



National Tracking Poll #190137  
January 17-19, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted from January 17-19, 2019, among a national sample of 2200 Adults. The interviews were conducted online and the data were weighted to approximate a target sample of Adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

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## Crosstabulation Results by Respondent Demographics

**Table HR1\_1:** How much have you seen, read or heard about each of the following?  
 Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	11%	(253)	16%	(349)	20%	(433)	30%	(655)	23%	(509)	2200
Gender: Male	12%	(128)	16%	(168)	22%	(224)	29%	(294)	21%	(217)	1030
Gender: Female	11%	(125)	15%	(181)	18%	(210)	31%	(361)	25%	(293)	1170
Age: 18-29	16%	(63)	23%	(91)	20%	(78)	23%	(89)	18%	(72)	391
Age: 30-44	13%	(65)	23%	(115)	21%	(106)	25%	(123)	18%	(87)	495
Age: 45-54	10%	(39)	17%	(65)	22%	(86)	32%	(122)	19%	(75)	387
Age: 55-64	8%	(32)	11%	(47)	16%	(67)	36%	(150)	29%	(118)	415
Age: 65+	11%	(54)	6%	(32)	19%	(98)	33%	(171)	31%	(157)	512
Generation Z: 18-21	18%	(25)	21%	(29)	21%	(29)	22%	(29)	17%	(23)	136
Millennial: Age 22-37	15%	(77)	24%	(125)	21%	(111)	22%	(117)	18%	(96)	526
Generation X: Age 38-53	10%	(59)	20%	(114)	21%	(120)	30%	(169)	19%	(108)	570
Boomers: Age 54-72	10%	(86)	9%	(76)	18%	(159)	35%	(302)	28%	(240)	864
PID: Dem (no lean)	13%	(92)	17%	(120)	19%	(137)	33%	(238)	19%	(134)	721
PID: Ind (no lean)	11%	(85)	15%	(123)	20%	(164)	28%	(220)	26%	(208)	801
PID: Rep (no lean)	11%	(76)	16%	(106)	20%	(132)	29%	(197)	25%	(167)	679
PID/Gender: Dem Men	14%	(44)	18%	(54)	22%	(66)	28%	(86)	18%	(55)	305
PID/Gender: Dem Women	11%	(48)	16%	(66)	17%	(71)	36%	(151)	19%	(80)	415
PID/Gender: Ind Men	11%	(43)	15%	(57)	24%	(90)	29%	(108)	21%	(80)	378
PID/Gender: Ind Women	10%	(42)	16%	(66)	18%	(75)	27%	(112)	30%	(127)	422
PID/Gender: Rep Men	12%	(41)	16%	(56)	20%	(68)	29%	(100)	24%	(82)	346
PID/Gender: Rep Women	11%	(35)	15%	(49)	19%	(65)	29%	(98)	26%	(86)	333
Ideo: Liberal (1-3)	12%	(72)	19%	(120)	20%	(121)	31%	(191)	19%	(116)	620
Ideo: Moderate (4)	11%	(60)	15%	(82)	19%	(105)	30%	(159)	25%	(133)	538
Ideo: Conservative (5-7)	13%	(100)	14%	(110)	21%	(161)	29%	(224)	24%	(190)	785
Educ: < College	12%	(162)	15%	(205)	19%	(262)	29%	(402)	25%	(352)	1384
Educ: Bachelors degree	11%	(58)	16%	(85)	19%	(100)	33%	(174)	20%	(104)	520
Educ: Post-grad	11%	(33)	20%	(59)	24%	(71)	27%	(79)	18%	(53)	296

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**Table HR1\_1: How much have you seen, read or heard about each of the following?**  
*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	11%	(253)	16%	(349)	20%	(433)	30%	(655)	23%	(509)	2200
Income: Under 50k	13%	(142)	14%	(154)	18%	(205)	30%	(334)	25%	(280)	1115
Income: 50k-100k	10%	(76)	18%	(136)	20%	(151)	30%	(221)	21%	(155)	740
Income: 100k+	10%	(34)	17%	(58)	22%	(77)	29%	(100)	22%	(75)	344
Ethnicity: White	12%	(207)	15%	(270)	19%	(345)	30%	(542)	23%	(414)	1779
Ethnicity: Hispanic	14%	(30)	15%	(33)	27%	(57)	25%	(54)	18%	(39)	213
Ethnicity: Afr. Am.	10%	(29)	18%	(50)	21%	(59)	28%	(79)	22%	(62)	279
Ethnicity: Other	12%	(17)	20%	(29)	20%	(29)	24%	(34)	23%	(33)	142
Relig: Protestant	9%	(53)	13%	(72)	19%	(108)	32%	(178)	27%	(151)	562
Relig: Roman Catholic	15%	(64)	14%	(63)	21%	(93)	29%	(125)	21%	(93)	438
Relig: Something Else	10%	(22)	12%	(27)	22%	(51)	29%	(67)	27%	(61)	230
Relig: Evangelical	11%	(95)	14%	(122)	21%	(184)	31%	(271)	23%	(206)	878
Relig: Non-Evang. Catholics	12%	(44)	11%	(40)	20%	(69)	28%	(100)	28%	(99)	352
Relig: All Christian	11%	(139)	13%	(162)	21%	(253)	30%	(371)	25%	(305)	1230
Relig: All Non-Christian	14%	(30)	18%	(39)	17%	(37)	30%	(66)	21%	(45)	218
Community: Urban	12%	(61)	17%	(81)	21%	(105)	27%	(131)	23%	(114)	493
Community: Suburban	11%	(128)	16%	(174)	20%	(225)	31%	(347)	22%	(241)	1116
Community: Rural	11%	(64)	16%	(93)	17%	(103)	30%	(177)	26%	(155)	592
Employ: Private Sector	13%	(94)	19%	(143)	21%	(157)	29%	(213)	19%	(139)	747
Employ: Government	9%	(13)	18%	(27)	23%	(34)	31%	(44)	19%	(27)	145
Employ: Self-Employed	10%	(18)	17%	(31)	23%	(42)	27%	(48)	23%	(42)	180
Employ: Homemaker	14%	(20)	19%	(27)	14%	(20)	27%	(39)	27%	(39)	145
Employ: Student	18%	(15)	25%	(22)	19%	(16)	20%	(17)	19%	(16)	87
Employ: Retired	11%	(56)	9%	(46)	16%	(87)	35%	(186)	29%	(155)	531
Employ: Unemployed	11%	(21)	15%	(31)	22%	(45)	28%	(57)	24%	(49)	203
Employ: Other	10%	(16)	13%	(21)	20%	(33)	31%	(51)	26%	(42)	163
Military HH: Yes	8%	(34)	13%	(51)	19%	(77)	33%	(132)	26%	(103)	397
Military HH: No	12%	(219)	17%	(298)	20%	(356)	29%	(523)	23%	(407)	1803
RD/WT: Right Direction	13%	(98)	15%	(108)	18%	(135)	29%	(212)	25%	(185)	738
RD/WT: Wrong Track	11%	(155)	16%	(241)	20%	(298)	30%	(443)	22%	(325)	1462

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**Table HR1\_1:** How much have you seen, read or heard about each of the following?*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	11%	(253)	16%	(349)	20%	(433)	30%	(655)	23%	(509)	2200
Trump Job Approve	12%	(104)	14%	(128)	20%	(175)	29%	(261)	25%	(220)	888
Trump Job Disapprove	11%	(139)	17%	(207)	19%	(235)	31%	(371)	21%	(257)	1208
Trump Job Strongly Approve	11%	(48)	13%	(55)	18%	(79)	29%	(128)	29%	(127)	438
Trump Job Somewhat Approve	12%	(56)	16%	(73)	21%	(95)	30%	(133)	21%	(93)	450
Trump Job Somewhat Disapprove	11%	(29)	17%	(45)	16%	(43)	28%	(74)	27%	(72)	263
Trump Job Strongly Disapprove	12%	(110)	17%	(162)	20%	(192)	31%	(297)	20%	(185)	945
#1 Issue: Economy	14%	(90)	19%	(125)	19%	(124)	29%	(193)	20%	(132)	663
#1 Issue: Security	11%	(51)	12%	(54)	21%	(94)	29%	(131)	27%	(121)	451
#1 Issue: Health Care	13%	(42)	14%	(44)	21%	(66)	33%	(104)	20%	(62)	317
#1 Issue: Medicare / Social Security	6%	(17)	13%	(38)	18%	(54)	33%	(100)	31%	(92)	301
#1 Issue: Women's Issues	9%	(9)	18%	(18)	19%	(20)	26%	(28)	28%	(29)	104
#1 Issue: Education	12%	(16)	27%	(34)	19%	(24)	24%	(30)	19%	(24)	129
#1 Issue: Energy	15%	(16)	23%	(24)	24%	(25)	26%	(27)	12%	(13)	104
#1 Issue: Other	9%	(12)	9%	(11)	21%	(27)	33%	(43)	28%	(37)	131
2018 House Vote: Democrat	12%	(104)	18%	(149)	19%	(159)	31%	(263)	19%	(161)	835
2018 House Vote: Republican	11%	(80)	15%	(108)	21%	(159)	30%	(220)	24%	(175)	742
2018 House Vote: Someone else	8%	(8)	12%	(12)	22%	(22)	26%	(25)	31%	(30)	97
2018 House Vote: Didn't Vote	11%	(57)	15%	(79)	18%	(94)	28%	(146)	28%	(143)	519
2016 Vote: Hillary Clinton	12%	(83)	18%	(120)	21%	(141)	32%	(216)	18%	(124)	685
2016 Vote: Donald Trump	12%	(90)	13%	(100)	20%	(150)	30%	(228)	26%	(200)	769
2016 Vote: Someone else	9%	(18)	19%	(37)	21%	(40)	27%	(52)	24%	(46)	194
2016 Vote: Didn't Vote	11%	(62)	17%	(91)	18%	(101)	28%	(156)	25%	(139)	549
Voted in 2014: Yes	12%	(173)	15%	(229)	21%	(312)	29%	(431)	23%	(333)	1478
Voted in 2014: No	11%	(80)	17%	(120)	17%	(122)	31%	(224)	24%	(176)	722
2012 Vote: Barack Obama	11%	(98)	17%	(149)	21%	(184)	30%	(260)	20%	(170)	861
2012 Vote: Mitt Romney	12%	(73)	14%	(85)	19%	(117)	29%	(175)	26%	(158)	608
2012 Vote: Other	6%	(6)	10%	(11)	20%	(22)	39%	(43)	26%	(29)	110
2012 Vote: Didn't Vote	12%	(75)	17%	(104)	18%	(111)	29%	(177)	25%	(153)	620

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**Table HR1\_1:** How much have you seen, read or heard about each of the following?  
Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	11%	(253)	16%	(349)	20%	(433)	30%	(655)	23%	(509)	2200
4-Region: Northeast	12%	(45)	18%	(70)	17%	(67)	30%	(119)	23%	(92)	393
4-Region: Midwest	12%	(59)	14%	(69)	19%	(94)	30%	(151)	26%	(132)	505
4-Region: South	12%	(97)	18%	(149)	19%	(154)	31%	(252)	21%	(168)	821
4-Region: West	11%	(51)	13%	(61)	25%	(119)	28%	(133)	24%	(117)	481

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



**Table HR1\_4: How much have you seen, read or heard about each of the following?**  
*Stirr, Sinclair's streaming services that will feature television channels including local news and sports*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(191)	4%	(78)	8%	(179)	42%	(935)	37%	(817)	2200
Gender: Male	11%	(109)	3%	(36)	10%	(104)	40%	(411)	36%	(369)	1030
Gender: Female	7%	(82)	4%	(42)	6%	(75)	45%	(524)	38%	(448)	1170
Age: 18-29	9%	(34)	7%	(26)	11%	(43)	37%	(146)	36%	(142)	391
Age: 30-44	6%	(30)	6%	(27)	10%	(51)	44%	(219)	34%	(168)	495
Age: 45-54	11%	(42)	2%	(10)	9%	(34)	45%	(176)	32%	(125)	387
Age: 55-64	9%	(37)	2%	(10)	5%	(22)	43%	(176)	41%	(169)	415
Age: 65+	9%	(48)	1%	(5)	6%	(29)	43%	(218)	42%	(213)	512
Generation Z: 18-21	10%	(14)	7%	(9)	11%	(15)	35%	(47)	37%	(51)	136
Millennial: Age 22-37	7%	(34)	6%	(33)	11%	(59)	42%	(219)	34%	(181)	526
Generation X: Age 38-53	9%	(52)	3%	(20)	9%	(49)	45%	(255)	34%	(195)	570
Boomers: Age 54-72	10%	(85)	2%	(14)	6%	(50)	43%	(368)	40%	(346)	864
PID: Dem (no lean)	9%	(64)	4%	(30)	9%	(67)	45%	(326)	32%	(234)	721
PID: Ind (no lean)	9%	(76)	4%	(28)	8%	(62)	39%	(311)	40%	(324)	801
PID: Rep (no lean)	8%	(52)	3%	(19)	7%	(49)	44%	(299)	38%	(260)	679
PID/Gender: Dem Men	12%	(35)	5%	(14)	13%	(41)	40%	(122)	30%	(93)	305
PID/Gender: Dem Women	7%	(28)	4%	(16)	6%	(26)	49%	(203)	34%	(141)	415
PID/Gender: Ind Men	12%	(47)	3%	(10)	9%	(33)	38%	(145)	38%	(144)	378
PID/Gender: Ind Women	7%	(29)	4%	(19)	7%	(29)	39%	(166)	42%	(179)	422
PID/Gender: Rep Men	8%	(27)	3%	(12)	9%	(30)	42%	(144)	38%	(133)	346
PID/Gender: Rep Women	7%	(25)	2%	(7)	6%	(19)	46%	(155)	38%	(127)	333
Ideo: Liberal (1-3)	6%	(39)	4%	(27)	9%	(58)	47%	(290)	33%	(206)	620
Ideo: Moderate (4)	10%	(56)	3%	(17)	8%	(45)	40%	(215)	38%	(205)	538
Ideo: Conservative (5-7)	10%	(77)	3%	(21)	7%	(53)	42%	(330)	39%	(305)	785
Educ: < College	9%	(119)	4%	(52)	8%	(114)	41%	(572)	38%	(527)	1384
Educ: Bachelors degree	9%	(48)	2%	(13)	7%	(34)	46%	(240)	36%	(186)	520
Educ: Post-grad	8%	(24)	4%	(13)	11%	(31)	42%	(123)	35%	(104)	296

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**Table HR1\_4: How much have you seen, read or heard about each of the following?**  
Stirr, Sinclair's streaming services that will feature television channels including local news and sports

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(191)	4%	(78)	8%	(179)	42%	(935)	37%	(817)	2200
Income: Under 50k	9%	(102)	4%	(43)	9%	(100)	40%	(442)	38%	(428)	1115
Income: 50k-100k	8%	(61)	3%	(22)	7%	(53)	48%	(356)	33%	(248)	740
Income: 100k+	8%	(28)	4%	(13)	7%	(25)	40%	(137)	41%	(141)	344
Ethnicity: White	8%	(151)	3%	(49)	7%	(125)	44%	(778)	38%	(676)	1779
Ethnicity: Hispanic	7%	(16)	7%	(15)	13%	(27)	40%	(85)	32%	(69)	213
Ethnicity: Afr. Am.	11%	(30)	5%	(13)	15%	(41)	38%	(105)	32%	(90)	279
Ethnicity: Other	7%	(10)	11%	(16)	9%	(13)	37%	(52)	36%	(51)	142
Relig: Protestant	8%	(47)	2%	(12)	5%	(30)	44%	(250)	40%	(223)	562
Relig: Roman Catholic	9%	(42)	4%	(15)	10%	(44)	38%	(167)	39%	(170)	438
Relig: Something Else	8%	(18)	3%	(6)	7%	(15)	42%	(97)	40%	(93)	230
Relig: Evangelical	8%	(69)	3%	(24)	8%	(70)	43%	(377)	38%	(338)	878
Relig: Non-Evang. Catholics	11%	(38)	3%	(10)	6%	(19)	39%	(137)	42%	(148)	352
Relig: All Christian	9%	(107)	3%	(34)	7%	(89)	42%	(514)	39%	(486)	1230
Relig: All Non-Christian	10%	(22)	5%	(12)	10%	(21)	44%	(96)	31%	(67)	218
Community: Urban	8%	(40)	5%	(25)	14%	(69)	36%	(180)	36%	(179)	493
Community: Suburban	9%	(97)	4%	(40)	7%	(73)	44%	(493)	37%	(413)	1116
Community: Rural	9%	(54)	2%	(13)	6%	(37)	44%	(262)	38%	(226)	592
Employ: Private Sector	9%	(66)	5%	(37)	9%	(64)	43%	(318)	35%	(262)	747
Employ: Government	6%	(8)	3%	(4)	13%	(18)	38%	(56)	41%	(59)	145
Employ: Self-Employed	8%	(14)	6%	(11)	14%	(25)	36%	(65)	37%	(66)	180
Employ: Homemaker	9%	(13)	1%	(2)	4%	(6)	45%	(66)	40%	(58)	145
Employ: Student	10%	(8)	4%	(4)	8%	(7)	41%	(36)	37%	(32)	87
Employ: Retired	10%	(52)	1%	(5)	5%	(27)	45%	(240)	39%	(206)	531
Employ: Unemployed	7%	(13)	5%	(10)	10%	(19)	40%	(82)	39%	(78)	203
Employ: Other	10%	(16)	3%	(5)	8%	(13)	45%	(73)	35%	(56)	163
Military HH: Yes	6%	(25)	3%	(14)	7%	(28)	43%	(172)	40%	(158)	397
Military HH: No	9%	(166)	4%	(64)	8%	(151)	42%	(763)	37%	(659)	1803
RD/WT: Right Direction	11%	(82)	4%	(27)	7%	(53)	39%	(291)	39%	(284)	738
RD/WT: Wrong Track	7%	(109)	3%	(51)	9%	(126)	44%	(644)	36%	(533)	1462

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**Table HR1\_4:** How much have you seen, read or heard about each of the following?  
 Stirr, Sinclair's streaming services that will feature television channels including local news and sports

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	9%	(191)	4%	(78)	8%	(179)	42%	(935)	37%	(817)	2200
Trump Job Approve	9%	(83)	4%	(31)	8%	(68)	41%	(364)	38%	(341)	888
Trump Job Disapprove	8%	(95)	3%	(40)	8%	(98)	45%	(546)	36%	(429)	1208
Trump Job Strongly Approve	10%	(45)	3%	(14)	7%	(31)	39%	(173)	40%	(175)	438
Trump Job Somewhat Approve	8%	(38)	4%	(17)	8%	(37)	43%	(192)	37%	(166)	450
Trump Job Somewhat Disapprove	7%	(19)	3%	(9)	6%	(16)	41%	(107)	42%	(111)	263
Trump Job Strongly Disapprove	8%	(76)	3%	(31)	9%	(81)	46%	(438)	34%	(319)	945
#1 Issue: Economy	9%	(63)	4%	(27)	7%	(47)	46%	(303)	34%	(223)	663
#1 Issue: Security	10%	(46)	3%	(15)	6%	(27)	41%	(186)	39%	(176)	451
#1 Issue: Health Care	9%	(30)	2%	(7)	11%	(35)	40%	(126)	38%	(119)	317
#1 Issue: Medicare / Social Security	5%	(16)	4%	(11)	7%	(21)	42%	(126)	42%	(126)	301
#1 Issue: Women's Issues	4%	(4)	4%	(4)	15%	(16)	35%	(36)	42%	(44)	104
#1 Issue: Education	9%	(11)	4%	(6)	10%	(13)	39%	(50)	38%	(49)	129
#1 Issue: Energy	11%	(11)	5%	(5)	6%	(7)	51%	(53)	27%	(28)	104
#1 Issue: Other	7%	(9)	2%	(3)	10%	(13)	42%	(55)	39%	(51)	131
2018 House Vote: Democrat	9%	(77)	4%	(37)	8%	(70)	44%	(369)	34%	(282)	835
2018 House Vote: Republican	8%	(62)	3%	(21)	7%	(50)	43%	(321)	39%	(289)	742
2018 House Vote: Someone else	10%	(10)	1%	(1)	10%	(10)	38%	(36)	41%	(40)	97
2018 House Vote: Didn't Vote	8%	(41)	3%	(18)	9%	(46)	40%	(207)	40%	(206)	519
2016 Vote: Hillary Clinton	9%	(64)	5%	(32)	9%	(63)	45%	(308)	32%	(218)	685
2016 Vote: Donald Trump	9%	(70)	3%	(20)	8%	(62)	42%	(322)	38%	(295)	769
2016 Vote: Someone else	8%	(15)	2%	(3)	4%	(7)	43%	(83)	44%	(86)	194
2016 Vote: Didn't Vote	8%	(43)	4%	(22)	9%	(47)	40%	(219)	40%	(217)	549
Voted in 2014: Yes	9%	(133)	3%	(48)	8%	(116)	43%	(639)	37%	(542)	1478
Voted in 2014: No	8%	(58)	4%	(30)	9%	(63)	41%	(295)	38%	(275)	722
2012 Vote: Barack Obama	8%	(72)	3%	(29)	10%	(85)	44%	(380)	34%	(295)	861
2012 Vote: Mitt Romney	9%	(57)	3%	(16)	5%	(29)	45%	(271)	39%	(235)	608
2012 Vote: Other	10%	(11)	1%	(1)	7%	(8)	40%	(44)	42%	(46)	110
2012 Vote: Didn't Vote	8%	(51)	5%	(31)	9%	(57)	39%	(239)	39%	(241)	620

Continued on next page

**Table HR1\_4:** How much have you seen, read or heard about each of the following?  
Stirr, Sinclair's streaming services that will feature television channels including local news and sports

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(191)	4%	(78)	8%	(179)	42%	(935)	37%	(817)	2200
4-Region: Northeast	10%	(38)	5%	(18)	7%	(29)	42%	(165)	36%	(143)	393
4-Region: Midwest	8%	(39)	2%	(12)	5%	(27)	42%	(212)	42%	(215)	505
4-Region: South	10%	(79)	3%	(27)	10%	(83)	43%	(352)	34%	(280)	821
4-Region: West	7%	(35)	4%	(21)	8%	(40)	43%	(206)	37%	(179)	481

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

**Table HR1\_5: How much have you seen, read or heard about each of the following?***WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO.*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(193)	8%	(172)	15%	(325)	40%	(872)	29%	(637)	2200
Gender: Male	10%	(100)	8%	(86)	18%	(186)	37%	(386)	27%	(273)	1030
Gender: Female	8%	(94)	7%	(87)	12%	(140)	42%	(486)	31%	(364)	1170
Age: 18-29	12%	(48)	12%	(48)	19%	(73)	30%	(118)	27%	(104)	391
Age: 30-44	8%	(40)	12%	(59)	17%	(85)	38%	(188)	25%	(124)	495
Age: 45-54	7%	(29)	8%	(31)	17%	(65)	43%	(167)	25%	(96)	387
Age: 55-64	7%	(29)	5%	(19)	12%	(48)	42%	(174)	35%	(144)	415
Age: 65+	9%	(48)	3%	(17)	10%	(54)	44%	(225)	33%	(169)	512
Generation Z: 18-21	14%	(19)	13%	(18)	13%	(17)	30%	(41)	29%	(40)	136
Millennial: Age 22-37	10%	(51)	12%	(65)	19%	(100)	34%	(179)	25%	(131)	526
Generation X: Age 38-53	7%	(40)	9%	(52)	18%	(100)	41%	(235)	25%	(143)	570
Boomers: Age 54-72	9%	(76)	4%	(36)	12%	(100)	42%	(364)	33%	(288)	864
PID: Dem (no lean)	9%	(63)	9%	(68)	15%	(108)	42%	(300)	25%	(181)	721
PID: Ind (no lean)	9%	(74)	7%	(60)	15%	(118)	36%	(288)	32%	(260)	801
PID: Rep (no lean)	8%	(56)	7%	(45)	15%	(100)	42%	(283)	29%	(195)	679
PID/Gender: Dem Men	11%	(34)	11%	(34)	18%	(54)	37%	(113)	23%	(71)	305
PID/Gender: Dem Women	7%	(30)	8%	(34)	13%	(53)	45%	(188)	27%	(111)	415
PID/Gender: Ind Men	11%	(40)	6%	(23)	19%	(71)	36%	(137)	28%	(108)	378
PID/Gender: Ind Women	8%	(34)	9%	(37)	11%	(47)	36%	(151)	36%	(152)	422
PID/Gender: Rep Men	8%	(26)	8%	(28)	18%	(61)	39%	(136)	27%	(95)	346
PID/Gender: Rep Women	9%	(30)	5%	(16)	12%	(39)	44%	(147)	30%	(101)	333
Ideo: Liberal (1-3)	6%	(40)	11%	(68)	16%	(99)	41%	(254)	26%	(160)	620
Ideo: Moderate (4)	8%	(45)	9%	(46)	17%	(91)	37%	(198)	29%	(158)	538
Ideo: Conservative (5-7)	11%	(84)	6%	(45)	13%	(98)	41%	(325)	30%	(233)	785
Educ: < College	9%	(126)	7%	(102)	15%	(206)	38%	(524)	31%	(425)	1384
Educ: Bachelors degree	8%	(42)	8%	(40)	14%	(73)	44%	(231)	26%	(134)	520
Educ: Post-grad	9%	(25)	10%	(30)	15%	(46)	39%	(117)	26%	(78)	296

Continued on next page

**Table HR1\_5: How much have you seen, read or heard about each of the following?**  
WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(193)	8%	(172)	15%	(325)	40%	(872)	29%	(637)	2200
Income: Under 50k	10%	(111)	8%	(94)	14%	(153)	37%	(416)	31%	(342)	1115
Income: 50k-100k	8%	(58)	7%	(53)	16%	(119)	43%	(321)	26%	(189)	740
Income: 100k+	7%	(24)	8%	(26)	15%	(53)	39%	(135)	31%	(106)	344
Ethnicity: White	8%	(149)	7%	(121)	14%	(254)	41%	(732)	29%	(523)	1779
Ethnicity: Hispanic	8%	(17)	12%	(26)	20%	(43)	38%	(80)	22%	(47)	213
Ethnicity: Afr. Am.	13%	(35)	10%	(29)	17%	(47)	34%	(94)	27%	(75)	279
Ethnicity: Other	7%	(9)	16%	(23)	17%	(25)	33%	(47)	27%	(38)	142
Relig: Protestant	8%	(45)	6%	(33)	10%	(55)	43%	(239)	34%	(189)	562
Relig: Roman Catholic	10%	(45)	6%	(26)	19%	(83)	38%	(166)	27%	(118)	438
Relig: Something Else	8%	(19)	6%	(14)	11%	(26)	41%	(95)	33%	(76)	230
Relig: Evangelical	8%	(70)	7%	(58)	14%	(123)	41%	(362)	30%	(265)	878
Relig: Non-Evang. Catholics	11%	(39)	4%	(16)	12%	(41)	39%	(139)	34%	(118)	352
Relig: All Christian	9%	(109)	6%	(73)	13%	(164)	41%	(500)	31%	(384)	1230
Relig: All Non-Christian	10%	(21)	9%	(20)	20%	(44)	38%	(82)	23%	(51)	218
Community: Urban	10%	(48)	11%	(56)	17%	(84)	33%	(163)	29%	(141)	493
Community: Suburban	8%	(88)	8%	(85)	15%	(168)	41%	(462)	28%	(312)	1116
Community: Rural	10%	(57)	5%	(31)	12%	(73)	42%	(247)	31%	(184)	592
Employ: Private Sector	8%	(60)	10%	(73)	17%	(125)	38%	(285)	27%	(204)	747
Employ: Government	9%	(13)	8%	(11)	16%	(23)	35%	(51)	32%	(46)	145
Employ: Self-Employed	6%	(11)	14%	(25)	20%	(36)	35%	(63)	25%	(45)	180
Employ: Homemaker	10%	(15)	5%	(7)	9%	(14)	40%	(58)	35%	(51)	145
Employ: Student	15%	(13)	12%	(10)	16%	(14)	32%	(28)	25%	(22)	87
Employ: Retired	10%	(51)	3%	(17)	10%	(54)	46%	(245)	31%	(164)	531
Employ: Unemployed	8%	(17)	8%	(17)	13%	(26)	42%	(85)	29%	(59)	203
Employ: Other	9%	(15)	7%	(12)	20%	(33)	35%	(57)	28%	(47)	163
Military HH: Yes	6%	(25)	7%	(29)	13%	(53)	44%	(174)	29%	(115)	397
Military HH: No	9%	(168)	8%	(143)	15%	(272)	39%	(698)	29%	(522)	1803
RD/WT: Right Direction	11%	(78)	7%	(55)	13%	(96)	39%	(291)	30%	(218)	738
RD/WT: Wrong Track	8%	(116)	8%	(118)	16%	(229)	40%	(581)	29%	(418)	1462

Continued on next page

**Table HR1\_5:** How much have you seen, read or heard about each of the following?

WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(193)	8%	(172)	15%	(325)	40%	(872)	29%	(637)	2200
Trump Job Approve	9%	(81)	7%	(59)	14%	(129)	40%	(357)	30%	(262)	888
Trump Job Disapprove	8%	(99)	9%	(104)	15%	(179)	41%	(491)	28%	(335)	1208
Trump Job Strongly Approve	9%	(41)	6%	(27)	13%	(59)	39%	(171)	32%	(139)	438
Trump Job Somewhat Approve	9%	(40)	7%	(31)	15%	(70)	41%	(186)	27%	(123)	450
Trump Job Somewhat Disapprove	6%	(16)	11%	(29)	16%	(42)	36%	(95)	31%	(80)	263
Trump Job Strongly Disapprove	9%	(82)	8%	(75)	15%	(137)	42%	(396)	27%	(255)	945
#1 Issue: Economy	10%	(64)	8%	(56)	16%	(106)	40%	(266)	26%	(170)	663
#1 Issue: Security	10%	(45)	6%	(29)	14%	(61)	40%	(182)	30%	(134)	451
#1 Issue: Health Care	8%	(26)	8%	(25)	16%	(51)	38%	(121)	30%	(94)	317
#1 Issue: Medicare / Social Security	5%	(15)	5%	(16)	11%	(32)	45%	(134)	34%	(104)	301
#1 Issue: Women's Issues	7%	(7)	9%	(10)	23%	(24)	30%	(31)	31%	(33)	104
#1 Issue: Education	10%	(13)	11%	(15)	17%	(22)	35%	(45)	27%	(34)	129
#1 Issue: Energy	13%	(14)	14%	(15)	13%	(14)	41%	(42)	19%	(20)	104
#1 Issue: Other	7%	(9)	5%	(7)	12%	(16)	39%	(51)	37%	(48)	131
2018 House Vote: Democrat	9%	(76)	9%	(76)	14%	(119)	42%	(351)	26%	(213)	835
2018 House Vote: Republican	8%	(62)	6%	(48)	14%	(104)	42%	(314)	29%	(215)	742
2018 House Vote: Someone else	7%	(7)	4%	(4)	20%	(19)	33%	(32)	37%	(35)	97
2018 House Vote: Didn't Vote	9%	(48)	8%	(42)	16%	(83)	34%	(174)	33%	(171)	519
2016 Vote: Hillary Clinton	9%	(59)	9%	(63)	17%	(115)	41%	(281)	24%	(167)	685
2016 Vote: Donald Trump	9%	(66)	6%	(44)	15%	(118)	40%	(309)	30%	(230)	769
2016 Vote: Someone else	8%	(15)	8%	(16)	11%	(22)	39%	(75)	34%	(65)	194
2016 Vote: Didn't Vote	9%	(52)	9%	(49)	13%	(70)	37%	(204)	32%	(174)	549
Voted in 2014: Yes	8%	(124)	8%	(115)	15%	(227)	41%	(603)	28%	(409)	1478
Voted in 2014: No	10%	(69)	8%	(57)	14%	(98)	37%	(269)	32%	(228)	722
2012 Vote: Barack Obama	8%	(69)	9%	(73)	16%	(138)	41%	(356)	26%	(224)	861
2012 Vote: Mitt Romney	9%	(54)	6%	(37)	14%	(83)	42%	(253)	30%	(181)	608
2012 Vote: Other	7%	(8)	5%	(6)	12%	(14)	39%	(43)	36%	(40)	110
2012 Vote: Didn't Vote	10%	(63)	9%	(56)	15%	(91)	35%	(218)	31%	(192)	620

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**Table HR1\_5:** How much have you seen, read or heard about each of the following?  
WarnerMedia's upcoming streaming service that will feature content from Warner Bros., Turner and HBO.

