824	37%
	2012 Vote: Mitt Romney	566	26%
	2012 Vote: Other	113	5%
	2012 Vote: Didn't Vote	693	31%
	N	2196	

Continued on next page

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	934	42%
	Unfavorable of Trump	1137	52%
	N	2071	
Trump_Fav_FULL	Very Favorable of Trump	526	24%
	Somewhat Favorable of Trump	408	19%
	Somewhat Unfavorable of Trump	218	10%
	Very Unfavorable of Trump	918	42%
	N	2071	
HRdem1_1	Watch TV: Every day	1117	51%
	Watch TV: Several times per week	513	23%
	Watch TV: About once per week	148	7%
	Watch TV: Several times per month	116	5%
	Watch TV: About once per month	78	4%
	Watch TV: Less often than once per month	83	4%
	Watch TV: Never	145	7%
	N	2201	
HRdem1_2	Watch Movies: Every day	392	18%
	Watch Movies: Several times per week	608	28%
	Watch Movies: About once per week	391	18%
	Watch Movies: Several times per month	277	13%
	Watch Movies: About once per month	222	10%
	Watch Movies: Less often than once per month	167	8%
	Watch Movies: Never	144	7%
	N	2201	
HRdem1_3	Watch Sports: Every day	202	9%
	Watch Sports: Several times per week	399	18%
	Watch Sports: About once per week	313	14%
	Watch Sports: Several times per month	185	8%
	Watch Sports: About once per month	160	7%
	Watch Sports: Less often than once per month	312	14%
	Watch Sports: Never	631	29%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
HRdem2_1	Cable: currently subscribed	1087	49%
	Cable: subscribed in past	739	34%
	Cable: never subscribed	375	17%
	N	2201	
HRdem2_2	Satellite TV: currently subscribed	560	25%
	Satellite TV: subscribed in past	617	28%
	Satellite TV: never subscribed	1025	47%
	N	2201	
HRdem2_3	Streaming services(s): currently subscribed	1339	61%
	Streaming services(s): subscribed in past	213	10%
	Streaming services(s): never subscribed	649	29%
	N	2201	
HRdem3_1	Film: An avid fan	759	34%
	Film: A casual fan	1251	57%
	Film: Not a fan	190	9%
	N	2201	
HRdem3_2	TV: An avid fan	1049	48%
	TV: A casual fan	1010	46%
	TV: Not a fan	142	6%
	N	2201	
HRdem3_3	Music: An avid fan	1117	51%
	Music: A casual fan	986	45%
	Music: Not a fan	98	4%
	N	2201	
HRdem3_4	Fashion: An avid fan	321	15%
	Fashion: A casual fan	959	44%
	Fashion: Not a fan	921	42%
	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.