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(193)	8%	(172)	15%	(325)	40%	(872)	29%	(637)	2200
4-Region: Northeast	11%	(42)	8%	(32)	15%	(60)	36%	(141)	30%	(118)	393
4-Region: Midwest	9%	(45)	5%	(26)	13%	(67)	40%	(201)	33%	(166)	505
4-Region: South	9%	(75)	8%	(65)	16%	(129)	40%	(327)	27%	(225)	821
4-Region: West	6%	(31)	10%	(50)	14%	(69)	42%	(203)	27%	(128)	481

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



**Table HR1\_6: How much have you seen, read or heard about each of the following?**  
*NBCUniversal's plan to launch a streaming service in 2020*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(189)	7%	(153)	13%	(289)	40%	(889)	31%	(680)	2200
Gender: Male	10%	(104)	8%	(81)	16%	(169)	37%	(384)	28%	(292)	1030
Gender: Female	7%	(85)	6%	(72)	10%	(120)	43%	(505)	33%	(388)	1170
Age: 18-29	11%	(42)	10%	(40)	16%	(64)	35%	(138)	28%	(108)	391
Age: 30-44	7%	(36)	12%	(61)	14%	(70)	42%	(208)	24%	(121)	495
Age: 45-54	8%	(32)	4%	(17)	19%	(73)	39%	(150)	30%	(114)	387
Age: 55-64	9%	(36)	5%	(19)	10%	(42)	42%	(173)	35%	(145)	415
Age: 65+	9%	(44)	3%	(16)	8%	(40)	43%	(221)	38%	(192)	512
Generation Z: 18-21	14%	(19)	7%	(10)	15%	(21)	37%	(50)	26%	(36)	136
Millennial: Age 22-37	7%	(38)	13%	(67)	16%	(82)	39%	(204)	26%	(136)	526
Generation X: Age 38-53	8%	(47)	7%	(41)	18%	(100)	38%	(219)	29%	(162)	570
Boomers: Age 54-72	9%	(81)	4%	(31)	9%	(81)	43%	(369)	35%	(303)	864
PID: Dem (no lean)	9%	(66)	7%	(48)	15%	(108)	43%	(310)	26%	(190)	721
PID: Ind (no lean)	8%	(67)	7%	(57)	14%	(109)	37%	(299)	34%	(269)	801
PID: Rep (no lean)	8%	(57)	7%	(48)	11%	(72)	41%	(280)	33%	(221)	679
PID/Gender: Dem Men	12%	(36)	7%	(22)	20%	(61)	38%	(115)	24%	(72)	305
PID/Gender: Dem Women	7%	(30)	6%	(26)	11%	(47)	47%	(195)	28%	(118)	415
PID/Gender: Ind Men	9%	(35)	8%	(29)	18%	(67)	36%	(135)	30%	(113)	378
PID/Gender: Ind Women	8%	(32)	7%	(29)	10%	(42)	39%	(164)	37%	(156)	422
PID/Gender: Rep Men	10%	(34)	9%	(30)	12%	(42)	39%	(134)	31%	(106)	346
PID/Gender: Rep Women	7%	(23)	5%	(17)	9%	(31)	44%	(146)	35%	(115)	333
Ideo: Liberal (1-3)	7%	(45)	8%	(51)	16%	(102)	42%	(263)	26%	(160)	620
Ideo: Moderate (4)	8%	(44)	8%	(42)	14%	(78)	36%	(195)	33%	(180)	538
Ideo: Conservative (5-7)	10%	(76)	5%	(43)	11%	(88)	42%	(331)	31%	(246)	785
Educ: < College	8%	(117)	6%	(79)	13%	(177)	40%	(558)	33%	(452)	1384
Educ: Bachelors degree	9%	(45)	8%	(43)	13%	(68)	42%	(220)	28%	(144)	520
Educ: Post-grad	9%	(27)	10%	(30)	15%	(43)	37%	(111)	28%	(84)	296

Continued on next page

**Table HR1\_6: How much have you seen, read or heard about each of the following?  
NBCUniversal's plan to launch a streaming service in 2020**

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(189)	7%	(153)	13%	(289)	40%	(889)	31%	(680)	2200
Income: Under 50k	9%	(105)	6%	(67)	12%	(137)	41%	(452)	32%	(354)	1115
Income: 50k-100k	8%	(62)	7%	(49)	14%	(102)	43%	(317)	28%	(211)	740
Income: 100k+	6%	(22)	11%	(36)	14%	(50)	35%	(121)	34%	(116)	344
Ethnicity: White	8%	(143)	7%	(116)	12%	(215)	42%	(745)	32%	(561)	1779
Ethnicity: Hispanic	7%	(15)	11%	(22)	20%	(42)	36%	(76)	27%	(57)	213
Ethnicity: Afr. Am.	12%	(34)	7%	(19)	19%	(54)	34%	(94)	28%	(78)	279
Ethnicity: Other	9%	(13)	13%	(18)	14%	(20)	35%	(50)	29%	(41)	142
Relig: Protestant	7%	(42)	6%	(31)	9%	(50)	43%	(242)	35%	(197)	562
Relig: Roman Catholic	11%	(48)	8%	(36)	16%	(71)	35%	(154)	29%	(128)	438
Relig: Something Else	7%	(17)	4%	(10)	13%	(29)	44%	(101)	32%	(73)	230
Relig: Evangelical	8%	(74)	6%	(56)	14%	(123)	41%	(360)	30%	(265)	878
Relig: Non-Evang. Catholics	10%	(34)	6%	(22)	8%	(27)	39%	(136)	38%	(133)	352
Relig: All Christian	9%	(107)	6%	(78)	12%	(150)	40%	(496)	32%	(398)	1230
Relig: All Non-Christian	11%	(24)	6%	(13)	14%	(31)	41%	(89)	28%	(61)	218
Community: Urban	10%	(48)	10%	(50)	16%	(79)	35%	(170)	30%	(146)	493
Community: Suburban	8%	(90)	7%	(74)	13%	(142)	43%	(475)	30%	(334)	1116
Community: Rural	9%	(51)	5%	(28)	11%	(68)	41%	(244)	34%	(201)	592
Employ: Private Sector	9%	(70)	9%	(66)	14%	(104)	39%	(294)	28%	(212)	747
Employ: Government	4%	(6)	7%	(11)	19%	(28)	35%	(50)	34%	(50)	145
Employ: Self-Employed	6%	(11)	8%	(15)	18%	(33)	37%	(67)	30%	(54)	180
Employ: Homemaker	7%	(9)	5%	(8)	7%	(10)	45%	(66)	36%	(52)	145
Employ: Student	12%	(10)	9%	(8)	16%	(14)	38%	(33)	25%	(22)	87
Employ: Retired	10%	(52)	3%	(18)	8%	(45)	44%	(234)	34%	(182)	531
Employ: Unemployed	8%	(16)	10%	(20)	12%	(23)	41%	(83)	30%	(61)	203
Employ: Other	9%	(14)	5%	(9)	20%	(32)	37%	(61)	29%	(48)	163
Military HH: Yes	6%	(25)	5%	(20)	11%	(44)	45%	(179)	32%	(129)	397
Military HH: No	9%	(165)	7%	(133)	14%	(245)	39%	(710)	31%	(551)	1803
RD/WT: Right Direction	11%	(81)	7%	(52)	11%	(81)	39%	(291)	32%	(234)	738
RD/WT: Wrong Track	7%	(109)	7%	(101)	14%	(208)	41%	(598)	31%	(446)	1462

Continued on next page

**Table HR1\_6:** How much have you seen, read or heard about each of the following?  
NBCUniversal's plan to launch a streaming service in 2020

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	9%	(189)	7%	(153)	13%	(289)	40%	(889)	31%	(680)	2200
Trump Job Approve	10%	(85)	7%	(66)	11%	(95)	40%	(359)	32%	(283)	888
Trump Job Disapprove	8%	(93)	6%	(76)	15%	(175)	42%	(503)	30%	(360)	1208
Trump Job Strongly Approve	9%	(41)	7%	(32)	10%	(45)	38%	(165)	36%	(155)	438
Trump Job Somewhat Approve	10%	(44)	8%	(34)	11%	(50)	43%	(195)	28%	(128)	450
Trump Job Somewhat Disapprove	7%	(19)	6%	(17)	15%	(40)	36%	(96)	35%	(91)	263
Trump Job Strongly Disapprove	8%	(74)	6%	(59)	14%	(135)	43%	(407)	28%	(269)	945
#1 Issue: Economy	10%	(66)	8%	(56)	13%	(88)	41%	(275)	27%	(178)	663
#1 Issue: Security	10%	(43)	6%	(26)	13%	(59)	38%	(171)	34%	(152)	451
#1 Issue: Health Care	9%	(29)	8%	(25)	12%	(38)	38%	(119)	34%	(106)	317
#1 Issue: Medicare / Social Security	6%	(18)	4%	(12)	9%	(27)	47%	(142)	34%	(103)	301
#1 Issue: Women's Issues	3%	(3)	7%	(7)	16%	(17)	39%	(40)	35%	(37)	104
#1 Issue: Education	8%	(10)	13%	(17)	17%	(22)	32%	(41)	30%	(39)	129
#1 Issue: Energy	12%	(13)	5%	(5)	22%	(22)	43%	(45)	19%	(20)	104
#1 Issue: Other	6%	(8)	4%	(5)	12%	(15)	42%	(56)	35%	(46)	131
2018 House Vote: Democrat	9%	(79)	7%	(61)	14%	(119)	42%	(355)	27%	(223)	835
2018 House Vote: Republican	9%	(64)	7%	(51)	12%	(87)	41%	(304)	32%	(236)	742
2018 House Vote: Someone else	6%	(6)	5%	(4)	17%	(17)	37%	(36)	36%	(35)	97
2018 House Vote: Didn't Vote	8%	(40)	7%	(36)	13%	(65)	37%	(190)	36%	(187)	519
2016 Vote: Hillary Clinton	9%	(65)	7%	(46)	16%	(106)	42%	(287)	26%	(181)	685
2016 Vote: Donald Trump	9%	(69)	7%	(51)	11%	(83)	41%	(317)	32%	(248)	769
2016 Vote: Someone else	7%	(14)	8%	(15)	12%	(23)	40%	(77)	33%	(64)	194
2016 Vote: Didn't Vote	8%	(42)	7%	(40)	14%	(76)	37%	(206)	34%	(186)	549
Voted in 2014: Yes	9%	(130)	7%	(105)	14%	(202)	40%	(597)	30%	(444)	1478
Voted in 2014: No	8%	(60)	7%	(48)	12%	(87)	40%	(292)	33%	(236)	722
2012 Vote: Barack Obama	8%	(70)	8%	(70)	14%	(123)	41%	(353)	28%	(244)	861
2012 Vote: Mitt Romney	10%	(60)	6%	(35)	10%	(61)	41%	(251)	33%	(201)	608
2012 Vote: Other	6%	(6)	4%	(4)	17%	(18)	42%	(46)	32%	(35)	110
2012 Vote: Didn't Vote	8%	(52)	7%	(44)	14%	(86)	38%	(237)	32%	(200)	620

Continued on next page

**Table HR1\_6:** How much have you seen, read or heard about each of the following?  
NBCUniversal's plan to launch a streaming service in 2020

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	9%	(189)	7%	(153)	13%	(289)	40%	(889)	31%	(680)	2200
4-Region: Northeast	10%	(41)	6%	(25)	14%	(55)	38%	(148)	31%	(123)	393
4-Region: Midwest	9%	(44)	6%	(32)	10%	(48)	40%	(203)	35%	(177)	505
4-Region: South	9%	(73)	7%	(55)	14%	(117)	41%	(336)	29%	(240)	821
4-Region: West	7%	(31)	8%	(41)	14%	(68)	42%	(202)	29%	(139)	481

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

**Table HR1\_7: How much have you seen, read or heard about each of the following?**  
*The recent announcement that Netflix will increase their prices*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	20%	(436)	32%	(702)	20%	(434)	17%	(365)	12%	(263)	2200
Gender: Male	19%	(196)	33%	(345)	21%	(220)	15%	(151)	11%	(118)	1030
Gender: Female	20%	(239)	31%	(358)	18%	(214)	18%	(214)	12%	(145)	1170
Age: 18-29	26%	(103)	30%	(119)	18%	(70)	13%	(52)	12%	(47)	391
Age: 30-44	24%	(120)	33%	(164)	18%	(90)	15%	(74)	10%	(47)	495
Age: 45-54	18%	(68)	33%	(129)	20%	(76)	19%	(74)	10%	(40)	387
Age: 55-64	17%	(70)	31%	(127)	22%	(91)	18%	(73)	13%	(53)	415
Age: 65+	14%	(74)	32%	(164)	21%	(107)	18%	(92)	15%	(75)	512
Generation Z: 18-21	26%	(35)	26%	(35)	17%	(24)	17%	(23)	15%	(20)	136
Millennial: Age 22-37	25%	(133)	34%	(177)	18%	(94)	14%	(72)	10%	(51)	526
Generation X: Age 38-53	20%	(114)	33%	(185)	20%	(114)	17%	(95)	11%	(61)	570
Boomers: Age 54-72	17%	(143)	31%	(272)	20%	(176)	19%	(165)	13%	(109)	864
PID: Dem (no lean)	21%	(148)	35%	(252)	19%	(134)	17%	(121)	9%	(67)	721
PID: Ind (no lean)	19%	(149)	31%	(249)	21%	(169)	17%	(137)	12%	(96)	801
PID: Rep (no lean)	20%	(138)	30%	(202)	19%	(132)	16%	(106)	15%	(100)	679
PID/Gender: Dem Men	22%	(66)	33%	(102)	21%	(63)	15%	(45)	9%	(29)	305
PID/Gender: Dem Women	20%	(82)	36%	(150)	17%	(70)	18%	(75)	9%	(38)	415
PID/Gender: Ind Men	14%	(54)	35%	(131)	25%	(93)	15%	(59)	11%	(42)	378
PID/Gender: Ind Women	23%	(96)	28%	(118)	18%	(76)	19%	(79)	13%	(54)	422
PID/Gender: Rep Men	22%	(76)	32%	(112)	18%	(64)	13%	(47)	14%	(47)	346
PID/Gender: Rep Women	19%	(62)	27%	(90)	21%	(68)	18%	(60)	16%	(53)	333
Ideo: Liberal (1-3)	21%	(128)	36%	(226)	19%	(117)	15%	(93)	9%	(56)	620
Ideo: Moderate (4)	18%	(98)	34%	(185)	22%	(118)	15%	(81)	10%	(56)	538
Ideo: Conservative (5-7)	20%	(159)	30%	(238)	19%	(149)	17%	(134)	13%	(105)	785
Educ: < College	20%	(277)	29%	(400)	20%	(272)	18%	(243)	14%	(191)	1384
Educ: Bachelors degree	19%	(101)	36%	(189)	19%	(96)	16%	(82)	10%	(52)	520
Educ: Post-grad	19%	(58)	38%	(113)	22%	(66)	13%	(40)	7%	(20)	296

Continued on next page

**Table HR1\_7: How much have you seen, read or heard about each of the following?**  
The recent announcement that Netflix will increase their prices

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
Adults	20%	(436)	32%	(702)	20%	(434)	17%	(365)	12%	(263)	2200
Income: Under 50k	19%	(215)	27%	(303)	21%	(232)	19%	(208)	14%	(156)	1115
Income: 50k-100k	20%	(149)	36%	(270)	19%	(143)	15%	(111)	9%	(67)	740
Income: 100k+	21%	(71)	38%	(130)	17%	(59)	13%	(45)	11%	(39)	344
Ethnicity: White	19%	(334)	32%	(566)	20%	(361)	17%	(306)	12%	(212)	1779
Ethnicity: Hispanic	27%	(59)	31%	(65)	16%	(35)	14%	(30)	12%	(25)	213
Ethnicity: Afr. Am.	24%	(66)	35%	(97)	17%	(47)	14%	(39)	11%	(31)	279
Ethnicity: Other	25%	(36)	28%	(40)	19%	(27)	14%	(20)	14%	(19)	142
Relig: Protestant	18%	(101)	28%	(160)	25%	(139)	17%	(95)	12%	(68)	562
Relig: Roman Catholic	20%	(86)	36%	(159)	20%	(86)	14%	(63)	10%	(44)	438
Relig: Something Else	16%	(36)	30%	(69)	21%	(47)	19%	(44)	14%	(33)	230
Relig: Evangelical	18%	(157)	34%	(298)	21%	(184)	16%	(143)	11%	(95)	878
Relig: Non-Evang. Catholics	19%	(66)	26%	(90)	25%	(87)	17%	(60)	14%	(49)	352
Relig: All Christian	18%	(224)	32%	(388)	22%	(272)	16%	(202)	12%	(144)	1230
Relig: All Non-Christian	26%	(56)	27%	(58)	19%	(40)	16%	(34)	13%	(29)	218
Community: Urban	21%	(105)	31%	(152)	21%	(104)	15%	(73)	12%	(58)	493
Community: Suburban	20%	(222)	34%	(384)	19%	(208)	16%	(179)	11%	(122)	1116
Community: Rural	18%	(108)	28%	(167)	21%	(122)	19%	(112)	14%	(83)	592
Employ: Private Sector	23%	(170)	32%	(240)	20%	(148)	15%	(112)	10%	(76)	747
Employ: Government	19%	(28)	39%	(56)	19%	(28)	12%	(17)	11%	(16)	145
Employ: Self-Employed	22%	(39)	36%	(64)	15%	(28)	15%	(27)	12%	(22)	180
Employ: Homemaker	20%	(30)	26%	(37)	18%	(26)	26%	(38)	10%	(14)	145
Employ: Student	28%	(24)	32%	(27)	20%	(18)	10%	(9)	11%	(9)	87
Employ: Retired	16%	(85)	32%	(168)	21%	(112)	17%	(90)	14%	(76)	531
Employ: Unemployed	19%	(39)	31%	(63)	19%	(39)	17%	(35)	13%	(27)	203
Employ: Other	14%	(22)	29%	(47)	22%	(35)	22%	(36)	14%	(22)	163
Military HH: Yes	17%	(67)	36%	(143)	19%	(75)	16%	(64)	12%	(47)	397
Military HH: No	20%	(368)	31%	(559)	20%	(359)	17%	(301)	12%	(216)	1803
RD/WT: Right Direction	20%	(150)	29%	(215)	19%	(139)	17%	(122)	15%	(113)	738
RD/WT: Wrong Track	20%	(286)	33%	(488)	20%	(295)	17%	(243)	10%	(150)	1462

Continued on next page

**Table HR1\_7: How much have you seen, read or heard about each of the following?**  
*The recent announcement that Netflix will increase their prices*

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	20%	(436)	32%	(702)	20%	(434)	17%	(365)	12%	(263)	2200
Trump Job Approve	18%	(164)	29%	(260)	20%	(180)	18%	(159)	14%	(125)	888
Trump Job Disapprove	21%	(255)	34%	(415)	19%	(231)	16%	(188)	10%	(120)	1208
Trump Job Strongly Approve	19%	(81)	28%	(121)	19%	(82)	17%	(76)	18%	(77)	438
Trump Job Somewhat Approve	18%	(83)	31%	(139)	22%	(98)	18%	(82)	11%	(48)	450
Trump Job Somewhat Disapprove	20%	(53)	37%	(98)	14%	(37)	15%	(38)	14%	(36)	263
Trump Job Strongly Disapprove	21%	(202)	34%	(317)	20%	(194)	16%	(149)	9%	(83)	945
#1 Issue: Economy	23%	(153)	31%	(208)	19%	(126)	17%	(110)	10%	(65)	663
#1 Issue: Security	17%	(77)	33%	(147)	21%	(93)	16%	(74)	13%	(60)	451
#1 Issue: Health Care	21%	(68)	31%	(99)	20%	(64)	16%	(50)	12%	(38)	317
#1 Issue: Medicare / Social Security	14%	(44)	29%	(88)	21%	(62)	20%	(59)	16%	(48)	301
#1 Issue: Women's Issues	24%	(25)	33%	(34)	20%	(21)	10%	(11)	12%	(13)	104
#1 Issue: Education	20%	(26)	37%	(48)	19%	(24)	16%	(20)	8%	(11)	129
#1 Issue: Energy	21%	(22)	43%	(45)	21%	(22)	12%	(13)	3%	(3)	104
#1 Issue: Other	16%	(21)	27%	(35)	17%	(23)	21%	(27)	19%	(25)	131
2018 House Vote: Democrat	20%	(167)	38%	(315)	20%	(165)	15%	(123)	8%	(65)	835
2018 House Vote: Republican	19%	(144)	31%	(227)	21%	(152)	17%	(126)	13%	(93)	742
2018 House Vote: Someone else	23%	(22)	26%	(25)	20%	(19)	11%	(11)	21%	(20)	97
2018 House Vote: Didnt Vote	19%	(99)	26%	(133)	19%	(98)	20%	(104)	16%	(85)	519
2016 Vote: Hillary Clinton	21%	(144)	37%	(255)	21%	(142)	13%	(92)	8%	(52)	685
2016 Vote: Donald Trump	19%	(148)	30%	(232)	20%	(155)	17%	(132)	13%	(102)	769
2016 Vote: Someone else	18%	(35)	34%	(66)	16%	(32)	15%	(30)	16%	(31)	194
2016 Vote: Didnt Vote	20%	(108)	27%	(149)	19%	(104)	20%	(110)	14%	(78)	549
Voted in 2014: Yes	20%	(293)	34%	(497)	21%	(304)	16%	(231)	10%	(154)	1478
Voted in 2014: No	20%	(143)	28%	(206)	18%	(130)	19%	(134)	15%	(109)	722
2012 Vote: Barack Obama	21%	(177)	36%	(308)	21%	(185)	13%	(112)	9%	(79)	861
2012 Vote: Mitt Romney	20%	(122)	31%	(187)	20%	(121)	16%	(100)	13%	(78)	608
2012 Vote: Other	9%	(10)	32%	(35)	17%	(19)	25%	(28)	17%	(19)	110
2012 Vote: Didn't Vote	20%	(127)	28%	(172)	18%	(109)	20%	(125)	14%	(87)	620

Continued on next page

**Table HR1\_7:** How much have you seen, read or heard about each of the following?  
The recent announcement that Netflix will increase their prices

Demographic	A lot		Some		Not much		Nothing at all		Don't know / No opinion	Total N	
Adults	20%	(436)	32%	(702)	20%	(434)	17%	(365)	12%	(263)	2200
4-Region: Northeast	20%	(79)	32%	(124)	22%	(85)	13%	(52)	13%	(53)	393
4-Region: Midwest	19%	(94)	34%	(173)	19%	(96)	17%	(86)	11%	(57)	505
4-Region: South	21%	(176)	31%	(252)	19%	(152)	17%	(140)	12%	(102)	821
4-Region: West	18%	(87)	32%	(154)	21%	(101)	18%	(87)	11%	(51)	481

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



**Table HR2\_1:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	37% (809)	20% (432)	13% (289)	21% (464)	9% (207)	2200
Gender: Male	34% (350)	22% (225)	13% (139)	21% (219)	9% (97)	1030
Gender: Female	39% (459)	18% (206)	13% (150)	21% (245)	9% (110)	1170
Age: 18-29	52% (204)	25% (97)	14% (53)	7% (27)	3% (10)	391
Age: 30-44	55% (273)	17% (86)	14% (71)	11% (53)	2% (12)	495
Age: 45-54	32% (125)	22% (85)	13% (49)	27% (106)	6% (21)	387
Age: 55-64	25% (104)	20% (84)	11% (46)	29% (121)	14% (59)	415
Age: 65+	20% (102)	16% (80)	14% (70)	30% (156)	20% (104)	512
Generation Z: 18-21	50% (68)	28% (38)	15% (20)	4% (5)	4% (5)	136
Millennial: Age 22-37	57% (301)	21% (109)	12% (64)	8% (42)	2% (9)	526
Generation X: Age 38-53	39% (222)	20% (115)	14% (82)	22% (124)	5% (27)	570
Boomers: Age 54-72	24% (204)	18% (153)	12% (105)	30% (256)	17% (146)	864
PID: Dem (no lean)	39% (283)	21% (150)	13% (94)	19% (140)	8% (54)	721
PID: Ind (no lean)	38% (304)	19% (148)	13% (102)	20% (157)	11% (89)	801
PID: Rep (no lean)	33% (222)	20% (134)	14% (93)	25% (167)	9% (64)	679
PID/Gender: Dem Men	35% (108)	24% (73)	14% (44)	20% (61)	6% (19)	305
PID/Gender: Dem Women	42% (175)	18% (76)	12% (50)	19% (79)	9% (36)	415
PID/Gender: Ind Men	35% (131)	22% (83)	13% (48)	20% (75)	11% (41)	378
PID/Gender: Ind Women	41% (173)	16% (66)	13% (54)	19% (82)	11% (48)	422
PID/Gender: Rep Men	32% (111)	20% (69)	14% (47)	24% (83)	11% (37)	346
PID/Gender: Rep Women	33% (111)	19% (65)	14% (46)	25% (84)	8% (27)	333
Ideo: Liberal (1-3)	43% (265)	22% (137)	13% (78)	15% (96)	7% (45)	620
Ideo: Moderate (4)	35% (189)	20% (108)	13% (70)	21% (114)	11% (57)	538
Ideo: Conservative (5-7)	33% (263)	19% (147)	12% (93)	26% (201)	10% (82)	785

Continued on next page

**Table HR2\_1: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?**  
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	37% (809)	20% (432)	13% (289)	21% (464)	9% (207)	2200
Educ: < College	36% (502)	18% (248)	15% (213)	22% (302)	9% (119)	1384
Educ: Bachelors degree	40% (209)	21% (112)	9% (47)	19% (99)	10% (54)	520
Educ: Post-grad	33% (98)	24% (72)	10% (29)	21% (63)	12% (35)	296
Income: Under 50k	35% (388)	17% (195)	16% (174)	22% (241)	11% (118)	1115
Income: 50k-100k	39% (288)	21% (158)	10% (78)	22% (159)	8% (58)	740
Income: 100k+	39% (133)	23% (79)	11% (37)	18% (63)	9% (32)	344
Ethnicity: White	36% (647)	20% (351)	13% (226)	22% (387)	9% (169)	1779
Ethnicity: Hispanic	48% (103)	19% (41)	14% (30)	11% (24)	7% (15)	213
Ethnicity: Afr. Am.	37% (105)	19% (52)	13% (35)	22% (61)	10% (27)	279
Ethnicity: Other	40% (57)	21% (29)	20% (28)	11% (16)	8% (11)	142
Relig: Protestant	29% (161)	20% (115)	10% (56)	28% (159)	13% (72)	562
Relig: Roman Catholic	37% (160)	21% (91)	13% (55)	19% (83)	11% (49)	438
Relig: Something Else	38% (88)	18% (41)	14% (32)	26% (59)	4% (10)	230
Relig: Evangelical	34% (302)	20% (174)	12% (108)	23% (203)	10% (90)	878
Relig: Non-Evang. Catholics	30% (107)	20% (72)	10% (35)	28% (98)	11% (40)	352
Relig: All Christian	33% (409)	20% (246)	12% (143)	24% (301)	11% (131)	1230
Relig: All Non-Christian	43% (94)	14% (31)	15% (33)	21% (45)	7% (16)	218
Community: Urban	40% (199)	22% (106)	13% (62)	17% (84)	8% (42)	493
Community: Suburban	38% (424)	19% (214)	12% (133)	21% (234)	10% (110)	1116
Community: Rural	31% (186)	19% (111)	16% (95)	25% (146)	9% (55)	592
Employ: Private Sector	43% (319)	21% (154)	11% (79)	19% (140)	7% (55)	747
Employ: Government	48% (70)	22% (32)	11% (16)	12% (17)	7% (10)	145
Employ: Self-Employed	39% (71)	19% (33)	17% (31)	19% (34)	6% (10)	180
Employ: Homemaker	40% (58)	21% (30)	14% (20)	19% (28)	6% (9)	145
Employ: Student	52% (45)	29% (25)	11% (9)	6% (5)	3% (2)	87
Employ: Retired	22% (114)	17% (88)	14% (74)	32% (169)	16% (85)	531
Employ: Unemployed	36% (73)	18% (37)	18% (37)	17% (34)	10% (21)	203
Employ: Other	35% (58)	20% (32)	14% (22)	23% (37)	9% (14)	163

Continued on next page

**Table HR2\_1:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	37% (809)	20% (432)	13% (289)	21% (464)	9% (207)	2200
Military HH: Yes	33% (129)	18% (72)	13% (50)	24% (96)	13% (50)	397
Military HH: No	38% (679)	20% (360)	13% (239)	20% (368)	9% (157)	1803
RD/WT: Right Direction	33% (247)	19% (141)	14% (101)	23% (172)	11% (78)	738
RD/WT: Wrong Track	38% (562)	20% (291)	13% (188)	20% (292)	9% (129)	1462
Trump Job Approve	34% (299)	19% (166)	14% (122)	23% (206)	11% (95)	888
Trump Job Disapprove	38% (464)	20% (246)	12% (149)	20% (247)	8% (102)	1208
Trump Job Strongly Approve	31% (135)	17% (73)	14% (60)	27% (117)	12% (52)	438
Trump Job Somewhat Approve	36% (164)	21% (93)	14% (62)	20% (89)	10% (43)	450
Trump Job Somewhat Disapprove	39% (103)	21% (54)	13% (34)	20% (53)	7% (18)	263
Trump Job Strongly Disapprove	38% (360)	20% (192)	12% (116)	21% (194)	9% (83)	945
#1 Issue: Economy	41% (271)	22% (143)	11% (72)	19% (129)	7% (48)	663
#1 Issue: Security	30% (137)	17% (76)	12% (56)	29% (132)	11% (50)	451
#1 Issue: Health Care	40% (127)	21% (68)	16% (49)	16% (51)	7% (22)	317
#1 Issue: Medicare / Social Security	25% (76)	14% (43)	12% (37)	31% (93)	17% (51)	301
#1 Issue: Women's Issues	49% (51)	24% (25)	16% (16)	8% (9)	3% (4)	104
#1 Issue: Education	50% (65)	24% (31)	14% (18)	8% (10)	4% (5)	129
#1 Issue: Energy	44% (46)	18% (19)	17% (18)	14% (14)	8% (8)	104
#1 Issue: Other	28% (37)	21% (27)	17% (22)	20% (26)	15% (19)	131
2018 House Vote: Democrat	38% (321)	20% (170)	12% (98)	20% (169)	9% (78)	835
2018 House Vote: Republican	33% (246)	20% (145)	12% (87)	25% (182)	11% (82)	742
2018 House Vote: Someone else	34% (33)	17% (17)	19% (19)	22% (21)	7% (7)	97
2018 House Vote: Didnt Vote	40% (206)	19% (99)	16% (83)	17% (90)	8% (41)	519
2016 Vote: Hillary Clinton	39% (270)	21% (143)	11% (74)	21% (142)	8% (57)	685
2016 Vote: Donald Trump	31% (235)	19% (146)	13% (101)	25% (193)	12% (94)	769
2016 Vote: Someone else	39% (75)	17% (32)	16% (30)	20% (40)	9% (17)	194
2016 Vote: Didnt Vote	41% (227)	20% (111)	15% (83)	16% (88)	7% (39)	549
Voted in 2014: Yes	35% (514)	19% (278)	12% (179)	24% (349)	11% (159)	1478
Voted in 2014: No	41% (295)	21% (154)	15% (110)	16% (115)	7% (48)	722

Continued on next page

**Table HR2\_1:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Netflix

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	37% (809)	20% (432)	13% (289)	21% (464)	9% (207)	2200
2012 Vote: Barack Obama	38% (331)	20% (173)	13% (112)	20% (171)	8% (73)	861
2012 Vote: Mitt Romney	32% (192)	19% (113)	12% (73)	25% (155)	12% (76)	608
2012 Vote: Other	27% (29)	15% (17)	13% (15)	33% (36)	12% (13)	110
2012 Vote: Didn't Vote	41% (256)	21% (129)	14% (89)	16% (100)	7% (45)	620
4-Region: Northeast	37% (144)	17% (65)	15% (59)	23% (90)	9% (34)	393
4-Region: Midwest	35% (177)	18% (91)	13% (65)	22% (113)	12% (59)	505
4-Region: South	39% (323)	21% (170)	12% (97)	20% (167)	8% (65)	821
4-Region: West	34% (164)	22% (106)	14% (68)	19% (94)	10% (49)	481

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

**Table HR2\_4:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?*Amazon Prime Video*

<b>Demographic</b>	<b>I currently subscribe</b>		<b>I currently share a password on this account</b>		<b>I have subscribed in the past, but not now</b>		<b>I have heard of this, but have never subscribed</b>		<b>I have never heard of this</b>		<b>Total N</b>
Adults	29%	(633)	14%	(297)	10%	(214)	32%	(711)	16%	(345)	2200
Gender: Male	26%	(268)	17%	(175)	9%	(97)	32%	(331)	15%	(159)	1030
Gender: Female	31%	(366)	10%	(123)	10%	(117)	32%	(379)	16%	(186)	1170
Age: 18-29	32%	(124)	15%	(60)	14%	(56)	28%	(110)	11%	(42)	391
Age: 30-44	41%	(203)	14%	(67)	14%	(68)	23%	(116)	8%	(42)	495
Age: 45-54	24%	(93)	16%	(61)	9%	(36)	38%	(146)	13%	(50)	387
Age: 55-64	25%	(102)	12%	(50)	6%	(26)	36%	(149)	21%	(87)	415
Age: 65+	22%	(111)	12%	(59)	5%	(28)	37%	(189)	24%	(125)	512
Generation Z: 18-21	24%	(33)	15%	(20)	21%	(29)	29%	(39)	11%	(15)	136
Millennial: Age 22-37	41%	(216)	14%	(72)	13%	(67)	24%	(125)	9%	(46)	526
Generation X: Age 38-53	28%	(162)	16%	(91)	11%	(61)	33%	(190)	11%	(65)	570
Boomers: Age 54-72	24%	(208)	11%	(95)	7%	(57)	37%	(316)	22%	(189)	864
PID: Dem (no lean)	29%	(210)	14%	(99)	12%	(87)	32%	(233)	13%	(91)	721
PID: Ind (no lean)	28%	(228)	13%	(104)	11%	(89)	31%	(249)	16%	(130)	801
PID: Rep (no lean)	29%	(195)	14%	(94)	6%	(38)	34%	(228)	18%	(123)	679
PID/Gender: Dem Men	27%	(82)	19%	(58)	11%	(34)	31%	(96)	12%	(36)	305
PID/Gender: Dem Women	31%	(128)	10%	(41)	13%	(53)	33%	(138)	13%	(55)	415
PID/Gender: Ind Men	24%	(91)	17%	(64)	11%	(41)	31%	(119)	17%	(63)	378
PID/Gender: Ind Women	32%	(137)	9%	(40)	11%	(48)	31%	(130)	16%	(68)	422
PID/Gender: Rep Men	27%	(95)	15%	(53)	6%	(22)	34%	(117)	17%	(59)	346
PID/Gender: Rep Women	30%	(100)	12%	(41)	5%	(16)	34%	(112)	19%	(64)	333
Ideo: Liberal (1-3)	32%	(197)	16%	(101)	11%	(71)	29%	(181)	11%	(71)	620
Ideo: Moderate (4)	28%	(150)	15%	(79)	7%	(39)	30%	(163)	20%	(108)	538
Ideo: Conservative (5-7)	29%	(227)	14%	(108)	8%	(62)	34%	(264)	16%	(125)	785

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**Table HR2\_4: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?**  
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	29% (633)	14% (297)	10% (214)	32% (711)	16% (345)	2200
Educ: < College	24% (336)	13% (173)	11% (152)	36% (503)	16% (220)	1384
Educ: Bachelors degree	39% (203)	14% (71)	8% (44)	26% (134)	13% (70)	520
Educ: Post-grad	32% (95)	18% (54)	6% (18)	25% (74)	19% (55)	296
Income: Under 50k	23% (252)	11% (119)	12% (134)	37% (409)	18% (201)	1115
Income: 50k-100k	34% (255)	16% (116)	8% (58)	29% (212)	13% (99)	740
Income: 100k+	37% (127)	18% (62)	7% (22)	26% (89)	13% (44)	344
Ethnicity: White	30% (528)	14% (250)	9% (158)	32% (563)	16% (281)	1779
Ethnicity: Hispanic	34% (72)	13% (27)	12% (25)	29% (62)	13% (28)	213
Ethnicity: Afr. Am.	22% (63)	11% (29)	13% (35)	38% (106)	16% (45)	279
Ethnicity: Other	30% (43)	13% (18)	14% (20)	29% (42)	13% (18)	142
Relig: Protestant	26% (149)	14% (78)	6% (34)	36% (201)	18% (100)	562
Relig: Roman Catholic	27% (116)	14% (63)	9% (38)	32% (139)	19% (82)	438
Relig: Something Else	32% (75)	9% (20)	11% (25)	35% (80)	13% (30)	230
Relig: Evangelical	30% (264)	12% (104)	8% (70)	33% (290)	17% (150)	878
Relig: Non-Evang. Catholics	21% (76)	16% (57)	8% (28)	37% (129)	18% (63)	352
Relig: All Christian	28% (339)	13% (161)	8% (98)	34% (419)	17% (212)	1230
Relig: All Non-Christian	30% (65)	9% (19)	13% (29)	32% (70)	16% (34)	218
Community: Urban	28% (140)	15% (73)	12% (61)	28% (136)	17% (83)	493
Community: Suburban	32% (352)	13% (149)	9% (105)	32% (361)	13% (148)	1116
Community: Rural	24% (141)	13% (75)	8% (48)	36% (214)	19% (115)	592
Employ: Private Sector	35% (262)	15% (113)	9% (69)	26% (195)	14% (108)	747
Employ: Government	37% (54)	15% (22)	9% (14)	27% (39)	11% (17)	145
Employ: Self-Employed	26% (47)	17% (30)	13% (24)	34% (61)	10% (18)	180
Employ: Homemaker	29% (42)	11% (16)	18% (26)	33% (47)	9% (13)	145
Employ: Student	39% (34)	22% (19)	15% (13)	16% (14)	9% (8)	87
Employ: Retired	22% (119)	12% (66)	6% (30)	38% (202)	21% (113)	531
Employ: Unemployed	17% (34)	9% (18)	13% (27)	41% (83)	20% (40)	203
Employ: Other	25% (41)	8% (14)	7% (12)	42% (69)	17% (28)	163

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**Table HR2\_4:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	29% (633)	14% (297)	10% (214)	32% (711)	16% (345)	2200
Military HH: Yes	32% (126)	13% (50)	6% (26)	31% (122)	19% (74)	397
Military HH: No	28% (507)	14% (248)	10% (188)	33% (589)	15% (271)	1803
RD/WT: Right Direction	27% (196)	14% (101)	8% (61)	33% (240)	19% (140)	738
RD/WT: Wrong Track	30% (437)	13% (196)	10% (153)	32% (470)	14% (205)	1462
Trump Job Approve	27% (243)	14% (125)	8% (73)	33% (289)	18% (158)	888
Trump Job Disapprove	30% (366)	14% (165)	10% (122)	32% (384)	14% (171)	1208
Trump Job Strongly Approve	26% (115)	14% (62)	8% (36)	32% (140)	19% (85)	438
Trump Job Somewhat Approve	29% (129)	14% (63)	8% (37)	33% (149)	16% (73)	450
Trump Job Somewhat Disapprove	31% (81)	15% (39)	9% (24)	31% (82)	14% (37)	263
Trump Job Strongly Disapprove	30% (285)	13% (126)	10% (98)	32% (302)	14% (134)	945
#1 Issue: Economy	31% (203)	14% (92)	11% (75)	31% (203)	14% (90)	663
#1 Issue: Security	25% (114)	13% (61)	7% (32)	36% (163)	18% (82)	451
#1 Issue: Health Care	32% (100)	17% (53)	7% (23)	29% (91)	16% (50)	317
#1 Issue: Medicare / Social Security	22% (66)	9% (27)	9% (26)	39% (119)	21% (63)	301
#1 Issue: Women's Issues	36% (38)	12% (13)	12% (13)	24% (25)	15% (16)	104
#1 Issue: Education	35% (45)	12% (16)	15% (20)	28% (35)	10% (13)	129
#1 Issue: Energy	38% (39)	19% (19)	9% (10)	24% (25)	11% (11)	104
#1 Issue: Other	21% (27)	13% (17)	12% (16)	38% (50)	16% (21)	131
2018 House Vote: Democrat	31% (257)	15% (126)	10% (83)	31% (258)	13% (111)	835
2018 House Vote: Republican	30% (219)	15% (108)	7% (55)	32% (235)	17% (126)	742
2018 House Vote: Someone else	25% (24)	16% (16)	7% (7)	38% (37)	14% (14)	97
2018 House Vote: Didnt Vote	25% (129)	9% (47)	13% (69)	35% (181)	18% (93)	519
2016 Vote: Hillary Clinton	32% (222)	15% (101)	9% (61)	33% (224)	11% (77)	685
2016 Vote: Donald Trump	26% (197)	14% (110)	8% (59)	33% (257)	19% (147)	769
2016 Vote: Someone else	36% (69)	16% (31)	9% (18)	26% (50)	13% (26)	194
2016 Vote: Didnt Vote	27% (146)	10% (55)	14% (76)	33% (179)	17% (94)	549
Voted in 2014: Yes	29% (435)	15% (217)	8% (124)	32% (469)	16% (234)	1478
Voted in 2014: No	27% (198)	11% (81)	13% (90)	34% (242)	15% (111)	722

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**Table HR2\_4:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Amazon Prime Video

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	29% (633)	14% (297)	10% (214)	32% (711)	16% (345)	2200
2012 Vote: Barack Obama	31% (263)	14% (123)	10% (83)	30% (262)	15% (129)	861
2012 Vote: Mitt Romney	27% (166)	15% (91)	8% (48)	32% (193)	18% (110)	608
2012 Vote: Other	30% (33)	13% (14)	3% (4)	40% (44)	14% (16)	110
2012 Vote: Didn't Vote	28% (171)	11% (69)	13% (79)	34% (212)	14% (89)	620
4-Region: Northeast	34% (133)	13% (52)	8% (31)	33% (130)	12% (47)	393
4-Region: Midwest	27% (138)	12% (63)	9% (45)	32% (163)	19% (97)	505
4-Region: South	28% (232)	13% (105)	10% (81)	35% (288)	14% (116)	821
4-Region: West	27% (130)	16% (78)	12% (57)	27% (131)	18% (86)	481

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



**Table HR2\_5:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
*Hulu*

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	19% (411)	10% (224)	13% (296)	40% (873)	18% (396)	2200
Gender: Male	18% (183)	10% (105)	12% (126)	38% (396)	21% (219)	1030
Gender: Female	20% (228)	10% (119)	14% (170)	41% (476)	15% (177)	1170
Age: 18-29	33% (131)	14% (56)	20% (76)	22% (85)	11% (42)	391
Age: 30-44	23% (115)	12% (59)	20% (99)	36% (180)	9% (44)	495
Age: 45-54	16% (63)	11% (44)	14% (53)	43% (166)	16% (61)	387
Age: 55-64	14% (57)	8% (32)	8% (34)	47% (196)	23% (94)	415
Age: 65+	9% (46)	6% (33)	7% (33)	48% (245)	30% (155)	512
Generation Z: 18-21	32% (43)	17% (23)	20% (27)	23% (31)	9% (12)	136
Millennial: Age 22-37	29% (155)	12% (65)	21% (112)	27% (144)	9% (50)	526
Generation X: Age 38-53	18% (104)	12% (66)	14% (83)	42% (237)	14% (81)	570
Boomers: Age 54-72	12% (104)	7% (59)	9% (74)	47% (409)	25% (218)	864
PID: Dem (no lean)	21% (153)	12% (84)	15% (111)	35% (252)	17% (120)	721
PID: Ind (no lean)	18% (140)	11% (85)	14% (114)	39% (311)	19% (151)	801
PID: Rep (no lean)	17% (118)	8% (55)	11% (71)	46% (310)	18% (125)	679
PID/Gender: Dem Men	22% (68)	14% (42)	14% (42)	31% (95)	19% (58)	305
PID/Gender: Dem Women	21% (85)	10% (42)	17% (69)	38% (157)	15% (63)	415
PID/Gender: Ind Men	15% (56)	11% (41)	12% (44)	40% (150)	23% (87)	378
PID/Gender: Ind Women	20% (84)	10% (44)	17% (70)	38% (161)	15% (64)	422
PID/Gender: Rep Men	17% (59)	6% (22)	12% (40)	44% (151)	21% (74)	346
PID/Gender: Rep Women	18% (59)	10% (33)	9% (31)	48% (159)	15% (51)	333
Ideo: Liberal (1-3)	22% (134)	12% (74)	17% (105)	34% (211)	16% (96)	620
Ideo: Moderate (4)	18% (95)	11% (58)	12% (64)	40% (216)	20% (106)	538
Ideo: Conservative (5-7)	17% (130)	9% (70)	11% (84)	43% (336)	21% (166)	785

Continued on next page

**Table HR2\_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?**  
*Hulu*

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	19% (411)	10% (224)	13% (296)	40% (873)	18% (396)	2200
Educ: < College	20% (278)	10% (143)	14% (191)	40% (552)	16% (220)	1384
Educ: Bachelors degree	18% (96)	11% (57)	13% (66)	40% (209)	18% (93)	520
Educ: Post-grad	13% (38)	8% (24)	13% (38)	38% (112)	28% (83)	296
Income: Under 50k	19% (209)	10% (116)	14% (159)	39% (430)	18% (202)	1115
Income: 50k-100k	20% (148)	10% (72)	13% (94)	40% (298)	17% (129)	740
Income: 100k+	16% (55)	10% (36)	13% (43)	42% (145)	19% (66)	344
Ethnicity: White	19% (330)	10% (173)	13% (233)	40% (715)	18% (328)	1779
Ethnicity: Hispanic	26% (54)	10% (21)	17% (36)	36% (77)	12% (25)	213
Ethnicity: Afr. Am.	17% (48)	12% (34)	15% (42)	38% (105)	18% (50)	279
Ethnicity: Other	23% (33)	11% (16)	15% (22)	37% (53)	13% (18)	142
Relig: Protestant	13% (74)	11% (59)	10% (55)	45% (255)	21% (118)	562
Relig: Roman Catholic	22% (94)	9% (39)	11% (50)	37% (161)	21% (94)	438
Relig: Something Else	16% (37)	12% (28)	17% (38)	43% (100)	12% (27)	230
Relig: Evangelical	18% (159)	9% (83)	12% (107)	41% (364)	19% (165)	878
Relig: Non-Evang. Catholics	13% (47)	12% (43)	10% (36)	43% (152)	21% (73)	352
Relig: All Christian	17% (206)	10% (126)	12% (144)	42% (516)	19% (239)	1230
Relig: All Non-Christian	18% (39)	7% (15)	18% (38)	46% (99)	12% (26)	218
Community: Urban	21% (103)	11% (55)	14% (68)	36% (180)	18% (86)	493
Community: Suburban	19% (212)	10% (108)	13% (150)	40% (445)	18% (202)	1116
Community: Rural	16% (97)	10% (61)	13% (78)	42% (248)	18% (108)	592
Employ: Private Sector	22% (168)	11% (83)	14% (106)	36% (266)	17% (124)	747
Employ: Government	23% (33)	10% (14)	17% (25)	34% (49)	17% (24)	145
Employ: Self-Employed	12% (22)	12% (21)	20% (37)	44% (79)	12% (21)	180
Employ: Homemaker	19% (28)	10% (14)	17% (25)	43% (63)	10% (15)	145
Employ: Student	35% (30)	15% (13)	13% (11)	24% (21)	13% (12)	87
Employ: Retired	10% (53)	7% (39)	7% (39)	49% (263)	26% (137)	531
Employ: Unemployed	23% (47)	13% (25)	16% (32)	31% (64)	17% (35)	203
Employ: Other	18% (30)	9% (15)	13% (21)	42% (69)	18% (29)	163

Continued on next page

**Table HR2\_5: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?**  
 Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	19% (411)	10% (224)	13% (296)	40% (873)	18% (396)	2200
Military HH: Yes	14% (57)	10% (40)	12% (48)	42% (167)	21% (85)	397
Military HH: No	20% (354)	10% (184)	14% (248)	39% (706)	17% (311)	1803
RD/WT: Right Direction	17% (128)	9% (66)	10% (73)	43% (316)	21% (154)	738
RD/WT: Wrong Track	19% (283)	11% (158)	15% (222)	38% (557)	17% (242)	1462
Trump Job Approve	16% (143)	9% (76)	12% (103)	43% (383)	21% (183)	888
Trump Job Disapprove	21% (248)	11% (135)	14% (172)	38% (454)	16% (199)	1208
Trump Job Strongly Approve	15% (64)	7% (31)	9% (41)	47% (205)	22% (97)	438
Trump Job Somewhat Approve	18% (79)	10% (46)	14% (62)	39% (178)	19% (86)	450
Trump Job Somewhat Disapprove	20% (52)	12% (31)	14% (37)	39% (102)	16% (42)	263
Trump Job Strongly Disapprove	21% (196)	11% (104)	14% (135)	37% (352)	17% (157)	945
#1 Issue: Economy	19% (126)	11% (74)	15% (97)	41% (269)	15% (96)	663
#1 Issue: Security	15% (69)	8% (35)	8% (38)	45% (203)	23% (105)	451
#1 Issue: Health Care	18% (58)	10% (31)	19% (62)	36% (113)	17% (54)	317
#1 Issue: Medicare / Social Security	14% (43)	6% (17)	8% (25)	50% (149)	22% (66)	301
#1 Issue: Women's Issues	28% (29)	19% (20)	15% (16)	25% (26)	13% (13)	104
#1 Issue: Education	31% (40)	10% (13)	21% (27)	24% (31)	14% (19)	129
#1 Issue: Energy	20% (20)	18% (19)	23% (24)	31% (32)	9% (9)	104
#1 Issue: Other	19% (25)	11% (15)	6% (7)	38% (49)	26% (34)	131
2018 House Vote: Democrat	20% (163)	11% (90)	15% (128)	36% (301)	18% (153)	835
2018 House Vote: Republican	16% (117)	8% (59)	10% (72)	45% (335)	21% (159)	742
2018 House Vote: Someone else	17% (16)	11% (10)	9% (9)	46% (44)	18% (17)	97
2018 House Vote: Didnt Vote	22% (112)	12% (61)	17% (87)	37% (190)	13% (68)	519
2016 Vote: Hillary Clinton	21% (141)	11% (75)	14% (95)	38% (258)	17% (116)	685
2016 Vote: Donald Trump	14% (105)	8% (61)	11% (85)	45% (344)	23% (174)	769
2016 Vote: Someone else	19% (37)	11% (22)	14% (27)	39% (75)	17% (33)	194
2016 Vote: Didnt Vote	23% (129)	12% (65)	16% (89)	35% (193)	13% (73)	549
Voted in 2014: Yes	17% (249)	9% (140)	12% (173)	42% (625)	20% (292)	1478
Voted in 2014: No	23% (163)	12% (84)	17% (122)	34% (248)	14% (105)	722

Continued on next page

**Table HR2\_5:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Hulu

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	19% (411)	10% (224)	13% (296)	40% (873)	18% (396)	2200
2012 Vote: Barack Obama	20% (170)	11% (94)	15% (130)	37% (321)	17% (146)	861
2012 Vote: Mitt Romney	14% (85)	8% (46)	10% (59)	45% (273)	24% (145)	608
2012 Vote: Other	9% (10)	9% (10)	7% (8)	54% (60)	20% (22)	110
2012 Vote: Didn't Vote	24% (146)	12% (73)	16% (99)	35% (218)	13% (83)	620
4-Region: Northeast	21% (83)	7% (28)	12% (46)	42% (165)	18% (70)	393
4-Region: Midwest	19% (94)	10% (50)	13% (68)	36% (183)	22% (111)	505
4-Region: South	18% (147)	10% (84)	14% (116)	43% (349)	15% (125)	821
4-Region: West	18% (87)	13% (62)	14% (66)	36% (175)	19% (91)	481

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

**Table HR2\_6:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
*Sling Orange*

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	16%	(342)	1%	(20)	4%	(93)	32%	(706)	47%	(1040)	2200
Gender: Male	17%	(171)	1%	(9)	5%	(54)	35%	(357)	43%	(439)	1030
Gender: Female	15%	(171)	1%	(10)	3%	(39)	30%	(349)	51%	(601)	1170
Age: 18-29	11%	(44)	2%	(6)	8%	(32)	30%	(119)	49%	(190)	391
Age: 30-44	8%	(41)	1%	(7)	8%	(38)	35%	(173)	48%	(237)	495
Age: 45-54	15%	(59)	—	(1)	2%	(9)	40%	(154)	42%	(163)	387
Age: 55-64	20%	(83)	1%	(2)	2%	(10)	30%	(125)	47%	(193)	415
Age: 65+	22%	(113)	1%	(3)	1%	(4)	26%	(135)	50%	(256)	512
Generation Z: 18-21	13%	(18)	2%	(3)	6%	(8)	27%	(36)	51%	(70)	136
Millennial: Age 22-37	9%	(50)	1%	(7)	9%	(47)	33%	(173)	47%	(249)	526
Generation X: Age 38-53	12%	(70)	—	(3)	4%	(22)	39%	(221)	45%	(254)	570
Boomers: Age 54-72	21%	(182)	1%	(7)	2%	(15)	29%	(253)	47%	(408)	864
PID: Dem (no lean)	14%	(102)	1%	(8)	4%	(32)	33%	(237)	47%	(342)	721
PID: Ind (no lean)	17%	(140)	1%	(6)	4%	(35)	31%	(251)	46%	(368)	801
PID: Rep (no lean)	15%	(100)	1%	(5)	4%	(25)	32%	(218)	49%	(330)	679
PID/Gender: Dem Men	16%	(48)	1%	(3)	7%	(22)	33%	(100)	43%	(133)	305
PID/Gender: Dem Women	13%	(54)	1%	(5)	3%	(11)	33%	(137)	50%	(209)	415
PID/Gender: Ind Men	19%	(72)	1%	(4)	4%	(16)	36%	(135)	40%	(152)	378
PID/Gender: Ind Women	16%	(68)	1%	(3)	5%	(19)	28%	(117)	51%	(216)	422
PID/Gender: Rep Men	15%	(51)	1%	(2)	5%	(17)	35%	(122)	45%	(154)	346
PID/Gender: Rep Women	15%	(49)	1%	(3)	3%	(9)	29%	(96)	53%	(176)	333
Ideo: Liberal (1-3)	16%	(96)	1%	(5)	4%	(28)	35%	(219)	44%	(273)	620
Ideo: Moderate (4)	15%	(81)	1%	(6)	4%	(21)	33%	(178)	47%	(253)	538
Ideo: Conservative (5-7)	17%	(136)	1%	(8)	4%	(31)	30%	(238)	47%	(372)	785

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**Table HR2\_6:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Sling Orange

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	16% (342)	1% (20)	4% (93)	32% (706)	47% (1040)	2200
Educ: < College	14% (199)	1% (11)	5% (63)	33% (461)	47% (651)	1384
Educ: Bachelors degree	17% (89)	1% (5)	3% (18)	32% (167)	47% (242)	520
Educ: Post-grad	18% (54)	2% (5)	4% (12)	27% (79)	50% (147)	296
Income: Under 50k	15% (170)	1% (10)	5% (58)	31% (341)	48% (536)	1115
Income: 50k-100k	14% (105)	1% (7)	3% (24)	34% (252)	48% (353)	740
Income: 100k+	19% (67)	1% (3)	3% (11)	33% (112)	44% (151)	344
Ethnicity: White	16% (284)	1% (14)	4% (67)	31% (555)	48% (859)	1779
Ethnicity: Hispanic	11% (24)	4% (9)	7% (14)	38% (82)	39% (84)	213
Ethnicity: Afr. Am.	14% (39)	1% (3)	7% (19)	37% (103)	41% (115)	279
Ethnicity: Other	13% (18)	2% (3)	5% (6)	34% (49)	46% (65)	142
Relig: Protestant	17% (97)	— (2)	3% (17)	32% (178)	48% (268)	562
Relig: Roman Catholic	18% (78)	1% (5)	5% (20)	31% (134)	46% (200)	438
Relig: Something Else	14% (32)	2% (4)	4% (9)	34% (77)	47% (108)	230
Relig: Evangelical	16% (142)	1% (10)	4% (32)	32% (284)	47% (410)	878
Relig: Non-Evang. Catholics	19% (66)	— (1)	4% (14)	30% (104)	47% (167)	352
Relig: All Christian	17% (207)	1% (11)	4% (46)	32% (389)	47% (577)	1230
Relig: All Non-Christian	11% (25)	3% (6)	6% (13)	35% (75)	45% (98)	218
Community: Urban	13% (64)	2% (8)	5% (23)	35% (173)	46% (224)	493
Community: Suburban	18% (200)	1% (8)	4% (40)	32% (354)	46% (514)	1116
Community: Rural	13% (78)	1% (4)	5% (30)	30% (179)	51% (301)	592
Employ: Private Sector	15% (109)	2% (14)	6% (46)	30% (227)	47% (350)	747
Employ: Government	14% (21)	1% (1)	4% (5)	40% (57)	42% (60)	145
Employ: Self-Employed	12% (22)	— (0)	3% (6)	36% (65)	49% (88)	180
Employ: Homemaker	16% (23)	1% (2)	6% (8)	33% (47)	44% (64)	145
Employ: Student	12% (11)	1% (1)	6% (5)	27% (23)	54% (47)	87
Employ: Retired	20% (109)	— (1)	1% (6)	28% (149)	50% (266)	531
Employ: Unemployed	17% (35)	1% (1)	5% (10)	39% (78)	39% (78)	203
Employ: Other	8% (13)	— (0)	3% (6)	36% (58)	53% (86)	163

Continued on next page

**Table HR2\_6:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
*Sling Orange*

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	16% (342)	1% (20)	4% (93)	32% (706)	47% (1040)	2200
Military HH: Yes	18% (72)	2% (7)	2% (7)	36% (142)	43% (170)	397
Military HH: No	15% (270)	1% (13)	5% (86)	31% (564)	48% (870)	1803
RD/WT: Right Direction	17% (125)	1% (6)	4% (31)	32% (239)	46% (336)	738
RD/WT: Wrong Track	15% (216)	1% (13)	4% (62)	32% (467)	48% (703)	1462
Trump Job Approve	16% (143)	1% (9)	4% (39)	33% (291)	46% (407)	888
Trump Job Disapprove	15% (180)	1% (9)	4% (47)	33% (394)	48% (578)	1208
Trump Job Strongly Approve	17% (75)	— (0)	5% (20)	32% (141)	46% (201)	438
Trump Job Somewhat Approve	15% (68)	2% (9)	4% (19)	33% (149)	46% (206)	450
Trump Job Somewhat Disapprove	15% (39)	1% (4)	5% (14)	28% (73)	50% (133)	263
Trump Job Strongly Disapprove	15% (140)	1% (5)	3% (33)	34% (320)	47% (446)	945
#1 Issue: Economy	16% (104)	1% (6)	5% (33)	35% (235)	43% (286)	663
#1 Issue: Security	16% (74)	1% (6)	4% (19)	32% (145)	46% (207)	451
#1 Issue: Health Care	15% (47)	— (1)	3% (10)	33% (106)	48% (152)	317
#1 Issue: Medicare / Social Security	17% (52)	1% (2)	3% (11)	26% (80)	52% (157)	301
#1 Issue: Women's Issues	13% (14)	1% (1)	4% (4)	32% (33)	50% (52)	104
#1 Issue: Education	13% (16)	2% (3)	5% (7)	24% (32)	55% (71)	129
#1 Issue: Energy	14% (15)	— (0)	7% (7)	36% (38)	43% (45)	104
#1 Issue: Other	15% (19)	1% (1)	2% (3)	29% (38)	53% (70)	131
2018 House Vote: Democrat	15% (127)	1% (8)	4% (33)	33% (273)	47% (393)	835
2018 House Vote: Republican	17% (127)	1% (10)	4% (29)	31% (231)	47% (346)	742
2018 House Vote: Someone else	24% (23)	— (0)	2% (2)	36% (35)	38% (37)	97
2018 House Vote: Didnt Vote	12% (64)	— (2)	5% (27)	31% (163)	51% (262)	519
2016 Vote: Hillary Clinton	15% (105)	1% (6)	4% (27)	34% (232)	46% (315)	685
2016 Vote: Donald Trump	16% (126)	1% (6)	4% (29)	31% (238)	48% (370)	769
2016 Vote: Someone else	19% (37)	2% (4)	3% (6)	33% (64)	43% (83)	194
2016 Vote: Didnt Vote	13% (73)	1% (4)	6% (31)	31% (171)	49% (269)	549
Voted in 2014: Yes	16% (241)	1% (16)	4% (54)	32% (477)	47% (690)	1478
Voted in 2014: No	14% (101)	1% (4)	5% (39)	32% (229)	48% (349)	722

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**Table HR2\_6:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Sling Orange

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	16% (342)	1% (20)	4% (93)	32% (706)	47% (1040)	2200
2012 Vote: Barack Obama	15% (130)	1% (10)	4% (32)	34% (290)	46% (399)	861
2012 Vote: Mitt Romney	19% (112)	1% (5)	3% (20)	28% (173)	49% (297)	608
2012 Vote: Other	18% (20)	— (0)	4% (5)	41% (46)	36% (40)	110
2012 Vote: Didn't Vote	13% (80)	1% (5)	6% (36)	32% (197)	49% (302)	620
4-Region: Northeast	15% (61)	— (1)	3% (12)	34% (134)	47% (186)	393
4-Region: Midwest	17% (88)	— (1)	4% (19)	31% (155)	48% (242)	505
4-Region: South	14% (111)	1% (6)	5% (45)	33% (270)	47% (390)	821
4-Region: West	17% (82)	2% (12)	4% (17)	31% (148)	46% (222)	481

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



**Table HR2\_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Crackle**

<b>Demographic</b>	<b>I currently subscribe</b>		<b>I currently share a password on this account</b>		<b>I have subscribed in the past, but not now</b>		<b>I have heard of this, but have never subscribed</b>		<b>I have never heard of this</b>		<b>Total N</b>
Adults	15%	(328)	3%	(60)	5%	(112)	30%	(653)	48%	(1046)	2200
Gender: Male	16%	(167)	4%	(45)	6%	(66)	31%	(322)	42%	(430)	1030
Gender: Female	14%	(161)	1%	(15)	4%	(46)	28%	(332)	53%	(616)	1170
Age: 18-29	11%	(45)	3%	(14)	7%	(27)	34%	(132)	45%	(175)	391
Age: 30-44	12%	(58)	4%	(19)	9%	(43)	36%	(176)	40%	(199)	495
Age: 45-54	14%	(53)	4%	(14)	4%	(16)	35%	(136)	43%	(167)	387
Age: 55-64	18%	(77)	1%	(5)	3%	(13)	25%	(106)	52%	(214)	415
Age: 65+	19%	(95)	1%	(8)	3%	(14)	20%	(104)	57%	(291)	512
Generation Z: 18-21	13%	(17)	6%	(8)	4%	(6)	35%	(48)	42%	(57)	136
Millennial: Age 22-37	11%	(59)	3%	(18)	9%	(46)	35%	(185)	41%	(218)	526
Generation X: Age 38-53	13%	(72)	4%	(22)	6%	(33)	34%	(194)	44%	(249)	570
Boomers: Age 54-72	18%	(160)	1%	(11)	3%	(28)	25%	(212)	53%	(454)	864
PID: Dem (no lean)	13%	(94)	4%	(26)	7%	(51)	29%	(211)	47%	(339)	721
PID: Ind (no lean)	15%	(120)	3%	(26)	5%	(43)	32%	(255)	45%	(356)	801
PID: Rep (no lean)	17%	(114)	1%	(9)	3%	(18)	27%	(187)	52%	(351)	679
PID/Gender: Dem Men	15%	(45)	6%	(20)	10%	(30)	29%	(89)	40%	(121)	305
PID/Gender: Dem Women	12%	(48)	1%	(6)	5%	(21)	29%	(122)	53%	(218)	415
PID/Gender: Ind Men	16%	(60)	5%	(19)	6%	(24)	33%	(126)	39%	(148)	378
PID/Gender: Ind Women	14%	(60)	2%	(6)	5%	(19)	30%	(129)	49%	(208)	422
PID/Gender: Rep Men	18%	(61)	2%	(6)	3%	(12)	31%	(106)	47%	(161)	346
PID/Gender: Rep Women	16%	(53)	1%	(3)	2%	(7)	24%	(81)	57%	(190)	333
Ideo: Liberal (1-3)	14%	(85)	3%	(21)	7%	(44)	32%	(196)	44%	(275)	620
Ideo: Moderate (4)	16%	(87)	3%	(17)	5%	(24)	30%	(161)	46%	(249)	538
Ideo: Conservative (5-7)	17%	(133)	2%	(17)	4%	(29)	27%	(213)	50%	(392)	785

Continued on next page

**Table HR2\_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?**  
Crackle

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	15% (328)	3% (60)	5% (112)	30% (653)	48% (1046)	2200
Educ: < College	14% (189)	3% (46)	6% (84)	30% (416)	47% (649)	1384
Educ: Bachelors degree	16% (83)	1% (7)	5% (24)	31% (163)	47% (244)	520
Educ: Post-grad	19% (55)	3% (8)	2% (5)	25% (74)	52% (154)	296
Income: Under 50k	14% (157)	4% (39)	7% (78)	28% (308)	48% (534)	1115
Income: 50k-100k	15% (108)	2% (15)	4% (26)	32% (236)	48% (354)	740
Income: 100k+	18% (63)	2% (6)	2% (8)	32% (109)	46% (158)	344
Ethnicity: White	15% (270)	2% (38)	4% (78)	30% (526)	49% (867)	1779
Ethnicity: Hispanic	16% (34)	3% (6)	7% (14)	33% (70)	42% (89)	213
Ethnicity: Afr. Am.	13% (36)	7% (20)	9% (25)	30% (85)	40% (113)	279
Ethnicity: Other	15% (22)	1% (2)	7% (9)	30% (42)	47% (66)	142
Relig: Protestant	18% (99)	2% (10)	4% (20)	28% (158)	49% (275)	562
Relig: Roman Catholic	17% (74)	3% (14)	4% (18)	28% (124)	47% (208)	438
Relig: Something Else	11% (25)	2% (5)	9% (22)	34% (77)	44% (101)	230
Relig: Evangelical	16% (140)	2% (19)	5% (48)	31% (270)	46% (400)	878
Relig: Non-Evang. Catholics	17% (58)	3% (10)	3% (12)	25% (89)	52% (183)	352
Relig: All Christian	16% (199)	2% (30)	5% (60)	29% (359)	47% (583)	1230
Relig: All Non-Christian	9% (19)	3% (7)	7% (16)	30% (65)	51% (110)	218
Community: Urban	14% (71)	4% (18)	7% (36)	31% (151)	44% (217)	493
Community: Suburban	16% (182)	3% (30)	4% (50)	30% (334)	47% (519)	1116
Community: Rural	13% (74)	2% (12)	5% (27)	28% (168)	52% (310)	592
Employ: Private Sector	17% (125)	3% (26)	6% (46)	32% (235)	42% (314)	747
Employ: Government	15% (21)	1% (1)	4% (6)	33% (48)	47% (68)	145
Employ: Self-Employed	14% (25)	4% (7)	4% (8)	37% (66)	41% (75)	180
Employ: Homemaker	11% (16)	4% (5)	6% (8)	35% (50)	45% (65)	145
Employ: Student	13% (12)	3% (3)	2% (2)	32% (28)	49% (43)	87
Employ: Retired	17% (88)	1% (6)	2% (12)	21% (110)	59% (315)	531
Employ: Unemployed	13% (27)	4% (7)	6% (13)	31% (63)	46% (93)	203
Employ: Other	8% (14)	3% (5)	11% (18)	32% (52)	46% (74)	163

Continued on next page

**Table HR2\_7: Which option best describes your familiarity with each of the following TV and movie streaming subscription services?**  
Crackle

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	15% (328)	3% (60)	5% (112)	30% (653)	48% (1046)	2200
Military HH: Yes	15% (59)	2% (8)	4% (15)	29% (114)	51% (201)	397
Military HH: No	15% (269)	3% (52)	5% (97)	30% (539)	47% (846)	1803
RD/WT: Right Direction	17% (123)	4% (26)	4% (28)	29% (212)	47% (349)	738
RD/WT: Wrong Track	14% (205)	2% (34)	6% (85)	30% (441)	48% (697)	1462
Trump Job Approve	16% (144)	3% (25)	3% (30)	29% (260)	48% (429)	888
Trump Job Disapprove	14% (168)	3% (33)	6% (72)	30% (365)	47% (570)	1208
Trump Job Strongly Approve	19% (82)	1% (5)	3% (14)	29% (127)	48% (210)	438
Trump Job Somewhat Approve	14% (61)	5% (20)	3% (15)	30% (133)	49% (220)	450
Trump Job Somewhat Disapprove	15% (38)	4% (11)	6% (15)	24% (64)	51% (135)	263
Trump Job Strongly Disapprove	14% (130)	2% (22)	6% (57)	32% (301)	46% (435)	945
#1 Issue: Economy	15% (102)	3% (23)	7% (46)	29% (191)	45% (302)	663
#1 Issue: Security	16% (72)	2% (10)	3% (15)	32% (143)	47% (211)	451
#1 Issue: Health Care	14% (46)	3% (9)	3% (10)	31% (99)	48% (153)	317
#1 Issue: Medicare / Social Security	17% (52)	1% (3)	3% (8)	21% (64)	58% (173)	301
#1 Issue: Women's Issues	10% (11)	3% (3)	6% (6)	33% (34)	48% (51)	104
#1 Issue: Education	16% (21)	2% (3)	5% (7)	29% (37)	47% (60)	129
#1 Issue: Energy	12% (13)	5% (5)	7% (7)	38% (40)	38% (39)	104
#1 Issue: Other	9% (12)	3% (4)	9% (12)	34% (45)	44% (58)	131
2018 House Vote: Democrat	15% (122)	3% (28)	5% (46)	29% (243)	48% (397)	835
2018 House Vote: Republican	17% (127)	2% (15)	4% (30)	27% (204)	49% (366)	742
2018 House Vote: Someone else	16% (15)	2% (2)	4% (3)	34% (33)	44% (43)	97
2018 House Vote: Didnt Vote	12% (62)	3% (16)	6% (33)	33% (169)	46% (239)	519
2016 Vote: Hillary Clinton	14% (98)	2% (17)	6% (42)	29% (196)	49% (333)	685
2016 Vote: Donald Trump	18% (135)	3% (22)	3% (26)	26% (202)	50% (384)	769
2016 Vote: Someone else	17% (33)	2% (3)	7% (13)	32% (62)	42% (82)	194
2016 Vote: Didnt Vote	11% (62)	3% (19)	6% (31)	35% (192)	45% (246)	549
Voted in 2014: Yes	16% (234)	3% (43)	5% (76)	28% (419)	48% (708)	1478
Voted in 2014: No	13% (94)	2% (18)	5% (37)	32% (234)	47% (339)	722

Continued on next page

**Table HR2\_7:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Crackle

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	15% (328)	3% (60)	5% (112)	30% (653)	48% (1046)	2200
2012 Vote: Barack Obama	14% (122)	4% (32)	6% (55)	29% (251)	47% (402)	861
2012 Vote: Mitt Romney	19% (116)	1% (9)	3% (19)	25% (153)	51% (311)	608
2012 Vote: Other	20% (22)	1% (2)	3% (4)	37% (41)	38% (42)	110
2012 Vote: Didn't Vote	11% (68)	3% (18)	6% (34)	34% (208)	47% (291)	620
4-Region: Northeast	17% (66)	2% (9)	4% (16)	32% (126)	44% (175)	393
4-Region: Midwest	15% (77)	4% (18)	2% (12)	32% (160)	47% (238)	505
4-Region: South	12% (97)	3% (21)	7% (54)	28% (231)	51% (419)	821
4-Region: West	18% (88)	3% (12)	6% (30)	28% (135)	45% (215)	481

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

**Table HR2\_8:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	10% (226)	4% (83)	11% (241)	46% (1023)	29% (628)	2200
Gender: Male	11% (115)	5% (49)	9% (97)	46% (471)	29% (298)	1030
Gender: Female	9% (110)	3% (34)	12% (144)	47% (552)	28% (330)	1170
Age: 18-29	10% (39)	6% (24)	13% (52)	49% (192)	21% (84)	391
Age: 30-44	11% (56)	6% (28)	15% (74)	49% (243)	19% (94)	495
Age: 45-54	8% (30)	5% (20)	13% (49)	51% (196)	24% (92)	387
Age: 55-64	10% (42)	2% (8)	7% (29)	44% (182)	37% (154)	415
Age: 65+	11% (59)	1% (3)	7% (36)	41% (209)	40% (204)	512
Generation Z: 18-21	10% (14)	8% (11)	6% (9)	50% (68)	26% (35)	136
Millennial: Age 22-37	12% (61)	5% (25)	17% (89)	49% (258)	18% (94)	526
Generation X: Age 38-53	9% (49)	6% (34)	13% (72)	51% (288)	22% (127)	570
Boomers: Age 54-72	10% (90)	1% (10)	7% (65)	43% (369)	38% (330)	864
PID: Dem (no lean)	12% (87)	4% (28)	13% (95)	41% (297)	30% (214)	721
PID: Ind (no lean)	10% (78)	4% (33)	9% (74)	49% (396)	27% (220)	801
PID: Rep (no lean)	9% (60)	3% (22)	11% (72)	49% (330)	29% (194)	679
PID/Gender: Dem Men	14% (43)	6% (17)	11% (34)	39% (118)	31% (94)	305
PID/Gender: Dem Women	11% (44)	3% (11)	15% (62)	43% (179)	29% (120)	415
PID/Gender: Ind Men	10% (38)	6% (23)	7% (26)	49% (184)	28% (107)	378
PID/Gender: Ind Women	9% (40)	2% (10)	11% (48)	50% (212)	27% (112)	422
PID/Gender: Rep Men	10% (34)	3% (9)	11% (38)	49% (168)	28% (97)	346
PID/Gender: Rep Women	8% (26)	4% (13)	10% (34)	49% (162)	29% (97)	333
Ideo: Liberal (1-3)	13% (81)	5% (32)	15% (91)	41% (256)	26% (160)	620
Ideo: Moderate (4)	10% (56)	4% (22)	9% (51)	47% (251)	29% (158)	538
Ideo: Conservative (5-7)	9% (71)	3% (23)	10% (79)	48% (378)	30% (234)	785

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**Table HR2\_8:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	10% (226)	4% (83)	11% (241)	46% (1023)	29% (628)	2200
Educ: < College	8% (117)	3% (48)	11% (157)	49% (676)	28% (386)	1384
Educ: Bachelors degree	11% (57)	3% (18)	12% (61)	46% (238)	28% (147)	520
Educ: Post-grad	17% (52)	6% (17)	8% (23)	37% (109)	32% (95)	296
Income: Under 50k	9% (103)	3% (36)	11% (127)	47% (525)	29% (324)	1115
Income: 50k-100k	10% (77)	4% (26)	10% (78)	48% (353)	28% (207)	740
Income: 100k+	13% (46)	6% (21)	10% (36)	42% (146)	28% (97)	344
Ethnicity: White	10% (182)	4% (67)	11% (191)	47% (831)	29% (508)	1779
Ethnicity: Hispanic	8% (18)	6% (12)	16% (34)	49% (104)	21% (45)	213
Ethnicity: Afr. Am.	11% (30)	4% (10)	10% (28)	45% (125)	31% (86)	279
Ethnicity: Other	10% (13)	4% (6)	15% (21)	47% (67)	24% (34)	142
Relig: Protestant	9% (53)	1% (8)	8% (47)	48% (270)	33% (184)	562
Relig: Roman Catholic	12% (50)	4% (19)	11% (48)	41% (181)	32% (140)	438
Relig: Something Else	10% (22)	5% (11)	14% (31)	50% (116)	22% (50)	230
Relig: Evangelical	11% (95)	4% (31)	12% (107)	43% (378)	30% (267)	878
Relig: Non-Evang. Catholics	9% (31)	2% (7)	6% (20)	53% (188)	30% (106)	352
Relig: All Christian	10% (126)	3% (38)	10% (127)	46% (566)	30% (373)	1230
Relig: All Non-Christian	8% (17)	3% (7)	14% (30)	54% (118)	21% (46)	218
Community: Urban	11% (52)	6% (27)	11% (52)	47% (231)	26% (130)	493
Community: Suburban	11% (126)	4% (43)	12% (133)	44% (496)	29% (318)	1116
Community: Rural	8% (47)	2% (13)	10% (57)	50% (296)	30% (180)	592
Employ: Private Sector	10% (73)	5% (40)	12% (91)	48% (360)	24% (182)	747
Employ: Government	13% (19)	3% (4)	12% (17)	45% (65)	27% (39)	145
Employ: Self-Employed	12% (22)	7% (13)	13% (24)	44% (80)	23% (41)	180
Employ: Homemaker	9% (12)	2% (3)	11% (16)	50% (73)	28% (41)	145
Employ: Student	13% (11)	4% (4)	12% (11)	43% (37)	28% (24)	87
Employ: Retired	11% (57)	1% (6)	8% (41)	42% (223)	38% (204)	531
Employ: Unemployed	9% (18)	6% (11)	13% (27)	46% (93)	27% (54)	203
Employ: Other	8% (13)	1% (2)	9% (14)	56% (92)	26% (42)	163

Continued on next page

**Table HR2\_8:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	10% (226)	4% (83)	11% (241)	46% (1023)	29% (628)	2200
Military HH: Yes	12% (47)	3% (11)	11% (43)	43% (172)	31% (123)	397
Military HH: No	10% (178)	4% (72)	11% (198)	47% (851)	28% (505)	1803
RD/WT: Right Direction	10% (74)	4% (29)	10% (73)	47% (349)	29% (214)	738
RD/WT: Wrong Track	10% (152)	4% (54)	12% (169)	46% (674)	28% (414)	1462
Trump Job Approve	8% (71)	3% (25)	10% (91)	49% (438)	30% (262)	888
Trump Job Disapprove	12% (139)	4% (53)	12% (144)	45% (544)	27% (329)	1208
Trump Job Strongly Approve	8% (34)	2% (7)	10% (42)	50% (217)	31% (137)	438
Trump Job Somewhat Approve	8% (38)	4% (18)	11% (48)	49% (221)	28% (125)	450
Trump Job Somewhat Disapprove	12% (31)	5% (14)	9% (25)	47% (124)	27% (70)	263
Trump Job Strongly Disapprove	11% (108)	4% (39)	13% (119)	44% (420)	27% (259)	945
#1 Issue: Economy	10% (69)	3% (22)	14% (93)	47% (310)	25% (169)	663
#1 Issue: Security	8% (37)	3% (15)	8% (35)	50% (224)	31% (140)	451
#1 Issue: Health Care	12% (38)	5% (15)	7% (22)	47% (149)	30% (94)	317
#1 Issue: Medicare / Social Security	9% (26)	2% (6)	8% (24)	48% (145)	33% (100)	301
#1 Issue: Women's Issues	13% (14)	7% (7)	17% (18)	42% (44)	21% (22)	104
#1 Issue: Education	16% (21)	3% (4)	14% (18)	44% (57)	22% (29)	129
#1 Issue: Energy	13% (13)	6% (7)	18% (19)	35% (37)	27% (29)	104
#1 Issue: Other	5% (7)	5% (7)	10% (13)	44% (58)	35% (46)	131
2018 House Vote: Democrat	12% (104)	4% (34)	12% (98)	43% (355)	29% (243)	835
2018 House Vote: Republican	8% (63)	3% (24)	10% (78)	47% (349)	31% (228)	742
2018 House Vote: Someone else	13% (13)	5% (5)	5% (4)	57% (55)	21% (20)	97
2018 House Vote: Didnt Vote	9% (44)	4% (19)	12% (60)	50% (260)	26% (135)	519
2016 Vote: Hillary Clinton	13% (89)	5% (33)	13% (86)	42% (291)	27% (187)	685
2016 Vote: Donald Trump	8% (60)	3% (22)	10% (73)	47% (362)	33% (251)	769
2016 Vote: Someone else	13% (25)	4% (7)	12% (22)	46% (89)	26% (50)	194
2016 Vote: Didnt Vote	9% (51)	4% (21)	11% (58)	51% (280)	25% (138)	549
Voted in 2014: Yes	11% (157)	4% (54)	11% (158)	46% (675)	29% (435)	1478
Voted in 2014: No	10% (69)	4% (29)	11% (83)	48% (348)	27% (193)	722

Continued on next page

**Table HR2\_8:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
HBOGo / HBO Now

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	10% (226)	4% (83)	11% (241)	46% (1023)	29% (628)	2200
2012 Vote: Barack Obama	12% (100)	4% (37)	12% (101)	44% (379)	28% (245)	861
2012 Vote: Mitt Romney	10% (59)	2% (14)	9% (55)	46% (281)	33% (199)	608
2012 Vote: Other	8% (9)	1% (1)	11% (12)	53% (58)	27% (29)	110
2012 Vote: Didn't Vote	9% (58)	5% (30)	12% (73)	49% (305)	25% (154)	620
4-Region: Northeast	12% (49)	3% (11)	10% (40)	48% (189)	26% (104)	393
4-Region: Midwest	13% (65)	3% (16)	9% (47)	44% (224)	30% (153)	505
4-Region: South	8% (64)	5% (40)	11% (94)	50% (407)	26% (217)	821
4-Region: West	10% (48)	3% (15)	13% (61)	42% (203)	32% (153)	481

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



**Table HR2\_9:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
 Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	17% (366)	2% (40)	2% (47)	26% (576)	53% (1170)	2200
Gender: Male	19% (199)	3% (34)	3% (26)	29% (299)	46% (471)	1030
Gender: Female	14% (167)	1% (6)	2% (21)	24% (278)	60% (699)	1170
Age: 18-29	15% (60)	6% (22)	6% (23)	34% (135)	39% (152)	391
Age: 30-44	9% (47)	3% (13)	3% (14)	36% (179)	49% (244)	495
Age: 45-54	13% (52)	1% (4)	2% (7)	29% (110)	55% (213)	387
Age: 55-64	21% (86)	— (2)	1% (3)	20% (82)	58% (242)	415
Age: 65+	24% (122)	— (0)	— (0)	14% (71)	62% (319)	512
Generation Z: 18-21	19% (26)	7% (9)	7% (10)	38% (52)	29% (39)	136
Millennial: Age 22-37	11% (60)	4% (21)	4% (21)	36% (187)	45% (237)	526
Generation X: Age 38-53	12% (67)	1% (8)	2% (13)	31% (175)	54% (307)	570
Boomers: Age 54-72	22% (190)	— (2)	— (3)	17% (151)	60% (519)	864
PID: Dem (no lean)	15% (105)	1% (10)	2% (15)	26% (190)	56% (401)	721
PID: Ind (no lean)	18% (143)	3% (20)	3% (25)	26% (205)	51% (408)	801
PID: Rep (no lean)	17% (119)	1% (9)	1% (7)	27% (181)	53% (362)	679
PID/Gender: Dem Men	16% (50)	3% (9)	4% (12)	28% (86)	49% (148)	305
PID/Gender: Dem Women	13% (55)	— (1)	1% (3)	25% (103)	61% (252)	415
PID/Gender: Ind Men	21% (78)	5% (17)	2% (8)	27% (102)	46% (174)	378
PID/Gender: Ind Women	15% (64)	1% (3)	4% (17)	25% (104)	55% (234)	422
PID/Gender: Rep Men	21% (71)	2% (8)	2% (7)	32% (111)	43% (149)	346
PID/Gender: Rep Women	14% (47)	— (2)	— (1)	21% (71)	64% (213)	333
Ideo: Liberal (1-3)	17% (105)	2% (11)	2% (11)	29% (180)	50% (313)	620
Ideo: Moderate (4)	17% (89)	3% (16)	3% (16)	26% (142)	51% (275)	538
Ideo: Conservative (5-7)	18% (137)	1% (8)	1% (11)	24% (190)	56% (438)	785

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**Table HR2\_9:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	17% (366)	2% (40)	2% (47)	26% (576)	53% (1170)	2200
Educ: < College	16% (218)	2% (27)	3% (37)	27% (380)	52% (720)	1384
Educ: Bachelors degree	17% (86)	1% (6)	1% (6)	27% (138)	55% (284)	520
Educ: Post-grad	21% (62)	2% (6)	1% (4)	20% (58)	56% (166)	296
Income: Under 50k	17% (187)	2% (24)	3% (32)	25% (280)	53% (593)	1115
Income: 50k-100k	15% (109)	2% (13)	2% (13)	28% (206)	54% (400)	740
Income: 100k+	21% (71)	1% (3)	1% (2)	26% (91)	52% (178)	344
Ethnicity: White	17% (309)	1% (23)	2% (32)	25% (449)	54% (967)	1779
Ethnicity: Hispanic	12% (25)	4% (8)	2% (5)	32% (68)	51% (108)	213
Ethnicity: Afr. Am.	14% (38)	4% (12)	3% (7)	29% (82)	50% (140)	279
Ethnicity: Other	14% (19)	4% (5)	6% (8)	32% (46)	45% (63)	142
Relig: Protestant	19% (107)	1% (5)	1% (4)	24% (134)	55% (312)	562
Relig: Roman Catholic	19% (84)	1% (5)	2% (10)	22% (95)	56% (244)	438
Relig: Something Else	12% (28)	1% (2)	3% (7)	28% (64)	56% (128)	230
Relig: Evangelical	17% (153)	1% (9)	2% (17)	25% (220)	55% (479)	878
Relig: Non-Evang. Catholics	19% (66)	1% (3)	1% (4)	21% (74)	58% (205)	352
Relig: All Christian	18% (219)	1% (12)	2% (21)	24% (294)	56% (684)	1230
Relig: All Non-Christian	15% (33)	2% (4)	3% (7)	28% (62)	51% (112)	218
Community: Urban	16% (79)	4% (19)	3% (15)	28% (139)	49% (240)	493
Community: Suburban	18% (204)	2% (17)	2% (24)	26% (294)	52% (577)	1116
Community: Rural	14% (84)	1% (3)	1% (8)	24% (144)	60% (353)	592
Employ: Private Sector	15% (114)	3% (24)	2% (18)	27% (200)	52% (390)	747
Employ: Government	17% (24)	1% (1)	2% (3)	27% (39)	54% (78)	145
Employ: Self-Employed	13% (24)	1% (1)	3% (5)	35% (63)	48% (87)	180
Employ: Homemaker	13% (19)	— (1)	2% (3)	31% (45)	54% (78)	145
Employ: Student	16% (14)	5% (4)	7% (6)	37% (32)	35% (30)	87
Employ: Retired	22% (118)	— (0)	— (0)	17% (88)	61% (325)	531
Employ: Unemployed	18% (37)	4% (8)	5% (10)	33% (66)	41% (83)	203
Employ: Other	10% (16)	— (1)	2% (3)	27% (44)	61% (99)	163

Continued on next page

**Table HR2\_9:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	17% (366)	2% (40)	2% (47)	26% (576)	53% (1170)	2200
Military HH: Yes	17% (67)	1% (6)	1% (5)	25% (101)	55% (219)	397
Military HH: No	17% (300)	2% (34)	2% (42)	26% (475)	53% (952)	1803
RD/WT: Right Direction	17% (129)	3% (19)	2% (14)	27% (197)	52% (380)	738
RD/WT: Wrong Track	16% (238)	1% (21)	2% (33)	26% (380)	54% (790)	1462
Trump Job Approve	17% (151)	2% (19)	2% (17)	26% (231)	53% (470)	888
Trump Job Disapprove	16% (199)	1% (16)	2% (27)	26% (316)	54% (649)	1208
Trump Job Strongly Approve	19% (81)	1% (3)	1% (5)	26% (113)	54% (236)	438
Trump Job Somewhat Approve	15% (70)	4% (16)	3% (12)	26% (118)	52% (234)	450
Trump Job Somewhat Disapprove	17% (44)	3% (7)	3% (7)	22% (57)	56% (148)	263
Trump Job Strongly Disapprove	16% (155)	1% (9)	2% (21)	27% (260)	53% (501)	945
#1 Issue: Economy	17% (115)	2% (14)	3% (18)	26% (175)	51% (340)	663
#1 Issue: Security	16% (71)	2% (7)	1% (6)	27% (122)	54% (244)	451
#1 Issue: Health Care	15% (49)	2% (6)	3% (8)	27% (85)	53% (169)	317
#1 Issue: Medicare / Social Security	20% (59)	1% (2)	— (1)	19% (57)	60% (180)	301
#1 Issue: Women's Issues	13% (13)	2% (2)	2% (2)	32% (34)	51% (53)	104
#1 Issue: Education	15% (19)	3% (4)	2% (2)	35% (45)	45% (58)	129
#1 Issue: Energy	15% (16)	3% (3)	5% (5)	32% (33)	45% (47)	104
#1 Issue: Other	18% (24)	— (1)	3% (4)	19% (25)	59% (78)	131
2018 House Vote: Democrat	17% (144)	2% (17)	2% (19)	26% (215)	53% (441)	835
2018 House Vote: Republican	19% (141)	2% (13)	1% (7)	23% (172)	55% (410)	742
2018 House Vote: Someone else	21% (21)	— (0)	3% (3)	22% (21)	54% (52)	97
2018 House Vote: Didnt Vote	11% (59)	2% (10)	4% (18)	32% (164)	52% (267)	519
2016 Vote: Hillary Clinton	17% (117)	2% (13)	2% (13)	23% (158)	56% (384)	685
2016 Vote: Donald Trump	19% (148)	2% (12)	1% (9)	24% (181)	54% (419)	769
2016 Vote: Someone else	21% (41)	1% (3)	1% (2)	27% (53)	49% (95)	194
2016 Vote: Didnt Vote	11% (61)	2% (13)	4% (23)	33% (182)	49% (271)	549
Voted in 2014: Yes	18% (259)	2% (23)	1% (21)	24% (351)	56% (825)	1478
Voted in 2014: No	15% (108)	2% (17)	4% (26)	31% (225)	48% (346)	722

Continued on next page

**Table HR2\_9:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Twitch

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	17% (366)	2% (40)	2% (47)	26% (576)	53% (1170)	2200
2012 Vote: Barack Obama	17% (149)	2% (17)	1% (13)	25% (211)	55% (471)	861
2012 Vote: Mitt Romney	20% (120)	1% (4)	1% (6)	22% (132)	57% (347)	608
2012 Vote: Other	21% (23)	1% (1)	— (1)	25% (28)	52% (58)	110
2012 Vote: Didn't Vote	12% (75)	3% (18)	4% (28)	33% (206)	47% (293)	620
4-Region: Northeast	16% (62)	1% (3)	2% (8)	26% (100)	56% (220)	393
4-Region: Midwest	20% (102)	1% (5)	2% (9)	26% (133)	51% (256)	505
4-Region: South	14% (111)	2% (20)	2% (14)	27% (224)	55% (452)	821
4-Region: West	19% (92)	3% (12)	3% (15)	25% (119)	50% (242)	481

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

**Table HR2\_10:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Vevo

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	14%	(300)	1%	(21)	3%	(69)	36%	(792)	46%	(1018)	2200
Gender: Male	15%	(156)	1%	(10)	3%	(35)	36%	(369)	45%	(460)	1030
Gender: Female	12%	(144)	1%	(11)	3%	(34)	36%	(423)	48%	(559)	1170
Age: 18-29	6%	(22)	2%	(10)	6%	(22)	54%	(213)	32%	(124)	391
Age: 30-44	6%	(30)	1%	(6)	5%	(27)	51%	(253)	36%	(180)	495
Age: 45-54	12%	(48)	1%	(5)	4%	(17)	40%	(156)	42%	(162)	387
Age: 55-64	20%	(81)	—	(0)	1%	(3)	25%	(104)	55%	(227)	415
Age: 65+	23%	(119)	—	(0)	—	(0)	13%	(67)	64%	(326)	512
Generation Z: 18-21	8%	(11)	3%	(4)	6%	(8)	57%	(77)	27%	(36)	136
Millennial: Age 22-37	5%	(28)	2%	(11)	6%	(30)	53%	(280)	34%	(176)	526
Generation X: Age 38-53	10%	(55)	1%	(6)	5%	(28)	43%	(248)	41%	(234)	570
Boomers: Age 54-72	21%	(182)	—	(0)	—	(3)	20%	(175)	58%	(504)	864
PID: Dem (no lean)	13%	(93)	1%	(4)	4%	(26)	38%	(272)	45%	(326)	721
PID: Ind (no lean)	13%	(106)	1%	(9)	4%	(29)	37%	(298)	45%	(357)	801
PID: Rep (no lean)	15%	(101)	1%	(8)	2%	(13)	33%	(222)	49%	(335)	679
PID/Gender: Dem Men	15%	(46)	1%	(3)	4%	(13)	37%	(113)	43%	(131)	305
PID/Gender: Dem Women	11%	(47)	—	(1)	3%	(14)	38%	(158)	47%	(196)	415
PID/Gender: Ind Men	14%	(55)	1%	(3)	3%	(12)	36%	(137)	45%	(172)	378
PID/Gender: Ind Women	12%	(52)	2%	(7)	4%	(17)	38%	(161)	44%	(186)	422
PID/Gender: Rep Men	16%	(55)	1%	(4)	3%	(10)	34%	(119)	46%	(157)	346
PID/Gender: Rep Women	14%	(46)	1%	(4)	1%	(3)	31%	(103)	53%	(177)	333
Ideo: Liberal (1-3)	12%	(73)	1%	(4)	4%	(27)	40%	(248)	43%	(269)	620
Ideo: Moderate (4)	14%	(78)	1%	(3)	3%	(19)	35%	(190)	46%	(249)	538
Ideo: Conservative (5-7)	16%	(125)	1%	(9)	2%	(13)	31%	(243)	50%	(395)	785

Continued on next page

**Table HR2\_10:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	14% (300)	1% (21)	3% (69)	36% (792)	46% (1018)	2200
Educ: < College	13% (176)	1% (11)	3% (48)	38% (520)	45% (629)	1384
Educ: Bachelors degree	14% (71)	1% (5)	3% (13)	37% (193)	46% (238)	520
Educ: Post-grad	18% (53)	2% (5)	2% (7)	27% (79)	51% (151)	296
Income: Under 50k	13% (145)	1% (11)	3% (39)	36% (396)	47% (524)	1115
Income: 50k-100k	12% (88)	1% (8)	3% (20)	39% (288)	46% (337)	740
Income: 100k+	20% (68)	1% (2)	3% (9)	31% (108)	46% (157)	344
Ethnicity: White	15% (259)	1% (15)	3% (45)	34% (609)	48% (852)	1779
Ethnicity: Hispanic	8% (18)	1% (3)	5% (11)	49% (104)	36% (78)	213
Ethnicity: Afr. Am.	10% (29)	2% (4)	5% (15)	42% (117)	41% (114)	279
Ethnicity: Other	8% (12)	2% (2)	6% (9)	47% (66)	37% (53)	142
Relig: Protestant	17% (97)	1% (3)	2% (11)	28% (155)	53% (295)	562
Relig: Roman Catholic	18% (78)	1% (3)	3% (14)	31% (136)	47% (208)	438
Relig: Something Else	9% (22)	— (1)	2% (5)	45% (104)	43% (99)	230
Relig: Evangelical	16% (137)	— (4)	3% (22)	34% (302)	47% (412)	878
Relig: Non-Evang. Catholics	17% (59)	1% (2)	2% (8)	27% (94)	54% (190)	352
Relig: All Christian	16% (196)	1% (6)	2% (30)	32% (395)	49% (602)	1230
Relig: All Non-Christian	11% (25)	1% (3)	4% (8)	45% (97)	39% (85)	218
Community: Urban	11% (56)	2% (8)	5% (24)	39% (194)	43% (210)	493
Community: Suburban	15% (164)	1% (9)	3% (29)	35% (391)	47% (523)	1116
Community: Rural	13% (80)	1% (4)	3% (15)	35% (207)	48% (285)	592
Employ: Private Sector	14% (101)	2% (14)	4% (30)	37% (279)	43% (323)	747
Employ: Government	11% (16)	— (1)	2% (3)	51% (74)	35% (51)	145
Employ: Self-Employed	11% (19)	1% (3)	6% (10)	40% (73)	42% (76)	180
Employ: Homemaker	9% (13)	— (0)	4% (6)	42% (61)	45% (65)	145
Employ: Student	6% (5)	— (0)	7% (6)	50% (44)	36% (31)	87
Employ: Retired	21% (112)	— (0)	— (0)	17% (88)	62% (331)	531
Employ: Unemployed	11% (21)	2% (4)	4% (8)	48% (98)	35% (71)	203
Employ: Other	7% (12)	— (0)	3% (5)	47% (76)	43% (70)	163

Continued on next page

**Table HR2\_10:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
 Vevo

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	14% (300)	1% (21)	3% (69)	36% (792)	46% (1018)	2200
Military HH: Yes	17% (67)	1% (6)	2% (7)	32% (126)	48% (190)	397
Military HH: No	13% (233)	1% (16)	3% (62)	37% (666)	46% (828)	1803
RD/WT: Right Direction	17% (125)	2% (11)	3% (21)	31% (232)	47% (348)	738
RD/WT: Wrong Track	12% (175)	1% (10)	3% (47)	38% (560)	46% (670)	1462
Trump Job Approve	16% (142)	1% (8)	3% (24)	33% (293)	47% (421)	888
Trump Job Disapprove	12% (146)	1% (9)	4% (43)	38% (456)	46% (554)	1208
Trump Job Strongly Approve	18% (79)	1% (3)	2% (8)	29% (128)	50% (220)	438
Trump Job Somewhat Approve	14% (63)	1% (5)	4% (16)	37% (165)	45% (201)	450
Trump Job Somewhat Disapprove	13% (34)	2% (4)	3% (9)	33% (86)	49% (130)	263
Trump Job Strongly Disapprove	12% (112)	1% (5)	4% (35)	39% (370)	45% (424)	945
#1 Issue: Economy	13% (85)	1% (6)	4% (26)	42% (278)	40% (267)	663
#1 Issue: Security	16% (72)	1% (4)	2% (10)	32% (143)	49% (222)	451
#1 Issue: Health Care	13% (43)	2% (6)	3% (8)	31% (100)	51% (161)	317
#1 Issue: Medicare / Social Security	18% (54)	— (1)	1% (3)	24% (71)	57% (172)	301
#1 Issue: Women's Issues	7% (8)	3% (3)	8% (8)	48% (50)	34% (35)	104
#1 Issue: Education	11% (14)	2% (2)	5% (7)	45% (58)	37% (48)	129
#1 Issue: Energy	10% (10)	— (0)	2% (2)	47% (49)	41% (43)	104
#1 Issue: Other	12% (15)	— (0)	3% (4)	32% (42)	53% (69)	131
2018 House Vote: Democrat	13% (112)	1% (7)	4% (35)	34% (288)	47% (394)	835
2018 House Vote: Republican	17% (129)	1% (8)	2% (15)	30% (222)	50% (368)	742
2018 House Vote: Someone else	12% (12)	1% (1)	3% (3)	33% (32)	51% (49)	97
2018 House Vote: Didnt Vote	9% (46)	1% (6)	3% (15)	47% (246)	40% (206)	519
2016 Vote: Hillary Clinton	13% (86)	1% (6)	4% (28)	33% (224)	50% (340)	685
2016 Vote: Donald Trump	19% (146)	1% (7)	2% (15)	29% (223)	49% (378)	769
2016 Vote: Someone else	13% (26)	— (0)	3% (5)	40% (77)	44% (85)	194
2016 Vote: Didnt Vote	8% (42)	1% (8)	4% (20)	48% (266)	39% (213)	549
Voted in 2014: Yes	16% (230)	1% (11)	3% (43)	31% (455)	50% (740)	1478
Voted in 2014: No	10% (70)	1% (10)	4% (26)	47% (337)	39% (278)	722

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**Table HR2\_10:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Vevo

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	14% (300)	1% (21)	3% (69)	36% (792)	46% (1018)	2200
2012 Vote: Barack Obama	14% (120)	1% (9)	4% (31)	33% (285)	48% (416)	861
2012 Vote: Mitt Romney	19% (116)	1% (4)	2% (10)	28% (169)	51% (310)	608
2012 Vote: Other	13% (14)	— (0)	2% (2)	31% (34)	54% (59)	110
2012 Vote: Didn't Vote	8% (49)	1% (9)	4% (26)	49% (304)	37% (232)	620
4-Region: Northeast	15% (58)	1% (3)	3% (13)	37% (144)	44% (175)	393
4-Region: Midwest	16% (80)	1% (5)	3% (14)	36% (181)	45% (225)	505
4-Region: South	11% (90)	1% (10)	3% (27)	36% (295)	49% (399)	821
4-Region: West	15% (72)	1% (4)	3% (15)	36% (171)	46% (219)	481

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



**Table HR2\_11:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
 YouTube Red

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	11%	(249)	2%	(33)	5%	(109)	45%	(979)	38%	(829)	2200
Gender: Male	12%	(123)	2%	(21)	6%	(57)	45%	(463)	36%	(366)	1030
Gender: Female	11%	(126)	1%	(12)	4%	(52)	44%	(517)	40%	(463)	1170
Age: 18-29	8%	(33)	3%	(12)	13%	(49)	52%	(204)	24%	(94)	391
Age: 30-44	7%	(34)	2%	(11)	7%	(36)	56%	(276)	28%	(139)	495
Age: 45-54	8%	(33)	2%	(7)	4%	(15)	50%	(194)	36%	(138)	387
Age: 55-64	13%	(53)	1%	(2)	2%	(8)	37%	(155)	47%	(196)	415
Age: 65+	19%	(97)	—	(1)	—	(1)	29%	(150)	51%	(263)	512
Generation Z: 18-21	12%	(16)	2%	(3)	18%	(24)	43%	(58)	25%	(34)	136
Millennial: Age 22-37	7%	(37)	3%	(15)	9%	(48)	57%	(301)	24%	(126)	526
Generation X: Age 38-53	8%	(43)	2%	(12)	5%	(26)	52%	(294)	34%	(195)	570
Boomers: Age 54-72	16%	(135)	—	(3)	1%	(11)	36%	(310)	47%	(405)	864
PID: Dem (no lean)	10%	(75)	2%	(12)	5%	(36)	46%	(335)	37%	(263)	721
PID: Ind (no lean)	11%	(88)	2%	(13)	7%	(53)	44%	(351)	37%	(296)	801
PID: Rep (no lean)	13%	(86)	1%	(9)	3%	(20)	43%	(293)	40%	(270)	679
PID/Gender: Dem Men	12%	(38)	3%	(9)	5%	(16)	47%	(144)	32%	(99)	305
PID/Gender: Dem Women	9%	(37)	1%	(2)	5%	(20)	46%	(191)	40%	(164)	415
PID/Gender: Ind Men	12%	(44)	1%	(5)	7%	(27)	43%	(164)	37%	(139)	378
PID/Gender: Ind Women	10%	(43)	2%	(8)	6%	(26)	44%	(187)	37%	(158)	422
PID/Gender: Rep Men	12%	(41)	2%	(7)	4%	(14)	45%	(155)	37%	(129)	346
PID/Gender: Rep Women	14%	(46)	—	(2)	2%	(6)	42%	(139)	42%	(141)	333
Ideo: Liberal (1-3)	10%	(62)	1%	(8)	7%	(43)	48%	(298)	34%	(209)	620
Ideo: Moderate (4)	11%	(59)	1%	(7)	5%	(26)	43%	(231)	40%	(215)	538
Ideo: Conservative (5-7)	13%	(104)	2%	(15)	2%	(18)	42%	(333)	40%	(315)	785

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**Table HR2\_11:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
YouTube Red

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	11% (249)	2% (33)	5% (109)	45% (979)	38% (829)	2200
Educ: < College	11% (154)	2% (22)	6% (84)	46% (632)	36% (492)	1384
Educ: Bachelors degree	10% (50)	1% (8)	3% (15)	48% (248)	38% (199)	520
Educ: Post-grad	15% (45)	1% (4)	3% (10)	34% (100)	47% (138)	296
Income: Under 50k	12% (132)	2% (19)	6% (67)	44% (487)	37% (411)	1115
Income: 50k-100k	10% (72)	1% (11)	4% (28)	48% (356)	37% (273)	740
Income: 100k+	13% (45)	1% (4)	4% (14)	40% (136)	42% (145)	344
Ethnicity: White	12% (213)	1% (24)	4% (70)	43% (767)	40% (706)	1779
Ethnicity: Hispanic	11% (23)	1% (3)	7% (15)	55% (117)	26% (56)	213
Ethnicity: Afr. Am.	8% (21)	2% (6)	10% (28)	49% (136)	31% (88)	279
Ethnicity: Other	11% (15)	2% (3)	8% (11)	54% (77)	25% (36)	142
Relig: Protestant	13% (71)	— (2)	2% (9)	43% (241)	43% (239)	562
Relig: Roman Catholic	15% (66)	2% (7)	2% (9)	38% (168)	43% (188)	438
Relig: Something Else	9% (21)	3% (7)	6% (13)	54% (124)	28% (65)	230
Relig: Evangelical	13% (111)	2% (15)	3% (24)	44% (387)	39% (343)	878
Relig: Non-Evang. Catholics	13% (47)	— (2)	2% (8)	41% (146)	42% (149)	352
Relig: All Christian	13% (158)	1% (16)	3% (32)	43% (533)	40% (492)	1230
Relig: All Non-Christian	11% (24)	— (1)	10% (22)	47% (102)	32% (69)	218
Community: Urban	10% (47)	3% (16)	7% (35)	48% (234)	32% (160)	493
Community: Suburban	12% (129)	1% (12)	4% (46)	44% (488)	39% (440)	1116
Community: Rural	12% (73)	1% (6)	5% (27)	43% (257)	39% (229)	592
Employ: Private Sector	10% (77)	2% (18)	5% (35)	45% (338)	37% (279)	747
Employ: Government	10% (14)	— (1)	4% (6)	53% (76)	33% (48)	145
Employ: Self-Employed	9% (16)	— (1)	11% (19)	50% (91)	29% (53)	180
Employ: Homemaker	9% (13)	2% (3)	5% (8)	53% (76)	31% (45)	145
Employ: Student	7% (6)	1% (1)	12% (11)	51% (44)	28% (25)	87
Employ: Retired	17% (89)	— (3)	1% (3)	32% (170)	50% (267)	531
Employ: Unemployed	11% (22)	2% (4)	8% (16)	48% (97)	32% (65)	203
Employ: Other	8% (12)	2% (4)	7% (12)	54% (87)	29% (48)	163

Continued on next page

**Table HR2\_11:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
YouTube Red

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	11% (249)	2% (33)	5% (109)	45% (979)	38% (829)	2200
Military HH: Yes	16% (63)	2% (8)	2% (9)	38% (153)	41% (164)	397
Military HH: No	10% (186)	1% (25)	6% (99)	46% (827)	37% (665)	1803
RD/WT: Right Direction	14% (101)	3% (19)	4% (28)	40% (292)	40% (298)	738
RD/WT: Wrong Track	10% (148)	1% (15)	6% (81)	47% (688)	36% (531)	1462
Trump Job Approve	13% (114)	2% (17)	4% (34)	42% (372)	39% (350)	888
Trump Job Disapprove	10% (124)	1% (14)	5% (65)	46% (558)	37% (447)	1208
Trump Job Strongly Approve	15% (67)	1% (6)	4% (17)	40% (175)	39% (172)	438
Trump Job Somewhat Approve	10% (47)	2% (11)	4% (17)	44% (197)	40% (178)	450
Trump Job Somewhat Disapprove	12% (31)	4% (10)	5% (14)	40% (104)	40% (104)	263
Trump Job Strongly Disapprove	10% (93)	— (4)	5% (52)	48% (454)	36% (343)	945
#1 Issue: Economy	12% (81)	2% (12)	6% (39)	47% (309)	33% (222)	663
#1 Issue: Security	13% (58)	1% (4)	3% (16)	39% (178)	43% (196)	451
#1 Issue: Health Care	11% (34)	2% (6)	4% (13)	47% (148)	37% (116)	317
#1 Issue: Medicare / Social Security	12% (36)	2% (5)	2% (5)	36% (109)	48% (146)	301
#1 Issue: Women's Issues	8% (9)	2% (2)	10% (10)	52% (55)	27% (29)	104
#1 Issue: Education	7% (10)	1% (2)	8% (11)	51% (66)	32% (41)	129
#1 Issue: Energy	10% (11)	3% (3)	9% (10)	50% (52)	27% (28)	104
#1 Issue: Other	9% (11)	— (0)	4% (5)	48% (62)	40% (52)	131
2018 House Vote: Democrat	10% (83)	1% (12)	5% (39)	46% (380)	38% (321)	835
2018 House Vote: Republican	14% (106)	2% (12)	3% (22)	39% (293)	42% (309)	742
2018 House Vote: Someone else	10% (10)	2% (2)	4% (4)	42% (40)	42% (40)	97
2018 House Vote: Didnt Vote	9% (48)	1% (6)	8% (44)	51% (263)	30% (157)	519
2016 Vote: Hillary Clinton	10% (70)	2% (12)	5% (36)	44% (303)	39% (264)	685
2016 Vote: Donald Trump	15% (116)	1% (11)	3% (21)	39% (300)	42% (320)	769
2016 Vote: Someone else	11% (21)	— (1)	4% (8)	50% (97)	34% (67)	194
2016 Vote: Didnt Vote	8% (42)	2% (9)	8% (42)	51% (279)	32% (177)	549
Voted in 2014: Yes	12% (181)	2% (23)	4% (55)	43% (632)	40% (588)	1478
Voted in 2014: No	10% (69)	1% (10)	7% (54)	48% (348)	33% (241)	722

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**Table HR2\_11:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
YouTube Red

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	11% (249)	2% (33)	5% (109)	45% (979)	38% (829)	2200
2012 Vote: Barack Obama	11% (94)	1% (10)	4% (35)	45% (386)	39% (336)	861
2012 Vote: Mitt Romney	14% (87)	1% (5)	3% (18)	38% (231)	44% (266)	608
2012 Vote: Other	13% (14)	3% (3)	2% (2)	47% (52)	35% (39)	110
2012 Vote: Didn't Vote	9% (54)	2% (15)	9% (53)	50% (311)	30% (188)	620
4-Region: Northeast	12% (45)	1% (5)	2% (8)	48% (190)	37% (144)	393
4-Region: Midwest	14% (69)	2% (9)	4% (19)	42% (211)	39% (198)	505
4-Region: South	9% (75)	2% (17)	7% (55)	45% (368)	37% (307)	821
4-Region: West	12% (60)	1% (3)	6% (28)	44% (211)	37% (180)	481

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

**Table HR2\_12:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
 YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	9% (208)	2% (40)	4% (84)	50% (1092)	35% (777)	2200
Gender: Male	10% (103)	2% (21)	4% (39)	49% (503)	35% (364)	1030
Gender: Female	9% (104)	2% (19)	4% (45)	50% (589)	35% (413)	1170
Age: 18-29	5% (20)	3% (13)	5% (19)	59% (231)	28% (108)	391
Age: 30-44	7% (34)	3% (13)	5% (24)	59% (295)	26% (129)	495
Age: 45-54	9% (34)	1% (6)	4% (15)	55% (211)	31% (121)	387
Age: 55-64	12% (49)	1% (5)	2% (9)	40% (168)	44% (183)	415
Age: 65+	14% (70)	1% (3)	3% (16)	37% (187)	46% (235)	512
Generation Z: 18-21	6% (8)	3% (5)	7% (9)	51% (70)	33% (45)	136
Millennial: Age 22-37	6% (30)	3% (15)	5% (26)	63% (330)	24% (125)	526
Generation X: Age 38-53	8% (45)	2% (12)	4% (20)	55% (313)	31% (179)	570
Boomers: Age 54-72	13% (109)	1% (6)	3% (27)	40% (346)	43% (375)	864
PID: Dem (no lean)	9% (61)	2% (13)	5% (38)	49% (356)	35% (253)	721
PID: Ind (no lean)	10% (79)	2% (15)	4% (29)	50% (401)	35% (277)	801
PID: Rep (no lean)	10% (67)	2% (12)	3% (17)	49% (335)	36% (247)	679
PID/Gender: Dem Men	9% (29)	3% (9)	6% (18)	47% (144)	35% (106)	305
PID/Gender: Dem Women	8% (33)	1% (4)	5% (19)	51% (212)	35% (147)	415
PID/Gender: Ind Men	10% (38)	1% (4)	2% (9)	50% (188)	37% (140)	378
PID/Gender: Ind Women	10% (41)	3% (11)	5% (20)	50% (213)	32% (137)	422
PID/Gender: Rep Men	11% (37)	2% (8)	3% (12)	50% (171)	34% (117)	346
PID/Gender: Rep Women	9% (30)	1% (4)	2% (6)	49% (163)	39% (129)	333
Ideo: Liberal (1-3)	8% (50)	2% (12)	6% (36)	49% (306)	35% (216)	620
Ideo: Moderate (4)	10% (52)	1% (7)	2% (11)	51% (277)	36% (191)	538
Ideo: Conservative (5-7)	11% (85)	2% (16)	2% (19)	48% (375)	37% (291)	785

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**Table HR2\_12:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	9% (208)	2% (40)	4% (84)	50% (1092)	35% (777)	2200
Educ: < College	9% (130)	2% (24)	4% (56)	53% (728)	32% (445)	1384
Educ: Bachelors degree	9% (44)	2% (8)	3% (18)	49% (255)	37% (195)	520
Educ: Post-grad	11% (33)	3% (7)	3% (10)	37% (109)	46% (136)	296
Income: Under 50k	10% (113)	2% (18)	5% (51)	50% (556)	34% (377)	1115
Income: 50k-100k	8% (60)	2% (12)	3% (20)	54% (397)	34% (250)	740
Income: 100k+	10% (34)	3% (10)	4% (12)	40% (139)	43% (150)	344
Ethnicity: White	10% (173)	2% (31)	3% (60)	48% (863)	37% (653)	1779
Ethnicity: Hispanic	8% (18)	2% (4)	8% (18)	54% (115)	27% (57)	213
Ethnicity: Afr. Am.	8% (21)	2% (6)	5% (15)	54% (152)	30% (84)	279
Ethnicity: Other	9% (13)	1% (2)	6% (9)	55% (77)	28% (40)	142
Relig: Protestant	11% (62)	1% (5)	2% (9)	46% (260)	40% (225)	562
Relig: Roman Catholic	12% (50)	1% (6)	4% (18)	45% (197)	38% (167)	438
Relig: Something Else	7% (16)	3% (8)	2% (5)	60% (139)	27% (62)	230
Relig: Evangelical	10% (85)	2% (15)	2% (21)	49% (435)	37% (322)	878
Relig: Non-Evang. Catholics	13% (44)	1% (3)	3% (10)	46% (162)	38% (132)	352
Relig: All Christian	10% (129)	2% (19)	3% (32)	49% (597)	37% (454)	1230
Relig: All Non-Christian	11% (25)	2% (4)	6% (13)	57% (123)	24% (53)	218
Community: Urban	9% (45)	3% (13)	5% (24)	51% (251)	32% (160)	493
Community: Suburban	10% (107)	2% (18)	3% (37)	47% (527)	38% (426)	1116
Community: Rural	9% (56)	1% (8)	4% (23)	53% (314)	32% (190)	592
Employ: Private Sector	9% (66)	3% (21)	3% (25)	48% (358)	37% (277)	747
Employ: Government	10% (15)	1% (2)	2% (4)	53% (77)	33% (47)	145
Employ: Self-Employed	10% (17)	2% (3)	6% (11)	58% (104)	25% (45)	180
Employ: Homemaker	7% (11)	1% (1)	5% (8)	59% (86)	27% (39)	145
Employ: Student	4% (4)	1% (1)	4% (3)	53% (46)	38% (33)	87
Employ: Retired	13% (69)	1% (5)	4% (19)	39% (205)	44% (233)	531
Employ: Unemployed	8% (16)	2% (4)	4% (8)	55% (112)	31% (63)	203
Employ: Other	7% (11)	1% (2)	4% (7)	63% (103)	25% (40)	163

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**Table HR2\_12:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	9% (208)	2% (40)	4% (84)	50% (1092)	35% (777)	2200
Military HH: Yes	12% (47)	2% (7)	4% (16)	46% (182)	37% (146)	397
Military HH: No	9% (161)	2% (33)	4% (69)	50% (909)	35% (631)	1803
RD/WT: Right Direction	12% (89)	2% (17)	3% (19)	45% (334)	38% (280)	738
RD/WT: Wrong Track	8% (118)	2% (23)	4% (65)	52% (758)	34% (497)	1462
Trump Job Approve	11% (98)	2% (16)	3% (27)	47% (415)	37% (332)	888
Trump Job Disapprove	8% (97)	2% (21)	4% (52)	52% (625)	34% (413)	1208
Trump Job Strongly Approve	13% (59)	2% (7)	3% (12)	45% (195)	38% (165)	438
Trump Job Somewhat Approve	9% (40)	2% (9)	3% (15)	49% (219)	37% (167)	450
Trump Job Somewhat Disapprove	9% (23)	3% (7)	2% (6)	53% (139)	33% (88)	263
Trump Job Strongly Disapprove	8% (74)	1% (14)	5% (46)	51% (486)	34% (325)	945
#1 Issue: Economy	10% (64)	2% (14)	3% (18)	54% (358)	31% (209)	663
#1 Issue: Security	11% (51)	1% (5)	4% (18)	44% (199)	39% (178)	451
#1 Issue: Health Care	9% (28)	2% (7)	5% (16)	48% (152)	36% (114)	317
#1 Issue: Medicare / Social Security	11% (34)	1% (2)	4% (11)	43% (130)	41% (124)	301
#1 Issue: Women's Issues	4% (4)	3% (3)	7% (7)	58% (61)	28% (29)	104
#1 Issue: Education	7% (9)	3% (4)	5% (6)	54% (70)	31% (40)	129
#1 Issue: Energy	8% (8)	3% (3)	3% (3)	57% (60)	29% (30)	104
#1 Issue: Other	6% (8)	1% (1)	4% (5)	47% (62)	41% (54)	131
2018 House Vote: Democrat	9% (76)	2% (16)	4% (37)	48% (405)	36% (301)	835
2018 House Vote: Republican	11% (83)	2% (16)	2% (18)	45% (337)	39% (288)	742
2018 House Vote: Someone else	10% (10)	1% (1)	6% (5)	49% (47)	35% (33)	97
2018 House Vote: Didnt Vote	7% (38)	1% (6)	5% (23)	58% (299)	29% (152)	519
2016 Vote: Hillary Clinton	9% (59)	2% (13)	5% (32)	49% (337)	36% (244)	685
2016 Vote: Donald Trump	13% (98)	1% (11)	2% (16)	45% (347)	39% (296)	769
2016 Vote: Someone else	8% (15)	1% (1)	4% (8)	52% (100)	36% (70)	194
2016 Vote: Didnt Vote	6% (35)	3% (14)	5% (27)	56% (308)	30% (165)	549
Voted in 2014: Yes	10% (150)	2% (27)	3% (51)	47% (700)	37% (550)	1478
Voted in 2014: No	8% (57)	2% (12)	5% (33)	54% (392)	31% (227)	722

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**Table HR2\_12:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
YouTube Live TV

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	9% (208)	2% (40)	4% (84)	50% (1092)	35% (777)	2200
2012 Vote: Barack Obama	8% (71)	2% (16)	5% (44)	49% (420)	36% (309)	861
2012 Vote: Mitt Romney	13% (76)	1% (6)	2% (11)	44% (268)	41% (246)	608
2012 Vote: Other	11% (12)	2% (2)	2% (2)	55% (61)	31% (34)	110
2012 Vote: Didn't Vote	8% (48)	2% (15)	4% (27)	55% (343)	30% (186)	620
4-Region: Northeast	9% (36)	3% (13)	3% (11)	51% (199)	34% (134)	393
4-Region: Midwest	10% (52)	1% (7)	3% (17)	45% (229)	39% (200)	505
4-Region: South	8% (66)	2% (17)	4% (36)	51% (418)	35% (284)	821
4-Region: West	11% (53)	1% (2)	4% (20)	51% (246)	33% (159)	481

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



**Table HR2\_13:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
PlayStation Vue

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	12%	(254)	2%	(36)	3%	(62)	43%	(940)	41%	(908)	2200
Gender: Male	12%	(123)	2%	(19)	4%	(36)	45%	(458)	38%	(393)	1030
Gender: Female	11%	(131)	1%	(17)	2%	(26)	41%	(481)	44%	(515)	1170
Age: 18-29	7%	(29)	3%	(13)	4%	(17)	49%	(192)	36%	(141)	391
Age: 30-44	6%	(28)	2%	(10)	5%	(26)	53%	(264)	34%	(168)	495
Age: 45-54	9%	(36)	2%	(7)	3%	(12)	47%	(181)	39%	(151)	387
Age: 55-64	15%	(61)	1%	(5)	1%	(6)	36%	(150)	46%	(193)	415
Age: 65+	20%	(101)	—	(1)	—	(1)	30%	(153)	50%	(255)	512
Generation Z: 18-21	11%	(14)	6%	(8)	6%	(8)	45%	(62)	32%	(44)	136
Millennial: Age 22-37	6%	(32)	2%	(12)	5%	(27)	53%	(280)	33%	(175)	526
Generation X: Age 38-53	7%	(39)	2%	(9)	4%	(20)	48%	(275)	40%	(227)	570
Boomers: Age 54-72	17%	(148)	1%	(7)	1%	(7)	34%	(291)	48%	(411)	864
PID: Dem (no lean)	11%	(78)	2%	(13)	3%	(21)	42%	(302)	43%	(308)	721
PID: Ind (no lean)	12%	(97)	1%	(9)	3%	(24)	44%	(350)	40%	(321)	801
PID: Rep (no lean)	12%	(80)	2%	(14)	3%	(18)	42%	(288)	41%	(279)	679
PID/Gender: Dem Men	11%	(33)	2%	(6)	5%	(15)	45%	(139)	37%	(112)	305
PID/Gender: Dem Women	11%	(45)	2%	(6)	1%	(5)	39%	(163)	47%	(196)	415
PID/Gender: Ind Men	13%	(49)	1%	(5)	3%	(11)	44%	(166)	39%	(147)	378
PID/Gender: Ind Women	11%	(48)	1%	(4)	3%	(12)	44%	(184)	41%	(174)	422
PID/Gender: Rep Men	12%	(41)	2%	(8)	3%	(10)	44%	(154)	39%	(133)	346
PID/Gender: Rep Women	12%	(39)	2%	(6)	2%	(8)	40%	(134)	44%	(145)	333
Ideo: Liberal (1-3)	11%	(69)	2%	(11)	4%	(26)	44%	(270)	40%	(245)	620
Ideo: Moderate (4)	11%	(58)	1%	(6)	2%	(11)	43%	(233)	43%	(230)	538
Ideo: Conservative (5-7)	13%	(101)	2%	(14)	2%	(17)	40%	(317)	43%	(336)	785

Continued on next page

**Table HR2\_13:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
PlayStation Vue

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (254)	2% (36)	3% (62)	43% (940)	41% (908)	2200
Educ: < College	11% (150)	1% (18)	3% (40)	44% (602)	41% (573)	1384
Educ: Bachelors degree	12% (60)	2% (11)	3% (14)	45% (234)	39% (201)	520
Educ: Post-grad	15% (44)	2% (7)	3% (8)	35% (103)	45% (134)	296
Income: Under 50k	12% (131)	2% (19)	3% (30)	41% (459)	43% (477)	1115
Income: 50k-100k	10% (77)	1% (10)	3% (22)	46% (338)	40% (294)	740
Income: 100k+	14% (47)	2% (7)	3% (10)	41% (143)	40% (137)	344
Ethnicity: White	13% (224)	1% (20)	3% (50)	42% (747)	41% (738)	1779
Ethnicity: Hispanic	7% (15)	5% (10)	5% (11)	44% (93)	39% (83)	213
Ethnicity: Afr. Am.	7% (19)	4% (12)	2% (6)	44% (123)	43% (119)	279
Ethnicity: Other	8% (11)	3% (4)	5% (7)	49% (69)	36% (51)	142
Relig: Protestant	12% (70)	1% (8)	2% (10)	41% (233)	43% (241)	562
Relig: Roman Catholic	16% (70)	2% (10)	3% (15)	40% (174)	39% (169)	438
Relig: Something Else	8% (19)	1% (2)	4% (9)	47% (108)	40% (93)	230
Relig: Evangelical	12% (106)	1% (13)	3% (25)	43% (379)	40% (355)	878
Relig: Non-Evang. Catholics	15% (52)	2% (8)	3% (9)	38% (136)	42% (148)	352
Relig: All Christian	13% (159)	2% (21)	3% (34)	42% (514)	41% (503)	1230
Relig: All Non-Christian	11% (25)	1% (2)	2% (5)	47% (102)	39% (84)	218
Community: Urban	11% (53)	2% (10)	5% (23)	44% (218)	38% (189)	493
Community: Suburban	13% (140)	2% (24)	2% (26)	42% (471)	41% (455)	1116
Community: Rural	10% (62)	— (2)	2% (13)	42% (251)	45% (264)	592
Employ: Private Sector	11% (79)	3% (21)	4% (33)	44% (332)	38% (282)	747
Employ: Government	10% (15)	1% (1)	3% (5)	50% (73)	35% (51)	145
Employ: Self-Employed	9% (17)	2% (3)	2% (4)	46% (83)	41% (73)	180
Employ: Homemaker	8% (11)	1% (1)	3% (5)	46% (67)	42% (60)	145
Employ: Student	9% (8)	1% (1)	4% (3)	47% (41)	39% (34)	87
Employ: Retired	17% (91)	1% (5)	1% (5)	32% (171)	49% (259)	531
Employ: Unemployed	10% (20)	1% (2)	1% (2)	50% (101)	38% (78)	203
Employ: Other	8% (14)	— (1)	4% (6)	44% (73)	43% (71)	163

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**Table HR2\_13:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
 PlayStation Vue

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (254)	2% (36)	3% (62)	43% (940)	41% (908)	2200
Military HH: Yes	12% (46)	2% (7)	1% (5)	40% (158)	45% (180)	397
Military HH: No	12% (208)	2% (29)	3% (57)	43% (781)	40% (728)	1803
RD/WT: Right Direction	13% (98)	2% (14)	3% (20)	40% (295)	42% (311)	738
RD/WT: Wrong Track	11% (156)	2% (22)	3% (42)	44% (645)	41% (597)	1462
Trump Job Approve	13% (114)	2% (15)	3% (24)	42% (369)	41% (366)	888
Trump Job Disapprove	11% (128)	2% (20)	3% (38)	43% (525)	41% (497)	1208
Trump Job Strongly Approve	15% (64)	1% (3)	2% (8)	40% (176)	43% (187)	438
Trump Job Somewhat Approve	11% (50)	3% (12)	4% (16)	43% (193)	40% (178)	450
Trump Job Somewhat Disapprove	10% (27)	2% (5)	4% (11)	42% (110)	42% (110)	263
Trump Job Strongly Disapprove	11% (102)	2% (15)	3% (27)	44% (415)	41% (387)	945
#1 Issue: Economy	11% (71)	2% (11)	4% (24)	46% (304)	38% (253)	663
#1 Issue: Security	13% (58)	2% (8)	1% (5)	41% (184)	44% (197)	451
#1 Issue: Health Care	14% (45)	3% (9)	5% (17)	38% (120)	40% (126)	317
#1 Issue: Medicare / Social Security	13% (41)	1% (2)	2% (6)	38% (114)	46% (138)	301
#1 Issue: Women's Issues	4% (4)	1% (1)	2% (2)	51% (53)	42% (44)	104
#1 Issue: Education	10% (12)	2% (3)	3% (4)	48% (62)	37% (48)	129
#1 Issue: Energy	11% (12)	2% (2)	5% (5)	46% (48)	36% (38)	104
#1 Issue: Other	9% (12)	— (0)	— (1)	42% (54)	49% (64)	131
2018 House Vote: Democrat	12% (98)	2% (15)	3% (22)	42% (348)	42% (352)	835
2018 House Vote: Republican	14% (102)	2% (15)	2% (18)	40% (299)	42% (309)	742
2018 House Vote: Someone else	12% (12)	3% (3)	6% (6)	39% (38)	39% (38)	97
2018 House Vote: Didnt Vote	8% (41)	1% (3)	3% (16)	48% (251)	40% (208)	519
2016 Vote: Hillary Clinton	11% (72)	2% (15)	2% (17)	42% (290)	43% (292)	685
2016 Vote: Donald Trump	15% (114)	1% (11)	2% (18)	39% (299)	42% (326)	769
2016 Vote: Someone else	11% (21)	1% (2)	4% (7)	45% (86)	40% (77)	194
2016 Vote: Didnt Vote	8% (46)	1% (7)	4% (20)	48% (263)	39% (213)	549
Voted in 2014: Yes	13% (188)	2% (25)	3% (40)	41% (606)	42% (619)	1478
Voted in 2014: No	9% (66)	1% (11)	3% (22)	46% (333)	40% (289)	722

Continued on next page

**Table HR2\_13:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
PlayStation Vue

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	12% (254)	2% (36)	3% (62)	43% (940)	41% (908)	2200
2012 Vote: Barack Obama	11% (92)	2% (16)	3% (22)	43% (367)	42% (364)	861
2012 Vote: Mitt Romney	15% (89)	1% (8)	3% (15)	38% (229)	44% (266)	608
2012 Vote: Other	14% (15)	— (0)	2% (3)	47% (52)	36% (40)	110
2012 Vote: Didn't Vote	9% (58)	2% (11)	4% (22)	47% (291)	38% (238)	620
4-Region: Northeast	14% (56)	— (2)	3% (13)	45% (176)	37% (147)	393
4-Region: Midwest	11% (55)	2% (10)	3% (13)	44% (224)	40% (203)	505
4-Region: South	9% (78)	2% (19)	3% (27)	42% (349)	42% (348)	821
4-Region: West	14% (66)	1% (5)	2% (9)	40% (191)	44% (210)	481

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

**Table HR2\_14:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
 Stirr

Demographic	I currently subscribe		I currently share a password on this account		I have subscribed in the past, but not now		I have heard of this, but have never subscribed		I have never heard of this		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	19%	(426)	—	(11)	1%	(23)	15%	(326)	64%	(1414)	2200
Gender: Male	21%	(219)	1%	(8)	1%	(12)	17%	(175)	60%	(616)	1030
Gender: Female	18%	(207)	—	(2)	1%	(12)	13%	(151)	68%	(798)	1170
Age: 18-29	11%	(44)	2%	(6)	3%	(14)	24%	(93)	60%	(235)	391
Age: 30-44	11%	(54)	—	(2)	1%	(5)	18%	(88)	70%	(346)	495
Age: 45-54	19%	(72)	1%	(2)	1%	(3)	16%	(60)	65%	(250)	387
Age: 55-64	27%	(113)	—	(0)	—	(2)	10%	(42)	62%	(258)	415
Age: 65+	28%	(143)	—	(0)	—	(0)	8%	(43)	64%	(326)	512
Generation Z: 18-21	11%	(15)	2%	(2)	7%	(9)	29%	(40)	51%	(70)	136
Millennial: Age 22-37	11%	(57)	1%	(6)	1%	(7)	21%	(110)	66%	(346)	526
Generation X: Age 38-53	16%	(90)	—	(2)	1%	(5)	15%	(88)	67%	(384)	570
Boomers: Age 54-72	28%	(242)	—	(0)	—	(2)	9%	(78)	63%	(542)	864
PID: Dem (no lean)	18%	(131)	1%	(5)	1%	(6)	15%	(105)	66%	(474)	721
PID: Ind (no lean)	21%	(166)	—	(2)	2%	(15)	14%	(114)	63%	(504)	801
PID: Rep (no lean)	19%	(130)	1%	(4)	—	(3)	16%	(106)	64%	(436)	679
PID/Gender: Dem Men	21%	(63)	2%	(5)	1%	(4)	16%	(49)	61%	(185)	305
PID/Gender: Dem Women	16%	(68)	—	(0)	—	(2)	14%	(57)	70%	(289)	415
PID/Gender: Ind Men	23%	(86)	—	(0)	2%	(6)	16%	(62)	59%	(224)	378
PID/Gender: Ind Women	19%	(79)	1%	(2)	2%	(8)	12%	(52)	66%	(280)	422
PID/Gender: Rep Men	20%	(70)	1%	(4)	—	(1)	19%	(64)	60%	(207)	346
PID/Gender: Rep Women	18%	(60)	—	(0)	—	(1)	13%	(42)	69%	(229)	333
Ideo: Liberal (1-3)	20%	(125)	1%	(4)	2%	(11)	14%	(89)	63%	(392)	620
Ideo: Moderate (4)	19%	(104)	—	(2)	1%	(4)	17%	(93)	62%	(335)	538
Ideo: Conservative (5-7)	21%	(164)	—	(4)	—	(3)	13%	(101)	65%	(513)	785

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**Table HR2\_14:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Stirr

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	19% (426)	— (11)	1% (23)	15% (326)	64% (1414)	2200
Educ: < College	17% (238)	— (6)	1% (18)	16% (222)	65% (901)	1384
Educ: Bachelors degree	21% (109)	— (1)	1% (3)	14% (70)	65% (337)	520
Educ: Post-grad	27% (80)	1% (4)	1% (3)	11% (34)	59% (176)	296
Income: Under 50k	20% (220)	1% (7)	1% (16)	16% (182)	62% (691)	1115
Income: 50k-100k	17% (128)	— (3)	1% (5)	15% (112)	67% (493)	740
Income: 100k+	23% (78)	— (1)	1% (3)	10% (33)	67% (230)	344
Ethnicity: White	21% (369)	— (5)	1% (11)	14% (245)	65% (1148)	1779
Ethnicity: Hispanic	12% (26)	1% (2)	3% (6)	19% (40)	66% (140)	213
Ethnicity: Afr. Am.	14% (39)	1% (4)	2% (5)	20% (57)	62% (174)	279
Ethnicity: Other	13% (18)	1% (2)	5% (7)	17% (24)	64% (91)	142
Relig: Protestant	23% (132)	— (0)	— (3)	14% (76)	63% (352)	562
Relig: Roman Catholic	22% (96)	1% (3)	1% (6)	14% (60)	62% (273)	438
Relig: Something Else	13% (29)	1% (3)	1% (2)	13% (29)	72% (166)	230
Relig: Evangelical	20% (176)	1% (7)	1% (7)	13% (115)	65% (574)	878
Relig: Non-Evang. Catholics	23% (81)	— (0)	1% (3)	14% (50)	62% (217)	352
Relig: All Christian	21% (257)	1% (7)	1% (10)	13% (165)	64% (791)	1230
Relig: All Non-Christian	14% (30)	— (0)	— (1)	21% (46)	64% (141)	218
Community: Urban	18% (89)	1% (5)	1% (7)	20% (100)	59% (291)	493
Community: Suburban	21% (232)	1% (6)	1% (11)	13% (142)	65% (725)	1116
Community: Rural	18% (105)	— (0)	1% (5)	14% (84)	67% (398)	592
Employ: Private Sector	19% (139)	1% (9)	1% (10)	15% (115)	63% (473)	747
Employ: Government	17% (25)	— (0)	— (1)	19% (27)	63% (92)	145
Employ: Self-Employed	13% (24)	1% (1)	3% (6)	16% (29)	67% (121)	180
Employ: Homemaker	19% (27)	— (0)	— (0)	8% (11)	74% (106)	145
Employ: Student	14% (12)	— (0)	3% (3)	20% (18)	63% (54)	87
Employ: Retired	27% (142)	— (0)	— (0)	10% (55)	63% (334)	531
Employ: Unemployed	19% (40)	— (0)	2% (4)	23% (47)	55% (112)	203
Employ: Other	11% (17)	— (0)	— (0)	15% (25)	74% (121)	163

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**Table HR2\_14:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?  
Stirr

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	19% (426)	— (11)	1% (23)	15% (326)	64% (1414)	2200
Military HH: Yes	21% (82)	— (1)	1% (3)	15% (58)	64% (253)	397
Military HH: No	19% (345)	1% (9)	1% (20)	15% (268)	64% (1161)	1803
RD/WT: Right Direction	21% (155)	1% (7)	1% (7)	17% (127)	60% (443)	738
RD/WT: Wrong Track	19% (272)	— (4)	1% (16)	14% (199)	66% (971)	1462
Trump Job Approve	20% (181)	— (3)	1% (12)	16% (140)	62% (553)	888
Trump Job Disapprove	19% (232)	— (5)	1% (10)	14% (171)	65% (791)	1208
Trump Job Strongly Approve	21% (93)	— (0)	1% (4)	17% (76)	60% (265)	438
Trump Job Somewhat Approve	19% (88)	1% (3)	2% (8)	14% (64)	64% (288)	450
Trump Job Somewhat Disapprove	18% (47)	1% (3)	1% (3)	13% (33)	67% (176)	263
Trump Job Strongly Disapprove	20% (185)	— (2)	1% (6)	15% (138)	65% (614)	945
#1 Issue: Economy	19% (126)	1% (4)	— (1)	16% (108)	64% (423)	663
#1 Issue: Security	19% (84)	1% (3)	1% (4)	16% (73)	64% (287)	451
#1 Issue: Health Care	21% (67)	1% (3)	2% (6)	13% (41)	63% (200)	317
#1 Issue: Medicare / Social Security	22% (68)	— (1)	1% (3)	9% (28)	67% (202)	301
#1 Issue: Women's Issues	15% (15)	— (0)	6% (6)	19% (20)	61% (63)	104
#1 Issue: Education	13% (17)	— (0)	— (1)	23% (29)	64% (83)	129
#1 Issue: Energy	21% (22)	— (0)	2% (2)	15% (16)	62% (65)	104
#1 Issue: Other	22% (28)	— (0)	— (0)	8% (11)	70% (91)	131
2018 House Vote: Democrat	20% (170)	1% (6)	1% (7)	13% (110)	65% (543)	835
2018 House Vote: Republican	22% (163)	— (4)	1% (4)	14% (101)	63% (471)	742
2018 House Vote: Someone else	19% (19)	— (0)	3% (3)	17% (16)	60% (58)	97
2018 House Vote: Didnt Vote	14% (73)	— (1)	2% (8)	19% (97)	65% (339)	519
2016 Vote: Hillary Clinton	20% (136)	— (3)	1% (6)	13% (88)	66% (453)	685
2016 Vote: Donald Trump	23% (177)	— (3)	— (3)	14% (107)	62% (479)	769
2016 Vote: Someone else	20% (39)	— (0)	1% (2)	13% (26)	65% (126)	194
2016 Vote: Didnt Vote	13% (74)	1% (5)	2% (13)	19% (104)	65% (354)	549
Voted in 2014: Yes	21% (308)	— (5)	1% (11)	13% (194)	65% (960)	1478
Voted in 2014: No	16% (118)	1% (5)	2% (12)	18% (132)	63% (454)	722

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**Table HR2\_14:** Which option best describes your familiarity with each of the following TV and movie streaming subscription services?

Stirr

Demographic	I currently subscribe	I currently share a password on this account	I have subscribed in the past, but not now	I have heard of this, but have never subscribed	I have never heard of this	Total N
Adults	19% (426)	— (11)	1% (23)	15% (326)	64% (1414)	2200
2012 Vote: Barack Obama	21% (177)	— (2)	1% (7)	13% (112)	65% (563)	861
2012 Vote: Mitt Romney	24% (145)	— (3)	— (1)	12% (76)	63% (383)	608
2012 Vote: Other	20% (22)	— (0)	1% (1)	13% (14)	66% (73)	110
2012 Vote: Didn't Vote	13% (82)	1% (5)	2% (14)	20% (124)	64% (394)	620
4-Region: Northeast	17% (68)	1% (2)	1% (3)	14% (55)	67% (264)	393
4-Region: Midwest	23% (117)	— (1)	1% (3)	15% (75)	61% (309)	505
4-Region: South	16% (135)	— (3)	2% (13)	16% (130)	66% (541)	821
4-Region: West	22% (106)	1% (5)	1% (4)	14% (66)	62% (300)	481

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



**Table HR3:** *If you were unable to share accounts with another person on a streaming service, would you subscribe to the service by yourself?*

Demographic	Yes		It depends		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	34%	(230)	46%	(312)	14%	(99)	6%	(43)	683
Gender: Male	35%	(129)	47%	(172)	12%	(43)	6%	(21)	365
Gender: Female	32%	(101)	44%	(140)	18%	(56)	7%	(22)	318
Age: 18-29	31%	(52)	49%	(83)	15%	(25)	6%	(10)	170
Age: 30-44	41%	(62)	44%	(67)	11%	(17)	4%	(6)	152
Age: 45-54	33%	(42)	45%	(58)	18%	(23)	5%	(6)	130
Age: 55-64	38%	(42)	42%	(47)	11%	(12)	9%	(10)	110
Age: 65+	26%	(31)	47%	(57)	18%	(22)	9%	(11)	121
Generation Z: 18-21	33%	(21)	56%	(35)	6%	(4)	6%	(4)	63
Millennial: Age 22-37	33%	(63)	45%	(84)	17%	(32)	5%	(9)	189
Generation X: Age 38-53	37%	(71)	43%	(82)	14%	(27)	5%	(9)	190
Boomers: Age 54-72	32%	(68)	46%	(97)	14%	(29)	8%	(17)	211
PID: Dem (no lean)	38%	(87)	44%	(101)	12%	(27)	6%	(15)	230
PID: Ind (no lean)	30%	(79)	51%	(132)	11%	(29)	8%	(20)	260
PID: Rep (no lean)	33%	(64)	41%	(79)	22%	(43)	4%	(8)	193
PID/Gender: Dem Men	39%	(47)	43%	(52)	12%	(15)	7%	(8)	122
PID/Gender: Dem Women	37%	(40)	46%	(49)	12%	(13)	6%	(7)	109
PID/Gender: Ind Men	33%	(46)	54%	(77)	7%	(9)	7%	(10)	142
PID/Gender: Ind Women	28%	(33)	47%	(56)	16%	(19)	9%	(10)	118
PID/Gender: Rep Men	35%	(36)	43%	(44)	19%	(19)	3%	(3)	102
PID/Gender: Rep Women	31%	(28)	38%	(35)	26%	(24)	5%	(5)	92
Ideo: Liberal (1-3)	35%	(81)	47%	(106)	14%	(31)	4%	(10)	228
Ideo: Moderate (4)	34%	(58)	48%	(81)	12%	(20)	6%	(10)	169
Ideo: Conservative (5-7)	32%	(73)	44%	(101)	19%	(43)	5%	(12)	229
Educ: < College	33%	(135)	45%	(186)	14%	(58)	7%	(30)	409
Educ: Bachelors degree	34%	(55)	45%	(73)	16%	(27)	6%	(9)	164
Educ: Post-grad	36%	(39)	48%	(52)	13%	(14)	3%	(4)	110
Income: Under 50k	33%	(112)	46%	(157)	14%	(49)	6%	(21)	339
Income: 50k-100k	33%	(78)	42%	(98)	18%	(42)	7%	(16)	234
Income: 100k+	36%	(40)	52%	(57)	7%	(8)	5%	(6)	111

Continued on next page

**Table HR3:** *If you were unable to share accounts with another person on a streaming service, would you subscribe to the service by yourself?*

Demographic	Yes		It depends		No		Don't Know / No Opinion		Total N
Adults	34%	(230)	46%	(312)	14%	(99)	6%	(43)	683
Ethnicity: White	33%	(178)	46%	(252)	15%	(81)	6%	(32)	543
Ethnicity: Hispanic	44%	(32)	32%	(24)	20%	(15)	4%	(3)	74
Ethnicity: Afr. Am.	42%	(37)	38%	(33)	13%	(12)	6%	(6)	88
Ethnicity: Other	28%	(14)	52%	(27)	11%	(6)	10%	(5)	52
Relig: Protestant	29%	(46)	49%	(78)	16%	(26)	5%	(8)	158
Relig: Roman Catholic	33%	(46)	44%	(61)	14%	(19)	8%	(12)	138
Relig: Something Else	30%	(22)	51%	(37)	15%	(11)	4%	(3)	73
Relig: Evangelical	31%	(80)	49%	(126)	14%	(35)	6%	(16)	258
Relig: Non-Evang. Catholics	31%	(35)	45%	(50)	18%	(21)	6%	(6)	111
Relig: All Christian	31%	(115)	48%	(176)	15%	(56)	6%	(22)	369
Relig: All Non-Christian	34%	(19)	37%	(21)	22%	(12)	6%	(3)	56
Community: Urban	35%	(61)	45%	(78)	15%	(27)	5%	(9)	174
Community: Suburban	35%	(120)	46%	(159)	11%	(38)	8%	(27)	343
Community: Rural	30%	(49)	46%	(75)	21%	(34)	4%	(7)	166
Employ: Private Sector	37%	(91)	46%	(114)	13%	(33)	4%	(11)	250
Employ: Government	44%	(22)	29%	(15)	20%	(10)	7%	(4)	51
Employ: Self-Employed	24%	(13)	53%	(29)	19%	(10)	5%	(3)	56
Employ: Retired	28%	(38)	45%	(59)	20%	(26)	7%	(10)	132
Employ: Unemployed	29%	(18)	57%	(36)	6%	(4)	9%	(6)	63
Military HH: Yes	37%	(43)	43%	(49)	13%	(15)	7%	(8)	116
Military HH: No	33%	(187)	46%	(263)	15%	(84)	6%	(34)	567
RD/WT: Right Direction	34%	(78)	43%	(99)	16%	(36)	7%	(16)	230
RD/WT: Wrong Track	33%	(152)	47%	(213)	14%	(63)	6%	(26)	454
Trump Job Approve	33%	(89)	45%	(123)	16%	(44)	7%	(18)	274
Trump Job Disapprove	35%	(131)	47%	(177)	14%	(54)	5%	(17)	378
Trump Job Strongly Approve	37%	(43)	39%	(46)	19%	(22)	5%	(6)	117
Trump Job Somewhat Approve	29%	(46)	49%	(77)	14%	(22)	8%	(12)	157
Trump Job Somewhat Disapprove	37%	(33)	39%	(34)	22%	(19)	3%	(2)	88
Trump Job Strongly Disapprove	34%	(98)	49%	(143)	12%	(34)	5%	(15)	291

Continued on next page

**Table HR3:** *If you were unable to share accounts with another person on a streaming service, would you subscribe to the service by yourself?*

Demographic	Yes		It depends		No		Don't Know / No Opinion		Total N
Adults	34%	(230)	46%	(312)	14%	(99)	6%	(43)	683
#1 Issue: Economy	36%	(80)	45%	(99)	12%	(27)	6%	(13)	219
#1 Issue: Security	35%	(47)	38%	(51)	18%	(24)	8%	(11)	132
#1 Issue: Health Care	38%	(41)	45%	(49)	13%	(14)	4%	(5)	108
#1 Issue: Medicare / Social Security	38%	(24)	41%	(25)	15%	(10)	6%	(4)	62
2018 House Vote: Democrat	37%	(100)	47%	(127)	12%	(34)	3%	(8)	269
2018 House Vote: Republican	34%	(78)	41%	(93)	19%	(43)	6%	(14)	228
2018 House Vote: Didnt Vote	26%	(39)	52%	(78)	11%	(17)	12%	(17)	152
2016 Vote: Hillary Clinton	37%	(80)	46%	(102)	14%	(30)	3%	(8)	220
2016 Vote: Donald Trump	36%	(82)	40%	(93)	17%	(40)	7%	(15)	230
2016 Vote: Someone else	27%	(16)	54%	(31)	15%	(8)	4%	(2)	58
2016 Vote: Didnt Vote	29%	(51)	49%	(85)	12%	(20)	10%	(18)	173
Voted in 2014: Yes	35%	(159)	44%	(200)	15%	(71)	6%	(26)	456
Voted in 2014: No	31%	(71)	49%	(112)	12%	(28)	7%	(17)	228
2012 Vote: Barack Obama	39%	(108)	45%	(124)	13%	(36)	4%	(11)	279
2012 Vote: Mitt Romney	29%	(50)	46%	(79)	19%	(33)	6%	(10)	172
2012 Vote: Didn't Vote	31%	(63)	48%	(98)	13%	(27)	8%	(17)	205
4-Region: Northeast	38%	(40)	51%	(53)	10%	(11)	1%	(1)	104
4-Region: Midwest	34%	(51)	45%	(67)	17%	(26)	4%	(6)	151
4-Region: South	31%	(81)	44%	(114)	17%	(43)	8%	(21)	259
4-Region: West	34%	(58)	46%	(78)	11%	(19)	9%	(15)	170

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

**Table HR4oen:** At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	1 or less		1 - 2		2 - 10		10 - 35		More than 35		Total N
Adults	10%	(207)	10%	(203)	51%	(1073)	27%	(575)	3%	(65)	2124
Gender: Male	10%	(99)	10%	(100)	50%	(498)	26%	(260)	4%	(37)	993
Gender: Female	10%	(109)	9%	(103)	51%	(575)	28%	(315)	3%	(28)	1131
Age: 18-29	9%	(34)	11%	(41)	62%	(232)	15%	(55)	3%	(9)	372
Age: 30-44	7%	(36)	11%	(52)	53%	(255)	26%	(124)	3%	(13)	480
Age: 45-54	8%	(29)	10%	(38)	50%	(184)	29%	(107)	4%	(13)	372
Age: 55-64	10%	(42)	9%	(35)	46%	(187)	30%	(123)	4%	(18)	403
Age: 65+	13%	(67)	8%	(38)	43%	(215)	33%	(166)	2%	(11)	497
Generation Z: 18-21	8%	(11)	10%	(13)	65%	(82)	14%	(18)	2%	(3)	127
Millennial: Age 22-37	8%	(42)	11%	(54)	57%	(289)	21%	(109)	3%	(15)	508
Generation X: Age 38-53	8%	(42)	11%	(62)	50%	(277)	28%	(153)	3%	(15)	549
Boomers: Age 54-72	11%	(96)	8%	(70)	46%	(385)	31%	(256)	4%	(32)	839
PID: Dem (no lean)	8%	(54)	11%	(74)	53%	(368)	25%	(173)	4%	(27)	695
PID: Ind (no lean)	12%	(92)	10%	(75)	50%	(388)	26%	(200)	2%	(15)	770
PID: Rep (no lean)	9%	(61)	8%	(55)	48%	(317)	31%	(203)	4%	(23)	659
PID/Gender: Dem Men	8%	(24)	10%	(31)	51%	(151)	25%	(74)	6%	(17)	297
PID/Gender: Dem Women	8%	(30)	11%	(43)	54%	(217)	25%	(99)	2%	(10)	398
PID/Gender: Ind Men	12%	(45)	11%	(40)	52%	(189)	22%	(82)	2%	(8)	364
PID/Gender: Ind Women	11%	(47)	9%	(35)	49%	(200)	29%	(118)	2%	(7)	406
PID/Gender: Rep Men	9%	(29)	9%	(29)	47%	(158)	31%	(104)	4%	(12)	333
PID/Gender: Rep Women	10%	(32)	8%	(26)	49%	(159)	30%	(99)	3%	(11)	327
Ideo: Liberal (1-3)	8%	(49)	11%	(66)	55%	(329)	22%	(132)	4%	(23)	599
Ideo: Moderate (4)	9%	(49)	7%	(38)	53%	(278)	28%	(146)	3%	(13)	524
Ideo: Conservative (5-7)	11%	(87)	10%	(76)	47%	(359)	29%	(220)	3%	(22)	765
Educ: < College	10%	(129)	9%	(124)	49%	(646)	29%	(380)	3%	(44)	1322
Educ: Bachelors degree	9%	(48)	11%	(55)	53%	(272)	25%	(127)	2%	(13)	515
Educ: Post-grad	11%	(31)	8%	(24)	54%	(155)	24%	(69)	3%	(9)	288
Income: Under 50k	10%	(102)	10%	(104)	50%	(531)	27%	(289)	4%	(40)	1067
Income: 50k-100k	11%	(77)	10%	(73)	50%	(362)	26%	(190)	3%	(20)	722
Income: 100k+	8%	(28)	8%	(26)	54%	(180)	29%	(97)	2%	(5)	336
Ethnicity: White	10%	(174)	9%	(163)	50%	(867)	28%	(478)	3%	(54)	1736

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**Table HR4oen:** *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	1 or less		1 - 2		2 - 10		10 - 35		More than 35		Total N
Adults	10%	(207)	10%	(203)	51%	(1073)	27%	(575)	3%	(65)	2124
Ethnicity: Hispanic	7%	(14)	10%	(20)	54%	(110)	28%	(57)	2%	(4)	205
Ethnicity: Afr. Am.	10%	(25)	11%	(28)	52%	(132)	23%	(59)	3%	(9)	253
Ethnicity: Other	6%	(8)	9%	(12)	55%	(74)	28%	(38)	2%	(3)	135
Relig: Protestant	10%	(55)	10%	(53)	50%	(278)	28%	(155)	2%	(12)	553
Relig: Roman Catholic	9%	(37)	9%	(40)	50%	(213)	27%	(116)	5%	(21)	428
Relig: Something Else	13%	(28)	8%	(18)	53%	(115)	24%	(52)	2%	(5)	218
Relig: Evangelical	10%	(83)	10%	(83)	51%	(438)	26%	(224)	3%	(27)	855
Relig: Non-Evang. Catholics	11%	(37)	8%	(29)	49%	(169)	29%	(98)	3%	(11)	344
Relig: All Christian	10%	(120)	9%	(112)	51%	(606)	27%	(322)	3%	(39)	1199
Relig: All Non-Christian	9%	(18)	10%	(21)	45%	(93)	32%	(66)	4%	(8)	206
Community: Urban	11%	(50)	9%	(43)	50%	(231)	26%	(119)	4%	(19)	462
Community: Suburban	9%	(96)	10%	(110)	52%	(563)	27%	(287)	2%	(26)	1082
Community: Rural	11%	(61)	9%	(50)	48%	(280)	29%	(169)	4%	(20)	580
Employ: Private Sector	9%	(67)	10%	(73)	54%	(390)	25%	(182)	2%	(17)	729
Employ: Government	12%	(17)	11%	(15)	55%	(77)	20%	(28)	3%	(4)	140
Employ: Self-Employed	9%	(15)	11%	(19)	46%	(81)	30%	(52)	5%	(8)	176
Employ: Homemaker	8%	(11)	9%	(12)	53%	(74)	30%	(42)	1%	(1)	140
Employ: Student	8%	(7)	10%	(8)	70%	(59)	12%	(10)	—	(0)	84
Employ: Retired	12%	(62)	8%	(39)	42%	(218)	33%	(172)	4%	(23)	513
Employ: Unemployed	9%	(18)	13%	(25)	52%	(101)	23%	(45)	2%	(5)	193
Employ: Other	8%	(11)	8%	(11)	50%	(74)	30%	(45)	5%	(7)	148
Military HH: Yes	12%	(44)	9%	(35)	48%	(182)	28%	(104)	3%	(13)	378
Military HH: No	9%	(163)	10%	(168)	51%	(891)	27%	(471)	3%	(52)	1746
RD/WT: Right Direction	11%	(79)	7%	(52)	49%	(350)	29%	(202)	4%	(26)	708
RD/WT: Wrong Track	9%	(129)	11%	(151)	51%	(723)	26%	(374)	3%	(40)	1417
Trump Job Approve	11%	(91)	8%	(68)	49%	(424)	29%	(249)	4%	(31)	863
Trump Job Disapprove	9%	(107)	11%	(128)	52%	(607)	25%	(296)	3%	(31)	1169
Trump Job Strongly Approve	12%	(53)	9%	(38)	47%	(200)	30%	(127)	2%	(10)	427
Trump Job Somewhat Approve	9%	(38)	7%	(30)	51%	(224)	28%	(122)	5%	(21)	436
Trump Job Somewhat Disapprove	9%	(22)	11%	(28)	52%	(130)	26%	(66)	2%	(6)	253
Trump Job Strongly Disapprove	9%	(85)	11%	(100)	52%	(477)	25%	(230)	3%	(25)	916

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**Table HR4oen:** At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	1 or less		1 - 2		2 - 10		10 - 35		More than 35		Total N
Adults	10%	(207)	10%	(203)	51%	(1073)	27%	(575)	3%	(65)	2124
#1 Issue: Economy	7%	(47)	10%	(62)	52%	(339)	28%	(180)	3%	(19)	648
#1 Issue: Security	11%	(46)	6%	(28)	48%	(212)	32%	(138)	3%	(14)	439
#1 Issue: Health Care	7%	(21)	12%	(38)	53%	(165)	25%	(78)	2%	(7)	309
#1 Issue: Medicare / Social Security	11%	(30)	8%	(23)	42%	(119)	34%	(97)	5%	(14)	283
#1 Issue: Women's Issues	7%	(7)	15%	(16)	60%	(62)	16%	(16)	3%	(3)	104
#1 Issue: Education	11%	(14)	14%	(17)	52%	(65)	22%	(27)	2%	(2)	126
#1 Issue: Energy	14%	(14)	10%	(10)	61%	(60)	14%	(13)	1%	(1)	98
#1 Issue: Other	23%	(28)	8%	(9)	43%	(51)	21%	(25)	4%	(5)	118
2018 House Vote: Democrat	10%	(80)	10%	(82)	53%	(426)	24%	(195)	3%	(25)	807
2018 House Vote: Republican	9%	(62)	9%	(64)	50%	(362)	29%	(210)	4%	(27)	725
2018 House Vote: Someone else	15%	(13)	9%	(8)	53%	(47)	21%	(19)	2%	(2)	90
2018 House Vote: Didn't Vote	10%	(52)	10%	(48)	47%	(234)	30%	(151)	2%	(10)	496
2016 Vote: Hillary Clinton	8%	(55)	10%	(68)	51%	(337)	26%	(171)	4%	(25)	656
2016 Vote: Donald Trump	11%	(79)	8%	(60)	47%	(353)	31%	(236)	3%	(21)	750
2016 Vote: Someone else	13%	(25)	10%	(19)	59%	(111)	15%	(28)	3%	(5)	187
2016 Vote: Didn't Vote	9%	(48)	11%	(57)	51%	(272)	26%	(138)	3%	(14)	529
Voted in 2014: Yes	10%	(138)	9%	(127)	50%	(713)	28%	(407)	3%	(46)	1432
Voted in 2014: No	10%	(69)	11%	(76)	52%	(360)	24%	(169)	3%	(19)	693
2012 Vote: Barack Obama	8%	(70)	9%	(77)	52%	(428)	28%	(229)	3%	(26)	831
2012 Vote: Mitt Romney	11%	(68)	9%	(51)	48%	(285)	29%	(175)	3%	(16)	596
2012 Vote: Other	15%	(15)	15%	(16)	44%	(46)	21%	(22)	5%	(6)	105
2012 Vote: Didn't Vote	9%	(54)	10%	(60)	53%	(313)	25%	(148)	3%	(18)	592
4-Region: Northeast	9%	(35)	13%	(47)	48%	(179)	27%	(100)	4%	(14)	375
4-Region: Midwest	12%	(57)	10%	(50)	48%	(236)	27%	(134)	3%	(15)	492
4-Region: South	9%	(69)	9%	(70)	51%	(399)	29%	(225)	3%	(24)	786
4-Region: West	10%	(46)	8%	(36)	55%	(260)	25%	(117)	3%	(12)	471

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

**Table HR5oen:** *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	1 or less		1 - 5		5 - 20		20 - 40		More than 40		Total N
Adults	4%	(79)	8%	(162)	68%	(1449)	15%	(319)	5%	(109)	2118
Gender: Male	3%	(34)	8%	(76)	69%	(680)	15%	(145)	5%	(48)	984
Gender: Female	4%	(44)	8%	(86)	68%	(770)	15%	(174)	5%	(61)	1134
Age: 18-29	2%	(9)	9%	(34)	79%	(296)	7%	(26)	3%	(10)	374
Age: 30-44	1%	(3)	7%	(33)	74%	(354)	13%	(61)	5%	(25)	476
Age: 45-54	3%	(11)	7%	(26)	69%	(256)	16%	(61)	5%	(19)	372
Age: 55-64	5%	(20)	8%	(33)	62%	(249)	17%	(70)	7%	(30)	402
Age: 65+	7%	(36)	7%	(35)	60%	(295)	21%	(102)	5%	(27)	495
Generation Z: 18-21	3%	(3)	9%	(11)	81%	(101)	6%	(7)	3%	(3)	125
Millennial: Age 22-37	1%	(6)	7%	(38)	77%	(394)	10%	(53)	4%	(19)	509
Generation X: Age 38-53	2%	(11)	8%	(45)	69%	(379)	15%	(82)	6%	(31)	548
Boomers: Age 54-72	6%	(46)	8%	(67)	62%	(515)	18%	(153)	6%	(53)	834
PID: Dem (no lean)	3%	(21)	8%	(54)	70%	(489)	14%	(96)	5%	(35)	695
PID: Ind (no lean)	4%	(32)	9%	(68)	69%	(528)	14%	(104)	4%	(34)	766
PID: Rep (no lean)	4%	(25)	6%	(40)	66%	(432)	18%	(119)	6%	(40)	657
PID/Gender: Dem Men	2%	(6)	8%	(22)	72%	(210)	14%	(40)	5%	(16)	293
PID/Gender: Dem Women	4%	(15)	8%	(32)	70%	(280)	14%	(57)	5%	(19)	402
PID/Gender: Ind Men	5%	(17)	10%	(35)	70%	(253)	12%	(43)	3%	(12)	359
PID/Gender: Ind Women	4%	(16)	8%	(33)	68%	(275)	15%	(61)	5%	(22)	407
PID/Gender: Rep Men	4%	(12)	6%	(19)	65%	(217)	19%	(62)	6%	(21)	332
PID/Gender: Rep Women	4%	(13)	6%	(21)	66%	(215)	17%	(57)	6%	(20)	325
Ideo: Liberal (1-3)	3%	(20)	8%	(47)	74%	(435)	12%	(71)	3%	(15)	588
Ideo: Moderate (4)	3%	(18)	6%	(32)	68%	(360)	16%	(84)	7%	(36)	530
Ideo: Conservative (5-7)	4%	(33)	8%	(62)	66%	(503)	16%	(121)	6%	(42)	762
Educ: < College	4%	(50)	8%	(102)	67%	(881)	16%	(211)	6%	(78)	1320
Educ: Bachelors degree	4%	(22)	7%	(33)	72%	(365)	13%	(67)	4%	(21)	507
Educ: Post-grad	2%	(7)	9%	(27)	70%	(204)	14%	(41)	4%	(11)	290
Income: Under 50k	4%	(48)	8%	(81)	66%	(705)	16%	(176)	6%	(61)	1071
Income: 50k-100k	3%	(22)	8%	(57)	71%	(505)	14%	(97)	5%	(33)	714
Income: 100k+	3%	(9)	7%	(24)	72%	(239)	14%	(45)	5%	(15)	333
Ethnicity: White	3%	(60)	8%	(129)	69%	(1181)	15%	(264)	5%	(84)	1719

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**Table HR5oen:** *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	1 or less		1 - 5		5 - 20		20 - 40		More than 40		Total N
Adults	4%	(79)	8%	(162)	68%	(1449)	15%	(319)	5%	(109)	2118
Ethnicity: Hispanic	3%	(5)	9%	(18)	72%	(146)	14%	(30)	2%	(5)	204
Ethnicity: Afr. Am.	6%	(15)	9%	(24)	65%	(172)	13%	(35)	7%	(20)	265
Ethnicity: Other	3%	(4)	7%	(9)	71%	(96)	15%	(20)	4%	(5)	135
Relig: Protestant	4%	(23)	9%	(47)	66%	(360)	17%	(91)	5%	(27)	549
Relig: Roman Catholic	4%	(17)	6%	(25)	69%	(295)	15%	(66)	6%	(24)	427
Relig: Something Else	3%	(6)	12%	(25)	69%	(152)	12%	(27)	4%	(9)	220
Relig: Evangelical	3%	(30)	8%	(65)	70%	(599)	14%	(121)	5%	(39)	853
Relig: Non-Evang. Catholics	5%	(17)	10%	(33)	61%	(209)	18%	(63)	6%	(21)	342
Relig: All Christian	4%	(46)	8%	(98)	68%	(808)	15%	(184)	5%	(60)	1195
Relig: All Non-Christian	3%	(7)	7%	(15)	62%	(129)	21%	(44)	6%	(11)	206
Community: Urban	4%	(18)	8%	(37)	71%	(327)	12%	(56)	5%	(25)	463
Community: Suburban	3%	(33)	8%	(84)	69%	(752)	14%	(154)	6%	(64)	1086
Community: Rural	5%	(28)	7%	(41)	65%	(371)	19%	(109)	4%	(21)	570
Employ: Private Sector	3%	(20)	7%	(53)	71%	(519)	14%	(104)	5%	(34)	729
Employ: Government	4%	(5)	9%	(13)	76%	(104)	8%	(11)	3%	(5)	137
Employ: Self-Employed	3%	(6)	7%	(12)	66%	(116)	20%	(34)	4%	(8)	176
Employ: Homemaker	2%	(2)	7%	(10)	72%	(102)	13%	(18)	7%	(10)	142
Employ: Student	3%	(2)	11%	(9)	81%	(68)	6%	(5)	—	(0)	84
Employ: Retired	6%	(29)	6%	(31)	61%	(311)	22%	(110)	6%	(29)	510
Employ: Unemployed	3%	(7)	8%	(16)	76%	(144)	9%	(17)	4%	(8)	191
Employ: Other	5%	(7)	13%	(20)	58%	(85)	14%	(20)	11%	(16)	148
Military HH: Yes	4%	(16)	8%	(29)	67%	(249)	16%	(59)	5%	(20)	374
Military HH: No	4%	(62)	8%	(133)	69%	(1200)	15%	(259)	5%	(89)	1744
RD/WT: Right Direction	5%	(32)	9%	(61)	64%	(457)	17%	(118)	6%	(40)	708
RD/WT: Wrong Track	3%	(46)	7%	(101)	70%	(993)	14%	(201)	5%	(69)	1410
Trump Job Approve	4%	(33)	8%	(67)	66%	(571)	16%	(142)	5%	(47)	858
Trump Job Disapprove	3%	(39)	7%	(85)	70%	(818)	14%	(167)	5%	(55)	1163
Trump Job Strongly Approve	6%	(23)	8%	(36)	64%	(269)	17%	(72)	5%	(22)	422
Trump Job Somewhat Approve	2%	(9)	7%	(31)	69%	(302)	16%	(69)	6%	(24)	436
Trump Job Somewhat Disapprove	3%	(8)	9%	(24)	67%	(170)	16%	(41)	4%	(11)	255
Trump Job Strongly Disapprove	3%	(30)	7%	(61)	71%	(647)	14%	(126)	5%	(43)	909

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**Table HR5oen:** At what monthly price would you consider the service to be a bargain – a great buy for the money?

Demographic	1 or less		1 - 5		5 - 20		20 - 40		More than 40		Total N
Adults	4%	(79)	8%	(162)	68%	(1449)	15%	(319)	5%	(109)	2118
#1 Issue: Economy	2%	(12)	6%	(36)	73%	(468)	15%	(99)	5%	(29)	645
#1 Issue: Security	4%	(19)	7%	(30)	64%	(279)	19%	(84)	6%	(27)	440
#1 Issue: Health Care	3%	(8)	8%	(24)	70%	(217)	15%	(48)	4%	(12)	309
#1 Issue: Medicare / Social Security	7%	(19)	7%	(19)	58%	(163)	19%	(54)	10%	(27)	282
#1 Issue: Women's Issues	5%	(5)	11%	(11)	75%	(75)	8%	(8)	1%	(1)	101
#1 Issue: Education	1%	(2)	8%	(9)	80%	(101)	8%	(11)	3%	(4)	126
#1 Issue: Energy	3%	(2)	11%	(10)	80%	(76)	7%	(7)	—	(0)	95
#1 Issue: Other	9%	(11)	19%	(23)	57%	(69)	7%	(8)	8%	(9)	121
2018 House Vote: Democrat	4%	(30)	8%	(66)	71%	(575)	13%	(106)	4%	(34)	810
2018 House Vote: Republican	4%	(27)	6%	(40)	68%	(488)	17%	(124)	5%	(37)	716
2018 House Vote: Someone else	5%	(5)	15%	(13)	62%	(56)	15%	(13)	3%	(3)	90
2018 House Vote: Didnt Vote	3%	(17)	9%	(43)	66%	(327)	15%	(76)	7%	(35)	497
2016 Vote: Hillary Clinton	3%	(22)	8%	(52)	69%	(451)	14%	(94)	5%	(33)	653
2016 Vote: Donald Trump	5%	(35)	7%	(52)	66%	(492)	18%	(134)	4%	(33)	745
2016 Vote: Someone else	4%	(7)	12%	(22)	70%	(130)	13%	(24)	2%	(4)	186
2016 Vote: Didnt Vote	3%	(15)	7%	(36)	71%	(375)	12%	(66)	7%	(39)	531
Voted in 2014: Yes	4%	(56)	8%	(112)	67%	(960)	16%	(230)	5%	(67)	1425
Voted in 2014: No	3%	(22)	7%	(50)	71%	(489)	13%	(89)	6%	(42)	693
2012 Vote: Barack Obama	3%	(26)	7%	(59)	69%	(578)	16%	(133)	5%	(38)	835
2012 Vote: Mitt Romney	5%	(27)	7%	(41)	65%	(385)	18%	(105)	6%	(33)	591
2012 Vote: Other	5%	(5)	15%	(16)	65%	(66)	13%	(13)	2%	(2)	101
2012 Vote: Didn't Vote	3%	(21)	8%	(47)	71%	(419)	12%	(68)	6%	(37)	591
4-Region: Northeast	3%	(13)	9%	(34)	69%	(261)	14%	(54)	4%	(15)	377
4-Region: Midwest	4%	(20)	9%	(45)	68%	(328)	15%	(71)	4%	(22)	485
4-Region: South	3%	(26)	7%	(55)	67%	(529)	16%	(123)	7%	(55)	788
4-Region: West	4%	(20)	6%	(29)	71%	(331)	15%	(71)	4%	(18)	468

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

**Table HR6oen:** *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	1 or less	1 - 2	2 - 4	4 - 10	10 - 40	More than 40	Total N
Adults	3% (56)	1% (20)	1% (22)	8% (163)	69% (1460)	18% (382)	2103
Gender: Male	2% (19)	1% (12)	1% (8)	8% (77)	70% (682)	19% (181)	980
Gender: Female	3% (37)	1% (8)	1% (14)	8% (86)	69% (777)	18% (201)	1123
Age: 18-29	1% (6)	1% (5)	2% (6)	9% (34)	78% (295)	8% (31)	377
Age: 30-44	1% (3)	— (1)	1% (6)	7% (33)	71% (336)	20% (94)	473
Age: 45-54	3% (10)	— (1)	1% (2)	9% (34)	66% (246)	21% (80)	373
Age: 55-64	4% (17)	1% (3)	1% (6)	6% (22)	66% (263)	22% (85)	396
Age: 65+	4% (21)	2% (10)	1% (3)	8% (39)	66% (321)	19% (93)	485
Generation Z: 18-21	3% (3)	2% (3)	1% (1)	13% (16)	71% (90)	11% (14)	126
Millennial: Age 22-37	1% (3)	1% (3)	2% (8)	7% (35)	78% (394)	13% (64)	507
Generation X: Age 38-53	2% (12)	— (1)	1% (4)	8% (43)	67% (369)	22% (120)	550
Boomers: Age 54-72	4% (31)	1% (10)	1% (8)	7% (61)	66% (541)	21% (171)	822
PID: Dem (no lean)	3% (19)	— (3)	1% (5)	9% (60)	69% (478)	19% (130)	696
PID: Ind (no lean)	3% (22)	1% (10)	1% (11)	7% (57)	71% (542)	16% (126)	768
PID: Rep (no lean)	2% (15)	1% (8)	1% (5)	7% (45)	69% (440)	20% (126)	639
PID/Gender: Dem Men	1% (4)	1% (2)	1% (2)	10% (28)	70% (203)	18% (52)	291
PID/Gender: Dem Women	4% (15)	— (1)	1% (3)	8% (32)	68% (275)	19% (78)	405
PID/Gender: Ind Men	2% (9)	2% (5)	1% (3)	7% (27)	73% (265)	15% (55)	363
PID/Gender: Ind Women	3% (13)	1% (4)	2% (8)	8% (30)	69% (278)	18% (71)	405
PID/Gender: Rep Men	2% (7)	1% (5)	1% (3)	7% (22)	66% (215)	23% (75)	326
PID/Gender: Rep Women	3% (9)	1% (3)	1% (2)	7% (23)	72% (225)	16% (51)	313
Ideo: Liberal (1-3)	3% (19)	— (2)	1% (8)	8% (47)	72% (431)	15% (92)	599
Ideo: Moderate (4)	2% (9)	1% (3)	1% (4)	8% (42)	68% (349)	21% (107)	514
Ideo: Conservative (5-7)	3% (20)	2% (11)	1% (8)	7% (52)	70% (525)	18% (133)	749
Educ: < College	3% (39)	1% (13)	1% (15)	8% (99)	68% (891)	19% (251)	1308
Educ: Bachelors degree	3% (15)	1% (5)	1% (4)	6% (29)	72% (368)	18% (90)	512
Educ: Post-grad	1% (2)	1% (2)	1% (2)	12% (34)	71% (202)	15% (41)	283

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**Table HR6oen:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less	1 - 2	2 - 4	4 - 10	10 - 40	More than 40	Total N
Adults	3% (56)	1% (20)	1% (22)	8% (163)	69% (1460)	18% (382)	2103
Income: Under 50k	3% (37)	1% (11)	1% (15)	8% (87)	66% (705)	20% (207)	1062
Income: 50k-100k	2% (14)	— (3)	1% (4)	8% (56)	72% (512)	17% (120)	710
Income: 100k+	2% (5)	2% (6)	1% (3)	6% (20)	73% (243)	17% (55)	332
Ethnicity: White	2% (41)	1% (17)	1% (17)	7% (127)	70% (1200)	18% (307)	1709
Ethnicity: Hispanic	3% (5)	— (0)	1% (2)	7% (14)	74% (150)	16% (32)	203
Ethnicity: Afr. Am.	5% (12)	— (1)	1% (2)	9% (24)	67% (172)	18% (45)	257
Ethnicity: Other	2% (3)	1% (2)	2% (3)	9% (12)	64% (88)	22% (30)	137
Relig: Protestant	3% (18)	1% (8)	1% (4)	7% (40)	69% (377)	19% (103)	549
Relig: Roman Catholic	2% (9)	1% (6)	1% (3)	8% (32)	71% (300)	17% (73)	422
Relig: Something Else	2% (4)	1% (1)	— (1)	9% (18)	73% (156)	16% (34)	215
Relig: Evangelical	2% (20)	1% (8)	— (4)	7% (59)	73% (617)	17% (140)	849
Relig: Non-Evang. Catholics	3% (10)	2% (7)	1% (4)	9% (31)	64% (216)	21% (70)	337
Relig: All Christian	3% (30)	1% (15)	1% (8)	8% (91)	70% (833)	18% (211)	1186
Relig: All Non-Christian	1% (3)	— (0)	3% (7)	6% (12)	66% (137)	24% (50)	208
Community: Urban	2% (8)	1% (3)	1% (4)	8% (36)	71% (328)	17% (79)	459
Community: Suburban	2% (26)	1% (7)	1% (12)	8% (82)	71% (767)	17% (184)	1077
Community: Rural	4% (22)	2% (10)	1% (6)	8% (44)	64% (365)	21% (119)	566
Employ: Private Sector	2% (14)	1% (4)	1% (9)	8% (59)	71% (516)	17% (121)	723
Employ: Government	2% (3)	— (1)	1% (2)	8% (11)	76% (105)	12% (17)	139
Employ: Self-Employed	3% (5)	— (0)	1% (2)	7% (13)	65% (116)	24% (42)	177
Employ: Homemaker	3% (4)	— (0)	— (1)	11% (15)	69% (97)	17% (24)	140
Employ: Student	3% (2)	— (0)	— (0)	12% (10)	80% (67)	5% (4)	84
Employ: Retired	4% (18)	2% (10)	— (2)	6% (32)	66% (327)	22% (110)	498
Employ: Unemployed	4% (7)	2% (4)	2% (4)	8% (15)	72% (141)	12% (24)	195
Employ: Other	2% (3)	1% (2)	2% (3)	5% (8)	62% (91)	27% (40)	148
Military HH: Yes	3% (10)	2% (6)	— (2)	6% (22)	69% (259)	20% (75)	373
Military HH: No	3% (46)	1% (14)	1% (20)	8% (141)	69% (1201)	18% (308)	1730
RD/WT: Right Direction	3% (22)	2% (11)	1% (7)	8% (58)	69% (477)	17% (119)	694
RD/WT: Wrong Track	2% (34)	1% (10)	1% (15)	7% (105)	70% (983)	19% (264)	1409
Trump Job Approve	3% (21)	2% (15)	1% (9)	7% (61)	69% (587)	18% (152)	846
Trump Job Disapprove	2% (29)	— (3)	1% (13)	8% (92)	70% (809)	19% (216)	1162

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**Table HR60en:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less		1 - 2		2 - 4		4 - 10		10 - 40		More than 40		Total N
Adults	3%	(56)	1%	(20)	1%	(22)	8%	(163)	69%	(1460)	18%	(382)	2103
Trump Job Strongly Approve	3%	(14)	3%	(12)	1%	(4)	8%	(33)	66%	(277)	19%	(77)	416
Trump Job Somewhat Approve	2%	(7)	1%	(4)	1%	(5)	7%	(29)	72%	(311)	17%	(75)	430
Trump Job Somewhat Disapprove	2%	(6)	—	(0)	1%	(2)	11%	(28)	66%	(166)	20%	(50)	252
Trump Job Strongly Disapprove	3%	(23)	—	(3)	1%	(11)	7%	(64)	71%	(643)	18%	(166)	910
#1 Issue: Economy	1%	(9)	—	(3)	1%	(7)	7%	(43)	72%	(462)	18%	(116)	639
#1 Issue: Security	3%	(12)	2%	(10)	—	(2)	6%	(26)	68%	(293)	20%	(87)	429
#1 Issue: Health Care	2%	(5)	1%	(2)	1%	(3)	8%	(25)	69%	(215)	19%	(59)	310
#1 Issue: Medicare / Social Security	5%	(13)	—	(0)	1%	(3)	7%	(20)	63%	(176)	24%	(68)	280
#1 Issue: Women's Issues	5%	(6)	2%	(2)	1%	(1)	12%	(12)	68%	(71)	13%	(13)	104
#1 Issue: Education	—	(0)	—	(0)	1%	(2)	7%	(9)	78%	(98)	13%	(16)	125
#1 Issue: Energy	3%	(2)	—	(0)	2%	(1)	14%	(14)	73%	(72)	8%	(8)	98
#1 Issue: Other	7%	(8)	2%	(3)	4%	(5)	11%	(14)	63%	(74)	13%	(15)	119
2018 House Vote: Democrat	3%	(20)	—	(3)	1%	(7)	8%	(64)	71%	(575)	17%	(136)	805
2018 House Vote: Republican	2%	(14)	2%	(13)	1%	(7)	7%	(52)	69%	(491)	18%	(130)	706
2018 House Vote: Someone else	4%	(4)	—	(0)	—	(0)	12%	(11)	62%	(56)	21%	(19)	89
2018 House Vote: Didn't Vote	4%	(18)	1%	(5)	2%	(8)	7%	(36)	67%	(333)	19%	(97)	497
2016 Vote: Hillary Clinton	2%	(15)	—	(3)	1%	(6)	7%	(47)	70%	(457)	19%	(126)	655
2016 Vote: Donald Trump	3%	(19)	2%	(12)	1%	(6)	6%	(46)	70%	(518)	19%	(137)	738
2016 Vote: Someone else	4%	(7)	—	(1)	1%	(2)	9%	(17)	73%	(132)	13%	(23)	181
2016 Vote: Didn't Vote	3%	(15)	1%	(5)	1%	(7)	10%	(53)	67%	(351)	18%	(96)	525
Voted in 2014: Yes	2%	(35)	1%	(14)	1%	(10)	8%	(106)	69%	(980)	19%	(267)	1413
Voted in 2014: No	3%	(21)	1%	(6)	2%	(12)	8%	(56)	70%	(480)	17%	(115)	690
2012 Vote: Barack Obama	2%	(16)	—	(3)	1%	(7)	7%	(57)	71%	(587)	19%	(155)	824
2012 Vote: Mitt Romney	3%	(16)	2%	(12)	1%	(6)	7%	(39)	67%	(397)	20%	(120)	588
2012 Vote: Other	6%	(6)	—	(0)	2%	(2)	9%	(9)	69%	(70)	16%	(16)	101
2012 Vote: Didn't Vote	3%	(19)	1%	(6)	1%	(8)	10%	(58)	69%	(406)	16%	(92)	588
4-Region: Northeast	3%	(10)	1%	(4)	1%	(3)	7%	(26)	72%	(271)	16%	(61)	376
4-Region: Midwest	3%	(15)	1%	(7)	2%	(7)	8%	(38)	68%	(334)	18%	(89)	490
4-Region: South	2%	(16)	1%	(5)	1%	(9)	8%	(62)	69%	(525)	20%	(149)	765
4-Region: West	3%	(15)	1%	(4)	1%	(3)	8%	(37)	70%	(329)	18%	(83)	472

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

**Table HR7oem:** At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	1 or less	1 - 4	4 - 12	12 - 18	18 - 32	32 - 60	60 - 85	More than 85	Total N
Adults	2% (50)	2% (36)	9% (179)	19% (393)	40% (819)	16% (342)	8% (172)	4% (82)	2073
Gender: Male	2% (16)	2% (22)	9% (87)	21% (203)	39% (379)	15% (144)	8% (82)	5% (47)	979
Gender: Female	3% (35)	1% (15)	8% (92)	17% (191)	40% (440)	18% (198)	8% (90)	3% (35)	1095
Age: 18-29	2% (6)	2% (9)	9% (33)	24% (89)	43% (157)	15% (56)	4% (13)	2% (7)	370
Age: 30-44	— (2)	— (2)	9% (42)	19% (88)	42% (193)	17% (77)	8% (36)	3% (15)	456
Age: 45-54	3% (10)	1% (3)	8% (29)	20% (74)	38% (138)	14% (52)	12% (43)	5% (18)	366
Age: 55-64	4% (16)	2% (7)	7% (27)	19% (73)	38% (149)	17% (66)	8% (32)	5% (20)	390
Age: 65+	3% (17)	3% (16)	10% (48)	14% (70)	37% (181)	19% (91)	10% (48)	4% (21)	491
Generation Z: 18-21	3% (3)	4% (5)	9% (11)	21% (26)	46% (58)	12% (14)	3% (4)	3% (4)	125
Millennial: Age 22-37	1% (3)	1% (4)	9% (43)	22% (111)	43% (212)	17% (83)	6% (29)	2% (11)	496
Generation X: Age 38-53	2% (11)	1% (3)	8% (43)	20% (109)	38% (202)	16% (86)	10% (55)	5% (24)	532
Boomers: Age 54-72	3% (26)	2% (18)	9% (73)	17% (140)	38% (311)	17% (140)	9% (74)	5% (39)	821
PID: Dem (no lean)	2% (17)	1% (7)	8% (51)	19% (130)	42% (282)	15% (102)	9% (63)	3% (21)	673
PID: Ind (no lean)	3% (19)	2% (18)	10% (74)	21% (158)	37% (281)	17% (132)	6% (47)	4% (30)	760
PID: Rep (no lean)	2% (14)	2% (11)	8% (54)	16% (105)	40% (257)	17% (108)	10% (62)	5% (30)	641
PID/Gender: Dem Men	1% (4)	1% (3)	8% (22)	19% (54)	43% (126)	14% (41)	10% (28)	4% (12)	290
PID/Gender: Dem Women	3% (13)	1% (4)	8% (29)	20% (76)	41% (156)	16% (61)	9% (35)	2% (9)	383
PID/Gender: Ind Men	2% (6)	3% (11)	10% (38)	24% (87)	37% (133)	15% (53)	5% (20)	4% (13)	361
PID/Gender: Ind Women	3% (13)	2% (7)	9% (36)	18% (71)	37% (148)	20% (79)	7% (27)	4% (18)	399
PID/Gender: Rep Men	2% (6)	2% (8)	8% (27)	19% (62)	37% (120)	15% (49)	11% (35)	7% (22)	328
PID/Gender: Rep Women	3% (9)	1% (3)	9% (27)	14% (43)	44% (137)	19% (59)	9% (28)	3% (9)	313
Ideo: Liberal (1-3)	3% (16)	2% (10)	9% (52)	21% (120)	39% (228)	17% (96)	7% (40)	3% (19)	582
Ideo: Moderate (4)	2% (9)	— (2)	6% (32)	22% (114)	40% (205)	16% (82)	9% (46)	4% (19)	508
Ideo: Conservative (5-7)	2% (17)	2% (18)	10% (72)	16% (122)	40% (300)	16% (121)	9% (66)	5% (37)	752
Educ: < College	3% (39)	2% (22)	9% (121)	18% (232)	39% (501)	16% (206)	9% (118)	4% (52)	1292
Educ: Bachelors degree	2% (10)	2% (11)	6% (30)	20% (99)	42% (211)	17% (83)	8% (39)	4% (19)	502
Educ: Post-grad	— (1)	1% (3)	10% (28)	22% (62)	38% (107)	19% (53)	5% (15)	4% (11)	280
Income: Under 50k	3% (33)	2% (23)	9% (98)	19% (194)	36% (377)	17% (176)	9% (97)	4% (39)	1038
Income: 50k-100k	2% (13)	1% (6)	8% (57)	18% (129)	45% (317)	15% (108)	7% (51)	4% (27)	708
Income: 100k+	1% (4)	2% (7)	7% (23)	21% (70)	38% (125)	18% (58)	7% (24)	5% (15)	327

Continued on next page

**Table HR7oen:** *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	1 or less	1 - 4	4 - 12	12 - 18	18 - 32	32 - 60	60 - 85	More than 85	Total N
Adults	2% (50)	2% (36)	9% (179)	19% (393)	40% (819)	16% (342)	8% (172)	4% (82)	2073
Ethnicity: White	2% (37)	2% (28)	8% (133)	20% (334)	40% (672)	17% (279)	8% (139)	4% (70)	1693
Ethnicity: Hispanic	2% (4)	1% (1)	10% (20)	20% (40)	40% (80)	16% (32)	8% (16)	3% (5)	198
Ethnicity: Afr. Am.	4% (10)	2% (6)	14% (33)	14% (34)	40% (99)	14% (35)	10% (24)	3% (6)	247
Ethnicity: Other	2% (3)	2% (3)	9% (12)	19% (26)	36% (48)	21% (27)	7% (9)	4% (5)	133
Relig: Protestant	2% (13)	3% (15)	9% (47)	18% (95)	39% (210)	18% (100)	9% (49)	2% (14)	543
Relig: Roman Catholic	2% (9)	1% (4)	7% (30)	22% (91)	40% (163)	17% (71)	8% (34)	2% (10)	411
Relig: Something Else	2% (4)	1% (3)	11% (23)	19% (41)	40% (86)	13% (28)	11% (23)	3% (6)	214
Relig: Evangelical	2% (17)	2% (15)	7% (60)	21% (174)	41% (345)	15% (128)	8% (71)	3% (22)	832
Relig: Non-Evang. Catholics	3% (9)	2% (8)	12% (39)	16% (54)	34% (114)	21% (70)	10% (35)	2% (7)	337
Relig: All Christian	2% (26)	2% (23)	9% (100)	19% (228)	39% (459)	17% (199)	9% (106)	3% (30)	1169
Relig: All Non-Christian	1% (2)	2% (5)	8% (16)	11% (22)	44% (90)	18% (36)	10% (21)	7% (15)	206
Community: Urban	2% (8)	1% (4)	10% (45)	19% (88)	40% (181)	16% (73)	7% (32)	4% (20)	452
Community: Suburban	2% (21)	2% (18)	7% (70)	20% (217)	41% (435)	16% (166)	9% (92)	4% (46)	1067
Community: Rural	4% (21)	3% (14)	11% (63)	16% (88)	37% (203)	18% (103)	9% (47)	3% (16)	555
Employ: Private Sector	2% (12)	1% (8)	8% (59)	21% (148)	40% (286)	17% (119)	7% (54)	4% (28)	714
Employ: Government	2% (3)	1% (2)	10% (14)	19% (27)	47% (66)	9% (12)	8% (11)	3% (5)	139
Employ: Self-Employed	2% (4)	— (1)	9% (15)	20% (34)	33% (57)	17% (29)	11% (18)	8% (14)	172
Employ: Homemaker	3% (4)	— (0)	8% (11)	19% (26)	45% (61)	15% (21)	7% (9)	3% (5)	136
Employ: Student	3% (2)	3% (2)	8% (7)	26% (21)	48% (40)	9% (8)	4% (3)	— (0)	84
Employ: Retired	3% (16)	3% (15)	7% (37)	14% (70)	37% (188)	21% (105)	10% (50)	4% (23)	503
Employ: Unemployed	4% (7)	3% (5)	12% (22)	22% (41)	39% (73)	15% (28)	4% (7)	1% (2)	185
Employ: Other	2% (3)	2% (3)	10% (14)	19% (27)	34% (48)	14% (19)	14% (20)	4% (6)	141
Military HH: Yes	2% (8)	3% (11)	5% (19)	16% (59)	46% (173)	16% (60)	7% (24)	5% (20)	374
Military HH: No	3% (43)	2% (26)	9% (160)	20% (334)	38% (646)	17% (282)	9% (148)	4% (62)	1699
RD/WT: Right Direction	3% (19)	2% (17)	11% (74)	16% (114)	37% (259)	18% (124)	8% (56)	4% (31)	693
RD/WT: Wrong Track	2% (31)	1% (20)	8% (105)	20% (280)	41% (560)	16% (218)	8% (116)	4% (51)	1380
Trump Job Approve	2% (18)	2% (20)	9% (80)	16% (132)	40% (337)	18% (154)	8% (69)	4% (36)	847
Trump Job Disapprove	2% (26)	1% (14)	8% (87)	22% (249)	39% (443)	15% (176)	9% (97)	4% (43)	1133

Continued on next page

**Table HR7oen:** At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	1 or less	1 - 4	4 - 12	12 - 18	18 - 32	32 - 60	60 - 85	More than 85	Total N
Adults	2% (50)	2% (36)	9% (179)	19% (393)	40% (819)	16% (342)	8% (172)	4% (82)	2073
Trump Job Strongly Approve	3% (11)	3% (14)	11% (47)	14% (60)	36% (150)	20% (83)	8% (35)	4% (18)	417
Trump Job Somewhat Approve	2% (7)	2% (7)	8% (33)	17% (72)	43% (187)	17% (72)	8% (34)	4% (18)	430
Trump Job Somewhat Disapprove	2% (6)	2% (5)	8% (20)	23% (56)	37% (93)	15% (37)	8% (19)	5% (12)	248
Trump Job Strongly Disapprove	2% (20)	1% (9)	8% (67)	22% (192)	40% (350)	16% (139)	9% (77)	3% (30)	885
#1 Issue: Economy	1% (9)	1% (4)	9% (58)	19% (122)	40% (251)	17% (105)	9% (57)	4% (23)	628
#1 Issue: Security	2% (10)	3% (12)	7% (29)	16% (69)	40% (172)	18% (76)	9% (39)	4% (19)	426
#1 Issue: Health Care	2% (5)	1% (3)	7% (22)	18% (55)	42% (128)	20% (62)	6% (17)	4% (11)	304
#1 Issue: Medicare / Social Security	5% (13)	2% (5)	9% (24)	17% (48)	32% (89)	16% (45)	13% (37)	7% (18)	279
#1 Issue: Women's Issues	6% (6)	2% (2)	5% (5)	28% (27)	37% (37)	14% (14)	5% (5)	4% (4)	99
#1 Issue: Education	— (0)	1% (2)	7% (8)	18% (22)	52% (64)	13% (16)	6% (7)	3% (4)	124
#1 Issue: Energy	3% (2)	3% (3)	10% (9)	28% (28)	42% (41)	9% (9)	4% (4)	2% (2)	98
#1 Issue: Other	4% (4)	6% (7)	20% (23)	19% (22)	32% (37)	14% (16)	5% (5)	1% (2)	117
2018 House Vote: Democrat	2% (18)	1% (8)	7% (59)	23% (178)	41% (321)	15% (118)	8% (64)	3% (26)	791
2018 House Vote: Republican	2% (12)	2% (16)	9% (65)	14% (98)	42% (300)	18% (125)	8% (59)	5% (34)	709
2018 House Vote: Someone else	2% (2)	2% (1)	19% (17)	24% (21)	24% (22)	19% (16)	3% (3)	7% (6)	89
2018 House Vote: Didnt Vote	4% (18)	2% (11)	8% (38)	20% (96)	36% (173)	17% (82)	10% (46)	3% (15)	479
2016 Vote: Hillary Clinton	2% (13)	1% (8)	7% (43)	22% (142)	38% (241)	17% (108)	8% (52)	4% (29)	635
2016 Vote: Donald Trump	2% (17)	2% (14)	8% (62)	16% (117)	41% (301)	17% (129)	10% (72)	4% (31)	743
2016 Vote: Someone else	3% (6)	3% (6)	12% (21)	22% (40)	42% (76)	11% (19)	5% (9)	2% (4)	181
2016 Vote: Didnt Vote	3% (15)	2% (8)	10% (52)	18% (94)	39% (201)	16% (83)	8% (40)	4% (19)	511
Voted in 2014: Yes	2% (32)	2% (26)	8% (117)	18% (259)	40% (556)	16% (230)	9% (121)	4% (60)	1402
Voted in 2014: No	3% (18)	2% (11)	9% (61)	20% (134)	39% (263)	17% (112)	8% (51)	3% (21)	671
2012 Vote: Barack Obama	2% (13)	1% (7)	8% (61)	21% (174)	41% (329)	15% (122)	10% (81)	3% (21)	808
2012 Vote: Mitt Romney	2% (14)	3% (15)	8% (50)	15% (86)	40% (234)	19% (110)	8% (48)	6% (33)	589
2012 Vote: Other	4% (4)	5% (5)	15% (15)	15% (16)	32% (33)	16% (16)	8% (9)	4% (5)	103
2012 Vote: Didn't Vote	3% (19)	2% (9)	9% (53)	21% (118)	39% (223)	16% (93)	6% (35)	4% (23)	572
4-Region: Northeast	3% (10)	1% (5)	9% (32)	20% (73)	38% (139)	17% (63)	9% (33)	4% (15)	370
4-Region: Midwest	3% (12)	4% (17)	8% (38)	19% (91)	40% (191)	16% (78)	7% (34)	4% (17)	479
4-Region: South	2% (13)	1% (9)	10% (79)	18% (133)	39% (296)	17% (126)	9% (66)	4% (33)	755
4-Region: West	3% (14)	1% (4)	6% (30)	20% (96)	41% (192)	16% (76)	9% (40)	4% (17)	470

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

**Table HR8oen:** *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	1 or less	1 - 2	2 - 4	4 - 9	9 - 20	More than 20	Total N
Adults	12% (244)	13% (273)	15% (326)	37% (784)	16% (337)	7% (158)	2123
Gender: Male	12% (115)	14% (135)	17% (170)	36% (361)	14% (134)	8% (75)	991
Gender: Female	11% (129)	12% (138)	14% (156)	37% (422)	18% (203)	7% (83)	1131
Age: 18-29	10% (36)	15% (57)	24% (89)	37% (138)	10% (37)	5% (20)	377
Age: 30-44	10% (47)	15% (70)	15% (73)	39% (186)	16% (75)	5% (26)	477
Age: 45-54	9% (34)	13% (50)	13% (47)	42% (155)	16% (59)	7% (27)	372
Age: 55-64	13% (50)	11% (44)	14% (54)	36% (143)	17% (68)	10% (40)	400
Age: 65+	15% (76)	11% (53)	13% (62)	32% (161)	20% (99)	9% (45)	496
Generation Z: 18-21	9% (11)	18% (22)	23% (30)	39% (49)	6% (8)	5% (7)	127
Millennial: Age 22-37	9% (48)	15% (75)	19% (98)	38% (193)	13% (68)	5% (28)	510
Generation X: Age 38-53	10% (55)	13% (73)	13% (73)	40% (218)	17% (91)	7% (37)	548
Boomers: Age 54-72	14% (115)	12% (97)	14% (113)	34% (288)	17% (142)	10% (82)	838
PID: Dem (no lean)	10% (71)	14% (95)	18% (124)	37% (257)	14% (100)	7% (52)	700
PID: Ind (no lean)	13% (102)	14% (110)	16% (124)	34% (263)	16% (125)	6% (49)	773
PID: Rep (no lean)	11% (71)	11% (68)	12% (77)	41% (263)	17% (112)	9% (57)	650
PID/Gender: Dem Men	11% (32)	13% (39)	20% (58)	36% (106)	13% (38)	8% (24)	298
PID/Gender: Dem Women	10% (39)	14% (56)	16% (66)	38% (151)	15% (62)	7% (28)	402
PID/Gender: Ind Men	13% (47)	16% (58)	19% (68)	35% (127)	12% (43)	5% (20)	363
PID/Gender: Ind Women	13% (55)	12% (51)	14% (56)	33% (136)	20% (83)	7% (29)	410
PID/Gender: Rep Men	11% (36)	11% (37)	13% (44)	39% (128)	16% (54)	9% (31)	331
PID/Gender: Rep Women	11% (35)	10% (31)	10% (33)	42% (135)	18% (58)	8% (26)	319
Ideo: Liberal (1-3)	9% (53)	16% (95)	17% (100)	39% (232)	14% (82)	6% (36)	598
Ideo: Moderate (4)	11% (60)	9% (50)	17% (88)	39% (203)	16% (82)	8% (44)	527
Ideo: Conservative (5-7)	14% (106)	13% (98)	13% (98)	37% (278)	17% (126)	7% (52)	758
Educ: < College	11% (147)	12% (159)	15% (203)	36% (471)	17% (224)	9% (118)	1321
Educ: Bachelors degree	12% (59)	15% (77)	15% (79)	39% (202)	14% (70)	5% (26)	513
Educ: Post-grad	13% (38)	13% (37)	15% (44)	39% (111)	15% (43)	5% (14)	288
Income: Under 50k	11% (119)	13% (141)	16% (174)	34% (364)	16% (173)	9% (100)	1070
Income: 50k-100k	13% (92)	13% (92)	15% (106)	38% (275)	16% (117)	5% (37)	718
Income: 100k+	10% (34)	12% (41)	14% (46)	43% (145)	14% (48)	6% (20)	335
Ethnicity: White	12% (201)	13% (221)	15% (261)	37% (638)	16% (274)	7% (128)	1723

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**Table HR8oen:** At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	1 or less	1 - 2	2 - 4	4 - 9	9 - 20	More than 20	Total N
Adults	12% (244)	13% (273)	15% (326)	37% (784)	16% (337)	7% (158)	2123
Ethnicity: Hispanic	9% (19)	12% (24)	15% (30)	38% (78)	18% (37)	8% (17)	205
Ethnicity: Afr. Am.	13% (34)	14% (37)	17% (46)	33% (88)	15% (39)	8% (21)	266
Ethnicity: Other	7% (9)	12% (15)	14% (19)	43% (57)	18% (24)	7% (9)	133
Relig: Protestant	12% (65)	11% (61)	14% (79)	39% (216)	16% (88)	7% (40)	550
Relig: Roman Catholic	11% (48)	14% (59)	14% (60)	37% (155)	15% (64)	8% (35)	420
Relig: Something Else	12% (26)	14% (31)	15% (33)	34% (77)	17% (37)	8% (19)	222
Relig: Evangelical	12% (100)	13% (110)	15% (131)	36% (309)	16% (135)	8% (66)	850
Relig: Non-Evang. Catholics	11% (39)	12% (42)	12% (41)	40% (138)	16% (54)	8% (28)	343
Relig: All Christian	12% (139)	13% (151)	14% (172)	38% (447)	16% (189)	8% (94)	1193
Relig: All Non-Christian	12% (26)	9% (20)	15% (32)	37% (78)	16% (34)	9% (20)	209
Community: Urban	13% (59)	12% (58)	15% (70)	37% (173)	16% (73)	8% (38)	473
Community: Suburban	11% (120)	13% (144)	16% (169)	39% (422)	15% (157)	6% (70)	1082
Community: Rural	11% (65)	13% (71)	15% (87)	33% (188)	19% (107)	9% (50)	568
Employ: Private Sector	10% (75)	14% (101)	16% (115)	41% (301)	12% (91)	7% (48)	730
Employ: Government	12% (17)	13% (19)	19% (27)	38% (53)	16% (23)	1% (1)	141
Employ: Self-Employed	13% (23)	12% (21)	12% (21)	33% (58)	19% (33)	11% (19)	175
Employ: Homemaker	11% (16)	12% (17)	13% (18)	37% (52)	21% (30)	5% (7)	140
Employ: Student	13% (11)	15% (13)	20% (17)	47% (39)	5% (4)	— (0)	84
Employ: Retired	14% (69)	10% (52)	13% (68)	33% (169)	20% (100)	10% (50)	509
Employ: Unemployed	11% (21)	16% (31)	17% (34)	35% (68)	15% (29)	6% (12)	194
Employ: Other	8% (12)	13% (20)	17% (26)	29% (43)	19% (28)	14% (21)	150
Military HH: Yes	13% (51)	10% (39)	14% (55)	41% (154)	14% (53)	7% (26)	378
Military HH: No	11% (193)	13% (234)	16% (271)	36% (629)	16% (285)	8% (132)	1745
RD/WT: Right Direction	12% (88)	11% (77)	13% (94)	38% (267)	17% (121)	8% (56)	703
RD/WT: Wrong Track	11% (156)	14% (196)	16% (232)	36% (517)	15% (216)	7% (102)	1419
Trump Job Approve	12% (106)	11% (96)	12% (104)	39% (332)	18% (151)	8% (71)	860
Trump Job Disapprove	11% (126)	14% (164)	18% (205)	36% (423)	15% (169)	7% (78)	1166
Trump Job Strongly Approve	15% (63)	13% (54)	10% (41)	36% (150)	19% (78)	7% (31)	417
Trump Job Somewhat Approve	10% (43)	10% (43)	14% (62)	41% (182)	16% (73)	9% (40)	443
Trump Job Somewhat Disapprove	9% (22)	15% (37)	18% (44)	37% (92)	15% (39)	7% (17)	250
Trump Job Strongly Disapprove	11% (104)	14% (127)	18% (161)	36% (332)	14% (131)	7% (61)	915

Continued on next page

**Table HR80en:** At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	1 or less	1 - 2	2 - 4	4 - 9	9 - 20	More than 20	Total N
Adults	12% (244)	13% (273)	15% (326)	37% (784)	16% (337)	7% (158)	2123
#1 Issue: Economy	9% (61)	12% (75)	16% (104)	38% (249)	19% (120)	6% (38)	647
#1 Issue: Security	12% (51)	11% (49)	13% (58)	36% (158)	18% (77)	10% (41)	435
#1 Issue: Health Care	11% (34)	15% (46)	13% (41)	41% (126)	13% (41)	6% (18)	306
#1 Issue: Medicare / Social Security	12% (35)	9% (24)	12% (33)	36% (102)	18% (52)	14% (38)	285
#1 Issue: Women's Issues	9% (9)	17% (18)	15% (16)	38% (40)	16% (16)	4% (5)	103
#1 Issue: Education	15% (19)	17% (22)	21% (27)	33% (42)	10% (13)	4% (5)	128
#1 Issue: Energy	12% (12)	17% (17)	27% (27)	37% (36)	4% (4)	2% (2)	99
#1 Issue: Other	19% (23)	19% (23)	17% (20)	25% (31)	11% (13)	9% (10)	121
2018 House Vote: Democrat	12% (95)	14% (116)	17% (137)	38% (307)	13% (109)	6% (48)	813
2018 House Vote: Republican	11% (79)	11% (80)	13% (93)	39% (282)	17% (125)	8% (60)	719
2018 House Vote: Someone else	14% (13)	15% (14)	19% (17)	33% (30)	11% (10)	7% (6)	91
2018 House Vote: Didn't Vote	12% (58)	13% (62)	15% (76)	33% (163)	19% (92)	9% (42)	494
2016 Vote: Hillary Clinton	11% (72)	13% (88)	16% (106)	37% (244)	15% (100)	7% (45)	656
2016 Vote: Donald Trump	12% (90)	12% (87)	11% (83)	39% (287)	18% (133)	9% (64)	744
2016 Vote: Someone else	16% (31)	13% (24)	22% (41)	35% (67)	9% (18)	5% (9)	190
2016 Vote: Didn't Vote	10% (51)	14% (75)	18% (95)	35% (185)	16% (85)	7% (39)	529
Voted in 2014: Yes	12% (174)	12% (174)	15% (214)	37% (529)	17% (239)	7% (105)	1434
Voted in 2014: No	10% (70)	14% (99)	16% (112)	37% (255)	14% (99)	8% (53)	688
2012 Vote: Barack Obama	11% (89)	12% (101)	17% (138)	38% (320)	15% (129)	7% (58)	834
2012 Vote: Mitt Romney	14% (80)	11% (68)	12% (69)	37% (222)	18% (105)	8% (49)	593
2012 Vote: Other	16% (17)	17% (18)	19% (20)	27% (28)	13% (14)	7% (8)	105
2012 Vote: Didn't Vote	10% (58)	15% (87)	17% (99)	36% (213)	15% (88)	7% (44)	589
4-Region: Northeast	13% (49)	14% (55)	13% (49)	37% (140)	15% (58)	8% (28)	379
4-Region: Midwest	12% (61)	12% (60)	17% (85)	38% (185)	15% (73)	5% (25)	490
4-Region: South	11% (88)	12% (98)	14% (111)	35% (281)	18% (144)	9% (71)	793
4-Region: West	10% (47)	13% (60)	18% (81)	38% (177)	14% (62)	7% (34)	461

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

**Table HR9oen:** At what monthly price would you consider the service to be a bargain – a great buy for the money?

Demographic	1 or less		1 - 4		4 - 7		7 - 15		15 - 22		More than 22		Total N
Adults	4%	(91)	9%	(190)	26%	(525)	41%	(836)	13%	(262)	7%	(147)	2051
Gender: Male	5%	(44)	10%	(94)	26%	(252)	40%	(384)	12%	(113)	7%	(65)	952
Gender: Female	4%	(47)	9%	(96)	25%	(273)	41%	(452)	13%	(148)	7%	(82)	1099
Age: 18-29	2%	(7)	10%	(36)	32%	(118)	45%	(166)	7%	(27)	4%	(15)	368
Age: 30-44	1%	(6)	8%	(36)	29%	(131)	47%	(216)	11%	(52)	4%	(17)	459
Age: 45-54	2%	(9)	9%	(33)	25%	(89)	41%	(147)	15%	(54)	8%	(28)	360
Age: 55-64	7%	(26)	8%	(31)	24%	(93)	39%	(149)	14%	(53)	8%	(30)	382
Age: 65+	9%	(43)	11%	(54)	19%	(94)	33%	(158)	16%	(75)	12%	(57)	481
Generation Z: 18-21	3%	(4)	12%	(15)	30%	(38)	46%	(58)	6%	(8)	4%	(5)	127
Millennial: Age 22-37	1%	(6)	8%	(40)	32%	(159)	46%	(225)	8%	(42)	4%	(20)	491
Generation X: Age 38-53	2%	(10)	9%	(46)	25%	(132)	43%	(229)	15%	(80)	6%	(32)	529
Boomers: Age 54-72	8%	(62)	10%	(82)	23%	(183)	36%	(291)	13%	(106)	10%	(81)	805
PID: Dem (no lean)	4%	(29)	10%	(67)	25%	(167)	42%	(282)	12%	(84)	6%	(43)	674
PID: Ind (no lean)	4%	(32)	11%	(81)	29%	(214)	38%	(283)	12%	(92)	6%	(44)	746
PID: Rep (no lean)	5%	(29)	7%	(42)	23%	(145)	43%	(270)	14%	(86)	9%	(60)	631
PID/Gender: Dem Men	4%	(12)	9%	(26)	25%	(70)	44%	(121)	11%	(30)	7%	(19)	279
PID/Gender: Dem Women	4%	(17)	11%	(41)	25%	(97)	41%	(161)	14%	(53)	6%	(24)	394
PID/Gender: Ind Men	4%	(15)	13%	(46)	29%	(104)	37%	(130)	12%	(43)	4%	(15)	353
PID/Gender: Ind Women	5%	(18)	9%	(35)	28%	(110)	39%	(153)	12%	(49)	7%	(29)	393
PID/Gender: Rep Men	5%	(17)	7%	(22)	24%	(78)	41%	(133)	12%	(40)	10%	(31)	320
PID/Gender: Rep Women	4%	(12)	6%	(20)	21%	(66)	44%	(138)	15%	(46)	9%	(28)	311
Ideo: Liberal (1-3)	3%	(16)	10%	(60)	29%	(172)	40%	(233)	13%	(75)	5%	(29)	585
Ideo: Moderate (4)	4%	(20)	7%	(36)	25%	(126)	42%	(216)	14%	(70)	8%	(43)	512
Ideo: Conservative (5-7)	6%	(43)	10%	(70)	24%	(172)	41%	(298)	12%	(88)	7%	(54)	725
Educ: < College	4%	(56)	9%	(112)	25%	(317)	41%	(515)	13%	(169)	8%	(98)	1268
Educ: Bachelors degree	6%	(29)	9%	(46)	25%	(125)	43%	(215)	10%	(48)	7%	(35)	498
Educ: Post-grad	2%	(5)	11%	(33)	29%	(83)	37%	(105)	16%	(44)	5%	(15)	285
Income: Under 50k	5%	(51)	9%	(91)	26%	(270)	38%	(387)	13%	(137)	8%	(86)	1022
Income: 50k-100k	5%	(32)	9%	(63)	25%	(176)	45%	(313)	11%	(81)	5%	(37)	701
Income: 100k+	2%	(7)	11%	(36)	24%	(79)	42%	(136)	13%	(44)	8%	(25)	327
Ethnicity: White	4%	(68)	9%	(156)	26%	(438)	40%	(671)	13%	(210)	8%	(129)	1672

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**Table HR9oen:** *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	1 or less		1 - 4		4 - 7		7 - 15		15 - 22		More than 22	Total N	
Adults	4%	(91)	9%	(190)	26%	(525)	41%	(836)	13%	(262)	7%	(147)	2051
Ethnicity: Hispanic	3%	(6)	9%	(18)	26%	(52)	45%	(89)	7%	(14)	9%	(17)	196
Ethnicity: Afr. Am.	9%	(21)	9%	(22)	23%	(58)	42%	(106)	13%	(33)	4%	(11)	251
Ethnicity: Other	1%	(2)	9%	(12)	23%	(30)	46%	(59)	15%	(19)	5%	(7)	128
Relig: Protestant	5%	(26)	9%	(46)	24%	(127)	40%	(213)	16%	(83)	8%	(41)	537
Relig: Roman Catholic	5%	(21)	10%	(41)	25%	(101)	39%	(159)	14%	(57)	7%	(27)	406
Relig: Something Else	2%	(5)	9%	(20)	28%	(59)	41%	(87)	12%	(25)	8%	(16)	212
Relig: Evangelical	4%	(35)	10%	(78)	26%	(215)	40%	(327)	14%	(112)	6%	(53)	821
Relig: Non-Evang. Catholics	5%	(16)	9%	(29)	22%	(72)	39%	(132)	16%	(54)	9%	(31)	334
Relig: All Christian	4%	(52)	9%	(107)	25%	(287)	40%	(458)	14%	(166)	7%	(84)	1154
Relig: All Non-Christian	6%	(13)	9%	(18)	22%	(45)	43%	(86)	12%	(24)	7%	(14)	199
Community: Urban	4%	(20)	9%	(38)	28%	(124)	42%	(187)	13%	(57)	5%	(21)	447
Community: Suburban	4%	(38)	9%	(98)	25%	(264)	43%	(455)	12%	(124)	7%	(71)	1051
Community: Rural	6%	(33)	10%	(53)	25%	(137)	35%	(194)	15%	(80)	10%	(55)	553
Employ: Private Sector	3%	(20)	7%	(53)	28%	(200)	44%	(314)	11%	(78)	7%	(47)	712
Employ: Government	3%	(5)	10%	(14)	29%	(40)	44%	(61)	12%	(18)	2%	(3)	140
Employ: Self-Employed	4%	(7)	8%	(13)	26%	(43)	41%	(69)	11%	(18)	10%	(17)	166
Employ: Homemaker	5%	(7)	7%	(10)	25%	(33)	46%	(62)	14%	(19)	3%	(3)	133
Employ: Student	3%	(2)	13%	(11)	27%	(22)	52%	(43)	5%	(4)	—	(0)	83
Employ: Retired	8%	(37)	11%	(53)	19%	(95)	35%	(173)	16%	(81)	11%	(53)	493
Employ: Unemployed	4%	(7)	9%	(17)	34%	(64)	35%	(67)	11%	(21)	7%	(13)	190
Employ: Other	4%	(5)	14%	(19)	21%	(28)	35%	(47)	18%	(24)	8%	(11)	134
Military HH: Yes	5%	(20)	7%	(26)	25%	(91)	40%	(146)	13%	(49)	8%	(30)	361
Military HH: No	4%	(71)	10%	(164)	26%	(434)	41%	(690)	13%	(213)	7%	(118)	1690
RD/WT: Right Direction	5%	(36)	10%	(66)	22%	(146)	42%	(285)	13%	(89)	7%	(50)	671
RD/WT: Wrong Track	4%	(55)	9%	(124)	28%	(380)	40%	(551)	12%	(172)	7%	(98)	1380
Trump Job Approve	5%	(38)	9%	(71)	23%	(188)	42%	(345)	14%	(116)	8%	(63)	822
Trump Job Disapprove	4%	(46)	10%	(111)	27%	(306)	40%	(460)	12%	(137)	7%	(79)	1138
Trump Job Strongly Approve	6%	(26)	11%	(43)	23%	(94)	36%	(145)	16%	(63)	8%	(31)	402
Trump Job Somewhat Approve	3%	(13)	7%	(28)	22%	(94)	48%	(201)	13%	(53)	7%	(31)	420
Trump Job Somewhat Disapprove	2%	(5)	13%	(31)	24%	(59)	40%	(98)	13%	(31)	9%	(23)	247
Trump Job Strongly Disapprove	5%	(42)	9%	(79)	28%	(247)	41%	(362)	12%	(106)	6%	(56)	891

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**Table HR9oen:** At what monthly price would you consider the service to be a bargain – a great buy for the money?

Demographic	1 or less		1 - 4		4 - 7		7 - 15		15 - 22		More than 22		Total N
Adults	4%	(91)	9%	(190)	26%	(525)	41%	(836)	13%	(262)	7%	(147)	2051
#1 Issue: Economy	3%	(19)	6%	(38)	26%	(162)	43%	(272)	14%	(89)	8%	(49)	629
#1 Issue: Security	5%	(20)	9%	(39)	24%	(100)	37%	(156)	15%	(64)	9%	(37)	417
#1 Issue: Health Care	4%	(13)	8%	(25)	25%	(75)	46%	(136)	11%	(34)	5%	(16)	298
#1 Issue: Medicare / Social Security	7%	(20)	9%	(25)	18%	(49)	37%	(102)	15%	(42)	13%	(35)	273
#1 Issue: Women's Issues	5%	(6)	12%	(12)	29%	(30)	40%	(41)	10%	(10)	3%	(4)	102
#1 Issue: Education	1%	(2)	11%	(14)	33%	(40)	47%	(57)	6%	(7)	1%	(2)	122
#1 Issue: Energy	3%	(2)	12%	(12)	40%	(39)	38%	(37)	5%	(5)	3%	(3)	97
#1 Issue: Other	8%	(9)	22%	(25)	27%	(31)	31%	(35)	10%	(11)	2%	(2)	113
2018 House Vote: Democrat	4%	(35)	11%	(84)	26%	(207)	42%	(327)	12%	(95)	5%	(39)	788
2018 House Vote: Republican	5%	(32)	7%	(50)	25%	(175)	41%	(282)	14%	(100)	8%	(53)	691
2018 House Vote: Someone else	3%	(3)	17%	(15)	28%	(25)	35%	(31)	7%	(6)	11%	(10)	91
2018 House Vote: Didnt Vote	4%	(21)	9%	(41)	25%	(117)	40%	(193)	13%	(61)	9%	(45)	477
2016 Vote: Hillary Clinton	5%	(29)	10%	(66)	26%	(163)	40%	(254)	14%	(89)	5%	(34)	635
2016 Vote: Donald Trump	5%	(35)	8%	(60)	22%	(156)	41%	(296)	15%	(108)	9%	(64)	719
2016 Vote: Someone else	4%	(8)	12%	(22)	34%	(62)	36%	(65)	6%	(12)	7%	(13)	183
2016 Vote: Didnt Vote	4%	(19)	8%	(42)	28%	(144)	43%	(219)	10%	(50)	7%	(36)	510
Voted in 2014: Yes	5%	(70)	9%	(128)	25%	(343)	40%	(560)	13%	(185)	7%	(100)	1386
Voted in 2014: No	3%	(21)	9%	(62)	27%	(182)	41%	(276)	11%	(76)	7%	(47)	665
2012 Vote: Barack Obama	4%	(32)	8%	(68)	25%	(205)	42%	(337)	14%	(116)	7%	(53)	811
2012 Vote: Mitt Romney	5%	(30)	9%	(49)	22%	(127)	41%	(231)	15%	(85)	8%	(45)	567
2012 Vote: Other	6%	(6)	17%	(17)	34%	(34)	28%	(28)	7%	(7)	9%	(9)	102
2012 Vote: Didn't Vote	4%	(23)	10%	(56)	28%	(159)	42%	(239)	9%	(52)	7%	(40)	570
4-Region: Northeast	5%	(17)	11%	(40)	24%	(88)	39%	(145)	11%	(42)	10%	(36)	367
4-Region: Midwest	4%	(21)	11%	(51)	25%	(120)	41%	(197)	14%	(65)	5%	(25)	477
4-Region: South	5%	(34)	8%	(62)	26%	(195)	41%	(312)	14%	(104)	6%	(48)	754
4-Region: West	4%	(19)	8%	(37)	27%	(123)	40%	(182)	11%	(51)	9%	(39)	452

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

**Table HR10oen:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less		1 - 4		4 - 9		9 - 21		21 - 52		More than 52		Total N
Adults	3%	(70)	3%	(53)	12%	(254)	57%	(1189)	22%	(449)	3%	(70)	2086
Gender: Male	3%	(29)	3%	(27)	13%	(128)	57%	(563)	21%	(206)	3%	(31)	983
Gender: Female	4%	(41)	2%	(26)	11%	(127)	57%	(626)	22%	(244)	4%	(39)	1103
Age: 18-29	2%	(9)	3%	(12)	13%	(47)	66%	(247)	13%	(50)	2%	(9)	375
Age: 30-44	1%	(5)	2%	(8)	11%	(53)	62%	(290)	22%	(103)	2%	(12)	471
Age: 45-54	3%	(10)	2%	(8)	11%	(41)	60%	(215)	21%	(78)	3%	(10)	361
Age: 55-64	6%	(22)	3%	(12)	11%	(43)	52%	(205)	22%	(87)	6%	(23)	391
Age: 65+	5%	(24)	3%	(13)	14%	(71)	47%	(232)	27%	(131)	3%	(17)	489
Generation Z: 18-21	3%	(3)	4%	(5)	15%	(19)	66%	(84)	9%	(11)	4%	(5)	128
Millennial: Age 22-37	2%	(8)	2%	(11)	11%	(58)	63%	(319)	19%	(98)	2%	(12)	506
Generation X: Age 38-53	2%	(11)	2%	(10)	10%	(56)	61%	(325)	22%	(117)	3%	(14)	532
Boomers: Age 54-72	5%	(42)	3%	(26)	13%	(109)	50%	(413)	24%	(196)	4%	(36)	821
PID: Dem (no lean)	3%	(23)	3%	(20)	12%	(83)	57%	(389)	22%	(148)	3%	(21)	683
PID: Ind (no lean)	3%	(25)	3%	(26)	14%	(103)	56%	(428)	20%	(151)	3%	(26)	759
PID: Rep (no lean)	3%	(21)	1%	(7)	11%	(68)	58%	(373)	23%	(151)	4%	(23)	644
PID/Gender: Dem Men	3%	(9)	3%	(8)	12%	(35)	58%	(168)	20%	(58)	4%	(11)	291
PID/Gender: Dem Women	4%	(14)	3%	(12)	12%	(47)	56%	(220)	23%	(90)	2%	(9)	393
PID/Gender: Ind Men	3%	(10)	3%	(12)	15%	(53)	58%	(210)	19%	(68)	2%	(9)	362
PID/Gender: Ind Women	4%	(15)	3%	(14)	13%	(50)	55%	(218)	21%	(83)	4%	(17)	397
PID/Gender: Rep Men	3%	(10)	2%	(6)	12%	(39)	56%	(185)	24%	(79)	3%	(11)	330
PID/Gender: Rep Women	4%	(11)	—	(1)	9%	(29)	60%	(188)	23%	(72)	4%	(12)	314
Ideo: Liberal (1-3)	2%	(13)	2%	(14)	15%	(92)	58%	(342)	19%	(114)	3%	(17)	591
Ideo: Moderate (4)	3%	(16)	2%	(11)	10%	(53)	58%	(301)	22%	(114)	4%	(20)	514
Ideo: Conservative (5-7)	4%	(32)	2%	(16)	12%	(87)	57%	(427)	22%	(164)	3%	(25)	752
Educ: < College	4%	(48)	3%	(34)	12%	(152)	56%	(729)	22%	(283)	4%	(52)	1299
Educ: Bachelors degree	4%	(19)	3%	(16)	11%	(54)	59%	(295)	21%	(107)	2%	(11)	503
Educ: Post-grad	1%	(2)	1%	(4)	17%	(48)	58%	(165)	21%	(59)	2%	(6)	285

Continued on next page

**Table HR10oen:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less	1 - 4	4 - 9	9 - 21	21 - 52	More than 52	Total N
Adults	3% (70)	3% (53)	12% (254)	57% (1189)	22% (449)	3% (70)	2086
Income: Under 50k	4% (45)	3% (29)	13% (131)	53% (558)	23% (241)	4% (41)	1046
Income: 50k-100k	3% (22)	2% (13)	12% (83)	61% (438)	19% (135)	3% (22)	713
Income: 100k+	1% (3)	3% (11)	12% (40)	59% (193)	23% (74)	2% (6)	327
Ethnicity: White	3% (51)	2% (39)	12% (200)	58% (982)	22% (371)	3% (56)	1699
Ethnicity: Hispanic	3% (6)	1% (3)	10% (20)	63% (124)	18% (37)	4% (8)	198
Ethnicity: Afr. Am.	7% (17)	4% (10)	15% (39)	51% (131)	21% (54)	2% (6)	256
Ethnicity: Other	1% (2)	3% (4)	12% (16)	58% (76)	19% (24)	6% (8)	130
Relig: Protestant	3% (16)	3% (14)	13% (73)	55% (301)	22% (122)	3% (19)	545
Relig: Roman Catholic	4% (16)	3% (13)	12% (50)	55% (231)	24% (99)	2% (9)	417
Relig: Something Else	1% (3)	2% (4)	13% (28)	56% (122)	24% (52)	3% (7)	216
Relig: Evangelical	3% (24)	3% (22)	12% (105)	57% (481)	22% (187)	3% (24)	842
Relig: Non-Evang. Catholics	3% (11)	3% (8)	14% (46)	52% (174)	26% (86)	3% (11)	337
Relig: All Christian	3% (35)	3% (31)	13% (151)	56% (654)	23% (273)	3% (35)	1178
Relig: All Non-Christian	5% (11)	5% (10)	7% (14)	52% (105)	28% (56)	4% (8)	204
Community: Urban	3% (14)	2% (9)	13% (61)	57% (264)	21% (95)	4% (17)	460
Community: Suburban	3% (31)	2% (25)	11% (122)	60% (639)	21% (224)	3% (32)	1071
Community: Rural	5% (26)	4% (20)	13% (72)	52% (287)	24% (131)	4% (20)	555
Employ: Private Sector	2% (17)	2% (15)	13% (92)	60% (429)	20% (141)	3% (19)	713
Employ: Government	4% (6)	2% (3)	12% (17)	63% (89)	18% (25)	1% (2)	142
Employ: Self-Employed	4% (7)	1% (3)	11% (19)	60% (103)	20% (34)	4% (7)	173
Employ: Homemaker	4% (6)	3% (4)	9% (12)	62% (86)	19% (27)	3% (4)	139
Employ: Student	3% (2)	1% (1)	17% (14)	68% (57)	9% (8)	2% (2)	84
Employ: Retired	4% (22)	3% (13)	13% (63)	47% (238)	29% (146)	4% (20)	501
Employ: Unemployed	4% (7)	3% (7)	13% (25)	57% (111)	18% (35)	5% (10)	196
Employ: Other	2% (3)	6% (8)	9% (13)	54% (75)	24% (33)	4% (6)	138
Military HH: Yes	3% (11)	3% (12)	10% (36)	58% (214)	24% (89)	2% (8)	370
Military HH: No	3% (59)	2% (41)	13% (218)	57% (975)	21% (360)	4% (61)	1716
RD/WT: Right Direction	4% (25)	2% (15)	13% (90)	55% (379)	23% (159)	3% (23)	691
RD/WT: Wrong Track	3% (45)	3% (38)	12% (164)	58% (810)	21% (291)	3% (46)	1395
Trump Job Approve	3% (26)	2% (20)	11% (96)	56% (473)	23% (197)	4% (32)	844
Trump Job Disapprove	3% (36)	3% (32)	13% (147)	57% (658)	21% (240)	3% (34)	1148

Continued on next page

**Table HR10oen:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less		1 - 4		4 - 9		9 - 21		21 - 52		More than 52		Total N
Adults	3%	(70)	3%	(53)	12%	(254)	57%	(1189)	22%	(449)	3%	(70)	2086
Trump Job Strongly Approve	4%	(17)	3%	(13)	14%	(56)	51%	(209)	25%	(102)	3%	(14)	412
Trump Job Somewhat Approve	2%	(8)	2%	(7)	9%	(40)	61%	(263)	22%	(95)	4%	(18)	432
Trump Job Somewhat Disapprove	2%	(5)	4%	(9)	14%	(35)	56%	(138)	21%	(52)	2%	(5)	244
Trump Job Strongly Disapprove	3%	(31)	2%	(23)	12%	(113)	58%	(520)	21%	(188)	3%	(29)	903
#1 Issue: Economy	3%	(17)	2%	(11)	10%	(66)	60%	(384)	22%	(140)	3%	(20)	639
#1 Issue: Security	4%	(15)	2%	(10)	13%	(53)	53%	(224)	27%	(114)	1%	(5)	421
#1 Issue: Health Care	3%	(10)	2%	(7)	13%	(40)	58%	(175)	20%	(60)	3%	(10)	302
#1 Issue: Medicare / Social Security	5%	(13)	1%	(3)	11%	(30)	50%	(142)	25%	(71)	7%	(21)	281
#1 Issue: Women's Issues	5%	(6)	4%	(4)	12%	(12)	52%	(54)	22%	(23)	4%	(4)	103
#1 Issue: Education	1%	(2)	2%	(3)	13%	(17)	65%	(80)	14%	(18)	4%	(5)	124
#1 Issue: Energy	3%	(2)	1%	(1)	15%	(15)	71%	(69)	10%	(9)	1%	(1)	97
#1 Issue: Other	4%	(5)	11%	(13)	18%	(21)	52%	(61)	12%	(14)	4%	(4)	119
2018 House Vote: Democrat	3%	(24)	3%	(23)	12%	(98)	60%	(482)	19%	(150)	3%	(23)	800
2018 House Vote: Republican	3%	(21)	2%	(16)	12%	(84)	55%	(389)	25%	(175)	3%	(22)	707
2018 House Vote: Someone else	3%	(3)	1%	(1)	18%	(16)	54%	(47)	20%	(18)	4%	(3)	88
2018 House Vote: Didnt Vote	5%	(22)	3%	(13)	12%	(57)	55%	(267)	22%	(107)	4%	(19)	485
2016 Vote: Hillary Clinton	3%	(20)	3%	(20)	12%	(78)	58%	(378)	20%	(127)	4%	(25)	648
2016 Vote: Donald Trump	3%	(23)	2%	(16)	11%	(81)	56%	(409)	25%	(182)	3%	(23)	734
2016 Vote: Someone else	5%	(9)	3%	(6)	16%	(29)	56%	(103)	18%	(33)	2%	(3)	183
2016 Vote: Didnt Vote	3%	(17)	2%	(12)	13%	(67)	58%	(298)	20%	(104)	4%	(19)	517
Voted in 2014: Yes	4%	(51)	2%	(31)	12%	(171)	56%	(795)	22%	(315)	3%	(48)	1410
Voted in 2014: No	3%	(19)	3%	(22)	12%	(83)	58%	(394)	20%	(135)	3%	(22)	675
2012 Vote: Barack Obama	3%	(21)	2%	(18)	12%	(98)	59%	(479)	22%	(177)	3%	(23)	817
2012 Vote: Mitt Romney	3%	(20)	3%	(16)	11%	(64)	55%	(322)	24%	(144)	4%	(22)	588
2012 Vote: Other	6%	(6)	3%	(3)	18%	(19)	49%	(50)	21%	(21)	4%	(4)	102
2012 Vote: Didn't Vote	4%	(23)	3%	(15)	13%	(73)	59%	(338)	18%	(107)	4%	(21)	578
4-Region: Northeast	4%	(15)	2%	(8)	13%	(50)	53%	(198)	24%	(90)	2%	(9)	370
4-Region: Midwest	3%	(17)	4%	(18)	12%	(58)	58%	(280)	20%	(97)	2%	(12)	481
4-Region: South	3%	(21)	3%	(19)	11%	(88)	59%	(455)	19%	(149)	5%	(37)	770
4-Region: West	4%	(17)	2%	(8)	13%	(59)	55%	(256)	24%	(113)	3%	(12)	464

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



**Table HR11oen:** *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	1 or less	1 - 3	3 - 6	6 - 10	10 - 20	20 - 40	40 - 64	More than 64	Total N
Adults	3% (65)	1% (29)	3% (63)	4% (95)	31% (656)	35% (741)	15% (310)	7% (150)	2108
Gender: Male	3% (25)	2% (17)	3% (25)	5% (51)	35% (344)	32% (321)	14% (134)	7% (72)	990
Gender: Female	4% (39)	1% (11)	3% (38)	4% (44)	28% (311)	38% (420)	16% (176)	7% (78)	1118
Age: 18-29	2% (9)	1% (3)	3% (12)	5% (20)	34% (129)	37% (137)	13% (48)	5% (17)	373
Age: 30-44	1% (3)	1% (5)	3% (14)	3% (16)	35% (165)	36% (171)	16% (78)	5% (26)	477
Age: 45-54	3% (10)	1% (2)	3% (11)	3% (12)	33% (120)	34% (125)	15% (54)	9% (33)	368
Age: 55-64	5% (21)	1% (5)	3% (11)	6% (22)	31% (121)	33% (130)	12% (48)	9% (36)	393
Age: 65+	5% (23)	3% (13)	3% (16)	5% (25)	25% (122)	36% (178)	16% (81)	8% (39)	496
Generation Z: 18-21	3% (3)	1% (1)	4% (5)	7% (8)	32% (40)	39% (50)	10% (13)	5% (6)	127
Millennial: Age 22-37	1% (6)	1% (4)	2% (13)	4% (21)	36% (181)	35% (175)	16% (81)	5% (26)	508
Generation X: Age 38-53	2% (10)	1% (5)	3% (15)	3% (17)	32% (176)	36% (193)	16% (86)	7% (41)	543
Boomers: Age 54-72	5% (39)	2% (16)	3% (27)	5% (42)	28% (236)	35% (288)	14% (113)	8% (69)	831
PID: Dem (no lean)	3% (21)	1% (8)	4% (31)	4% (25)	30% (209)	35% (241)	16% (114)	7% (46)	695
PID: Ind (no lean)	3% (23)	2% (16)	3% (24)	6% (45)	32% (246)	33% (256)	13% (101)	7% (55)	766
PID: Rep (no lean)	3% (20)	1% (5)	1% (9)	4% (25)	31% (200)	38% (245)	15% (95)	7% (49)	647
PID/Gender: Dem Men	3% (9)	1% (2)	4% (11)	5% (13)	33% (96)	33% (97)	15% (43)	7% (21)	293
PID/Gender: Dem Women	3% (13)	2% (6)	5% (19)	3% (11)	28% (113)	36% (143)	18% (71)	6% (25)	401
PID/Gender: Ind Men	2% (8)	3% (11)	2% (8)	6% (21)	38% (140)	31% (112)	12% (42)	6% (23)	365
PID/Gender: Ind Women	4% (15)	1% (5)	4% (15)	6% (24)	26% (106)	36% (144)	15% (58)	8% (33)	401
PID/Gender: Rep Men	3% (9)	1% (5)	2% (5)	5% (16)	32% (108)	34% (112)	15% (48)	8% (28)	331
PID/Gender: Rep Women	4% (11)	— (0)	1% (3)	3% (9)	29% (92)	42% (132)	15% (47)	7% (21)	316
Ideo: Liberal (1-3)	2% (13)	1% (6)	4% (24)	5% (28)	33% (199)	34% (203)	15% (89)	6% (35)	598
Ideo: Moderate (4)	3% (14)	1% (4)	3% (13)	5% (25)	32% (166)	35% (184)	15% (79)	7% (36)	521
Ideo: Conservative (5-7)	4% (28)	2% (12)	2% (16)	4% (33)	31% (233)	36% (274)	13% (101)	7% (55)	752
Educ: < College	4% (47)	1% (17)	3% (42)	4% (55)	30% (396)	35% (459)	15% (194)	8% (104)	1314
Educ: Bachelors degree	3% (17)	2% (9)	3% (14)	3% (13)	35% (177)	33% (168)	16% (79)	6% (30)	507
Educ: Post-grad	— (1)	1% (3)	2% (7)	9% (26)	29% (83)	40% (114)	13% (37)	6% (16)	287
Income: Under 50k	4% (41)	2% (18)	3% (34)	5% (50)	29% (311)	33% (347)	16% (169)	8% (86)	1056
Income: 50k-100k	3% (20)	1% (4)	2% (16)	4% (29)	32% (230)	40% (287)	13% (90)	6% (43)	720
Income: 100k+	1% (3)	2% (6)	4% (13)	5% (15)	35% (115)	32% (107)	15% (51)	6% (21)	331

Continued on next page

**Table HR11oen:** *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	1 or less	1 - 3	3 - 6	6 - 10	10 - 20	20 - 40	40 - 64	More than 64	Total N
Adults	3% (65)	1% (29)	3% (63)	4% (95)	31%(656)	35% (741)	15% (310)	7% (150)	2108
Ethnicity: White	3% (46)	1% (25)	2% (37)	5% (85)	32%(548)	35%(606)	14%(246)	7% (126)	1719
Ethnicity: Hispanic	2% (4)	1% (2)	4% (9)	3% (7)	32% (64)	35% (72)	16% (32)	7% (14)	203
Ethnicity: Afr. Am.	7% (17)	1% (3)	8% (21)	2% (6)	24% (62)	35% (89)	18% (45)	5% (14)	257
Ethnicity: Other	1% (2)	— (1)	4% (5)	3% (4)	34% (45)	35% (46)	15% (19)	8% (10)	132
Relig: Protestant	3% (15)	2% (10)	2% (11)	4% (25)	31% (170)	37%(206)	15% (80)	6% (33)	550
Relig: Roman Catholic	4% (16)	1% (4)	4% (15)	4% (16)	31% (129)	34%(146)	16% (69)	7% (29)	424
Relig: Something Else	1% (3)	1% (3)	5% (10)	5% (10)	30% (65)	33% (72)	18% (40)	7% (15)	217
Relig: Evangelical	3% (24)	1% (11)	3% (29)	4% (36)	31%(263)	36%(306)	14% (120)	7% (56)	845
Relig: Non-Evang. Catholics	3% (10)	2% (6)	2% (8)	4% (14)	29% (102)	34% (117)	20% (69)	6% (21)	346
Relig: All Christian	3% (34)	1% (17)	3% (37)	4% (51)	31%(365)	36%(423)	16% (189)	6% (76)	1191
Relig: All Non-Christian	4% (7)	3% (6)	3% (7)	2% (5)	25% (53)	35% (74)	18% (38)	9% (19)	208
Community: Urban	3% (14)	1% (4)	3% (12)	3% (14)	34% (159)	34% (159)	14% (67)	7% (34)	464
Community: Suburban	3% (28)	1% (12)	2% (27)	5% (56)	31% (335)	38%(406)	14% (148)	6% (70)	1081
Community: Rural	4% (23)	2% (13)	4% (24)	4% (25)	29% (161)	31% (177)	17% (95)	8% (47)	563
Employ: Private Sector	2% (13)	1% (9)	4% (26)	4% (28)	34%(247)	35% (253)	14% (102)	6% (47)	725
Employ: Government	4% (6)	— (1)	3% (4)	5% (7)	34% (48)	39% (55)	11% (15)	5% (7)	141
Employ: Self-Employed	3% (6)	— (0)	2% (4)	5% (8)	33% (57)	32% (56)	16% (29)	9% (15)	174
Employ: Homemaker	4% (6)	— (0)	3% (4)	5% (7)	28% (39)	43% (61)	10% (14)	7% (10)	142
Employ: Student	3% (2)	— (0)	1% (1)	9% (8)	37% (31)	36% (30)	11% (9)	3% (3)	84
Employ: Retired	4% (22)	2% (11)	2% (10)	5% (25)	26% (134)	34% (173)	18% (93)	8% (39)	507
Employ: Unemployed	4% (7)	2% (4)	3% (5)	4% (8)	34% (66)	33% (63)	15% (28)	6% (11)	192
Employ: Other	2% (2)	2% (3)	7% (9)	3% (4)	25% (35)	35% (50)	14% (20)	14% (20)	142
Military HH: Yes	3% (11)	2% (9)	2% (7)	4% (16)	27% (101)	41% (155)	12% (46)	8% (31)	375
Military HH: No	3% (54)	1% (19)	3% (56)	5% (79)	32%(555)	34%(586)	15%(263)	7% (120)	1732
RD/WT: Right Direction	3% (21)	2% (15)	3% (21)	5% (33)	29%(202)	36%(250)	14% (95)	8% (59)	698
RD/WT: Wrong Track	3% (44)	1% (14)	3% (42)	4% (61)	32%(453)	35% (491)	15% (215)	6% (91)	1410
Trump Job Approve	3% (22)	2% (17)	2% (19)	5% (39)	29%(245)	38%(322)	15% (125)	7% (64)	853
Trump Job Disapprove	3% (35)	1% (11)	4% (43)	5% (53)	33%(378)	33%(382)	15% (179)	7% (77)	1157

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**Table HR11oen:** At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	1 or less	1 - 3	3 - 6	6 - 10	10 - 20	20 - 40	40 - 64	More than 64	Total N
Adults	3% (65)	1% (29)	3% (63)	4% (95)	31% (656)	35% (741)	15% (310)	7% (150)	2108
Trump Job Strongly Approve	3% (14)	3% (13)	3% (14)	5% (22)	30% (123)	32% (134)	16% (67)	7% (27)	413
Trump Job Somewhat Approve	2% (8)	1% (4)	1% (5)	4% (17)	28% (122)	43% (188)	13% (59)	8% (37)	440
Trump Job Somewhat Disapprove	2% (5)	1% (3)	4% (10)	8% (20)	28% (70)	35% (88)	14% (35)	7% (17)	248
Trump Job Strongly Disapprove	3% (30)	1% (8)	4% (32)	4% (32)	34% (308)	32% (295)	16% (144)	7% (60)	909
#1 Issue: Economy	2% (14)	1% (3)	2% (13)	5% (30)	33% (210)	35% (225)	16% (101)	7% (43)	641
#1 Issue: Security	3% (14)	2% (9)	2% (9)	4% (19)	28% (120)	38% (165)	16% (67)	6% (27)	429
#1 Issue: Health Care	3% (10)	1% (2)	5% (16)	4% (12)	31% (94)	35% (106)	15% (45)	7% (22)	307
#1 Issue: Medicare / Social Security	5% (13)	1% (3)	1% (4)	3% (10)	28% (81)	32% (92)	15% (43)	14% (41)	287
#1 Issue: Women's Issues	6% (6)	3% (3)	6% (6)	1% (1)	33% (33)	33% (33)	16% (16)	2% (2)	101
#1 Issue: Education	1% (2)	— (0)	2% (2)	7% (8)	34% (43)	38% (47)	12% (16)	6% (7)	125
#1 Issue: Energy	2% (2)	— (0)	3% (3)	6% (5)	45% (45)	36% (35)	6% (6)	3% (3)	99
#1 Issue: Other	3% (3)	8% (10)	8% (10)	7% (8)	25% (31)	31% (38)	13% (15)	5% (6)	120
2018 House Vote: Democrat	3% (22)	1% (9)	4% (34)	4% (31)	34% (277)	33% (268)	14% (115)	6% (51)	808
2018 House Vote: Republican	3% (19)	2% (12)	1% (10)	5% (35)	28% (203)	40% (283)	14% (100)	7% (50)	712
2018 House Vote: Someone else	1% (1)	2% (1)	11% (10)	5% (5)	31% (28)	27% (25)	20% (18)	3% (3)	91
2018 House Vote: Didnt Vote	5% (22)	1% (6)	2% (9)	5% (23)	30% (146)	33% (164)	15% (75)	9% (44)	491
2016 Vote: Hillary Clinton	3% (18)	1% (8)	4% (28)	3% (21)	34% (219)	33% (216)	15% (97)	7% (46)	654
2016 Vote: Donald Trump	3% (21)	2% (13)	2% (11)	5% (36)	29% (215)	38% (281)	15% (111)	7% (53)	740
2016 Vote: Someone else	4% (8)	2% (4)	6% (11)	6% (11)	33% (61)	34% (62)	12% (22)	4% (7)	185
2016 Vote: Didnt Vote	3% (17)	1% (4)	2% (13)	5% (27)	31% (160)	34% (180)	15% (79)	8% (45)	525
Voted in 2014: Yes	3% (46)	1% (18)	3% (46)	4% (61)	31% (435)	36% (509)	14% (205)	7% (102)	1421
Voted in 2014: No	3% (19)	2% (11)	3% (17)	5% (33)	32% (221)	34% (232)	15% (105)	7% (49)	686
2012 Vote: Barack Obama	2% (19)	1% (7)	4% (30)	4% (33)	33% (276)	34% (281)	16% (132)	6% (47)	826
2012 Vote: Mitt Romney	3% (18)	2% (13)	2% (10)	5% (29)	28% (166)	38% (226)	14% (81)	8% (48)	591
2012 Vote: Other	4% (4)	3% (3)	8% (8)	6% (6)	26% (27)	32% (33)	12% (12)	9% (9)	103
2012 Vote: Didn't Vote	4% (23)	1% (6)	3% (15)	5% (27)	32% (186)	34% (200)	14% (84)	8% (46)	587
4-Region: Northeast	4% (13)	2% (6)	3% (11)	4% (16)	34% (126)	30% (112)	16% (59)	8% (31)	374
4-Region: Midwest	3% (14)	3% (13)	3% (16)	6% (29)	30% (147)	38% (186)	12% (57)	6% (31)	492
4-Region: South	3% (21)	1% (8)	3% (27)	3% (27)	30% (232)	36% (280)	16% (120)	8% (59)	775
4-Region: West	3% (16)	— (2)	2% (10)	5% (24)	32% (150)	35% (163)	16% (74)	6% (29)	467

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

**Table HR12oen:** *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	1 or less	1 - 2	2 - 4	4 - 8	8 - 12	12 - 25	More than 25	Total N
Adults	12% (249)	15% (307)	18% (374)	33% (687)	13% (269)	7% (142)	3% (71)	2099
Gender: Male	12% (122)	15% (148)	18% (177)	32% (314)	13% (131)	6% (56)	4% (36)	983
Gender: Female	11% (127)	14% (159)	18% (197)	33% (374)	12% (138)	8% (86)	3% (36)	1117
Age: 18-29	9% (33)	19% (69)	22% (83)	34% (124)	11% (42)	4% (13)	2% (6)	371
Age: 30-44	9% (42)	14% (67)	19% (90)	36% (171)	12% (56)	8% (39)	3% (13)	477
Age: 45-54	9% (33)	16% (56)	19% (69)	35% (126)	11% (40)	6% (22)	3% (12)	358
Age: 55-64	14% (57)	12% (48)	15% (62)	32% (128)	13% (52)	9% (36)	4% (17)	401
Age: 65+	17% (84)	14% (67)	14% (70)	28% (139)	16% (78)	6% (31)	5% (23)	493
Generation Z: 18-21	8% (11)	20% (26)	22% (28)	36% (46)	9% (11)	5% (6)	— (0)	128
Millennial: Age 22-37	8% (43)	16% (79)	21% (108)	34% (172)	11% (57)	7% (34)	2% (12)	505
Generation X: Age 38-53	9% (49)	15% (79)	19% (100)	35% (188)	13% (68)	5% (29)	4% (19)	533
Boomers: Age 54-72	15% (125)	14% (113)	15% (128)	30% (252)	13% (105)	9% (71)	5% (40)	834
PID: Dem (no lean)	11% (72)	15% (104)	20% (138)	32% (219)	13% (86)	7% (46)	3% (20)	687
PID: Ind (no lean)	14% (105)	16% (126)	18% (134)	31% (236)	13% (100)	6% (46)	2% (18)	765
PID: Rep (no lean)	11% (72)	12% (77)	16% (101)	36% (233)	13% (82)	8% (50)	5% (33)	648
PID/Gender: Dem Men	10% (30)	15% (43)	20% (57)	32% (94)	14% (40)	7% (19)	2% (7)	291
PID/Gender: Dem Women	11% (42)	15% (61)	20% (81)	32% (125)	12% (46)	7% (27)	3% (13)	396
PID/Gender: Ind Men	15% (53)	19% (70)	19% (67)	29% (107)	12% (42)	4% (13)	3% (10)	361
PID/Gender: Ind Women	13% (52)	14% (56)	17% (67)	32% (129)	14% (58)	8% (33)	2% (8)	404
PID/Gender: Rep Men	12% (39)	11% (36)	16% (53)	34% (113)	15% (48)	7% (24)	6% (19)	331
PID/Gender: Rep Women	10% (33)	13% (41)	15% (49)	38% (120)	11% (34)	8% (26)	4% (14)	317
Ideo: Liberal (1-3)	11% (63)	17% (104)	19% (114)	32% (188)	12% (71)	6% (38)	3% (16)	594
Ideo: Moderate (4)	11% (57)	11% (59)	21% (106)	34% (172)	13% (68)	7% (36)	3% (14)	513
Ideo: Conservative (5-7)	14% (103)	15% (112)	16% (118)	33% (252)	12% (94)	6% (48)	4% (33)	760
Educ: < College	11% (147)	14% (182)	18% (238)	32% (423)	13% (172)	7% (95)	4% (49)	1306
Educ: Bachelors degree	11% (58)	16% (83)	18% (93)	33% (169)	11% (57)	7% (34)	3% (13)	507
Educ: Post-grad	15% (44)	15% (42)	15% (43)	33% (95)	14% (40)	5% (13)	3% (9)	286
Income: Under 50k	11% (111)	15% (161)	18% (192)	31% (331)	13% (135)	8% (86)	3% (36)	1052
Income: 50k-100k	14% (97)	13% (94)	17% (125)	34% (241)	13% (94)	5% (37)	4% (25)	712
Income: 100k+	13% (42)	16% (52)	17% (57)	34% (115)	12% (39)	6% (19)	3% (10)	335

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**Table HR12oen:** At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	1 or less	1 - 2	2 - 4	4 - 8	8 - 12	12 - 25	More than 25	Total N
Adults	12% (249)	15% (307)	18% (374)	33% (687)	13% (269)	7% (142)	3% (71)	2099
Ethnicity: White	12% (202)	15% (248)	18% (301)	33% (560)	13% (216)	7% (120)	4% (65)	1711
Ethnicity: Hispanic	7% (14)	17% (33)	18% (35)	36% (69)	12% (23)	8% (16)	3% (5)	195
Ethnicity: Afr. Am.	13% (34)	15% (39)	21% (54)	31% (80)	13% (34)	5% (12)	1% (2)	255
Ethnicity: Other	10% (13)	14% (19)	14% (19)	36% (48)	14% (19)	8% (10)	4% (5)	133
Relig: Protestant	13% (71)	13% (69)	19% (103)	32% (175)	14% (75)	6% (34)	3% (15)	543
Relig: Roman Catholic	12% (51)	14% (60)	18% (73)	32% (131)	14% (58)	6% (26)	4% (17)	416
Relig: Something Else	12% (25)	18% (39)	15% (33)	32% (69)	10% (22)	9% (19)	4% (8)	215
Relig: Evangelical	12% (105)	15% (124)	18% (152)	31% (264)	13% (108)	7% (57)	4% (32)	841
Relig: Non-Evang. Catholics	13% (43)	13% (44)	17% (58)	33% (111)	14% (47)	7% (22)	2% (8)	332
Relig: All Christian	13% (148)	14% (168)	18% (209)	32% (375)	13% (155)	7% (79)	3% (40)	1173
Relig: All Non-Christian	11% (22)	9% (18)	20% (42)	35% (71)	15% (30)	5% (10)	6% (12)	205
Community: Urban	14% (63)	14% (63)	20% (91)	29% (136)	14% (65)	8% (35)	2% (9)	461
Community: Suburban	11% (121)	16% (169)	17% (183)	35% (378)	12% (134)	5% (58)	3% (34)	1077
Community: Rural	12% (65)	13% (75)	18% (100)	31% (174)	12% (69)	9% (49)	5% (29)	561
Employ: Private Sector	11% (79)	16% (114)	19% (136)	35% (252)	12% (83)	6% (40)	2% (16)	720
Employ: Government	12% (17)	16% (22)	20% (29)	35% (49)	14% (20)	3% (4)	— (1)	141
Employ: Self-Employed	12% (21)	12% (20)	15% (26)	32% (54)	14% (25)	10% (17)	5% (9)	171
Employ: Homemaker	11% (15)	16% (22)	17% (24)	30% (41)	17% (23)	9% (12)	— (1)	138
Employ: Student	11% (9)	19% (16)	22% (18)	39% (32)	9% (7)	1% (1)	— (0)	83
Employ: Retired	15% (78)	12% (60)	16% (81)	28% (144)	15% (75)	8% (39)	6% (30)	508
Employ: Unemployed	10% (19)	15% (28)	21% (40)	38% (73)	8% (16)	5% (10)	3% (6)	193
Employ: Other	8% (11)	17% (25)	14% (21)	29% (43)	13% (19)	13% (19)	6% (8)	146
Military HH: Yes	15% (56)	12% (46)	17% (65)	34% (130)	13% (50)	4% (16)	4% (17)	380
Military HH: No	11% (193)	15% (260)	18% (309)	32% (558)	13% (218)	7% (126)	3% (54)	1719
RD/WT: Right Direction	13% (88)	14% (98)	15% (105)	34% (233)	13% (93)	6% (44)	5% (32)	693
RD/WT: Wrong Track	11% (161)	15% (209)	19% (269)	32% (455)	13% (176)	7% (98)	3% (40)	1406
Trump Job Approve	13% (106)	14% (117)	15% (129)	35% (293)	13% (111)	7% (58)	4% (33)	846
Trump Job Disapprove	12% (133)	15% (174)	20% (231)	32% (369)	12% (141)	7% (75)	3% (35)	1159

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**Table HR12oen:** At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	1 or less	1 - 2	2 - 4	4 - 8	8 - 12	12 - 25	More than 25	Total N
Adults	12% (249)	15% (307)	18% (374)	33% (687)	13% (269)	7% (142)	3% (71)	2099
Trump Job Strongly Approve	15% (61)	16% (65)	16% (66)	30% (124)	13% (55)	7% (30)	4% (17)	418
Trump Job Somewhat Approve	11% (45)	12% (52)	15% (63)	39% (168)	13% (55)	7% (28)	4% (16)	428
Trump Job Somewhat Disapprove	9% (23)	12% (31)	22% (55)	34% (86)	12% (31)	5% (13)	4% (11)	251
Trump Job Strongly Disapprove	12% (110)	16% (142)	19% (176)	31% (283)	12% (111)	7% (62)	3% (24)	909
#1 Issue: Economy	9% (61)	14% (90)	18% (115)	34% (218)	14% (91)	7% (43)	3% (21)	639
#1 Issue: Security	13% (55)	12% (50)	19% (81)	32% (137)	13% (56)	8% (36)	4% (16)	431
#1 Issue: Health Care	11% (34)	16% (49)	16% (49)	35% (106)	13% (40)	6% (19)	3% (8)	306
#1 Issue: Medicare / Social Security	15% (41)	11% (31)	13% (37)	30% (83)	16% (45)	9% (25)	5% (15)	278
#1 Issue: Women's Issues	7% (7)	20% (21)	19% (19)	34% (35)	9% (9)	6% (6)	5% (5)	103
#1 Issue: Education	13% (16)	20% (25)	19% (24)	35% (44)	6% (8)	4% (5)	3% (4)	127
#1 Issue: Energy	12% (12)	16% (16)	27% (26)	34% (34)	7% (7)	2% (2)	2% (2)	100
#1 Issue: Other	20% (23)	22% (25)	18% (21)	25% (29)	11% (12)	4% (5)	— (0)	116
2018 House Vote: Democrat	13% (100)	16% (131)	19% (149)	33% (267)	11% (89)	6% (47)	2% (17)	801
2018 House Vote: Republican	11% (81)	13% (91)	17% (122)	34% (240)	14% (98)	7% (49)	5% (34)	715
2018 House Vote: Someone else	16% (14)	23% (20)	18% (16)	27% (24)	9% (8)	4% (4)	3% (2)	87
2018 House Vote: Didnt Vote	11% (54)	13% (64)	17% (85)	32% (155)	15% (74)	8% (41)	4% (18)	491
2016 Vote: Hillary Clinton	12% (76)	16% (101)	18% (118)	32% (211)	13% (82)	6% (39)	3% (22)	650
2016 Vote: Donald Trump	13% (93)	13% (95)	16% (118)	33% (242)	14% (102)	8% (58)	4% (32)	739
2016 Vote: Someone else	17% (32)	18% (33)	21% (40)	30% (55)	7% (13)	6% (10)	2% (3)	187
2016 Vote: Didnt Vote	9% (48)	15% (78)	19% (98)	34% (178)	14% (71)	6% (34)	3% (14)	521
Voted in 2014: Yes	13% (182)	14% (203)	17% (247)	32% (459)	13% (178)	7% (97)	4% (50)	1416
Voted in 2014: No	10% (67)	15% (104)	19% (127)	33% (228)	13% (90)	7% (45)	3% (21)	683
2012 Vote: Barack Obama	12% (95)	14% (112)	19% (157)	33% (275)	13% (107)	7% (54)	3% (25)	824
2012 Vote: Mitt Romney	15% (86)	13% (75)	15% (91)	33% (196)	13% (77)	6% (38)	4% (26)	589
2012 Vote: Other	13% (13)	27% (28)	17% (17)	23% (24)	9% (9)	7% (7)	4% (4)	103
2012 Vote: Didn't Vote	9% (55)	16% (92)	19% (109)	33% (192)	13% (76)	7% (43)	3% (16)	582
4-Region: Northeast	12% (46)	16% (60)	16% (58)	33% (123)	11% (42)	6% (23)	5% (18)	371
4-Region: Midwest	13% (62)	16% (78)	18% (88)	33% (162)	12% (58)	5% (24)	4% (20)	492
4-Region: South	12% (92)	13% (99)	18% (138)	31% (240)	16% (122)	7% (57)	3% (25)	773
4-Region: West	11% (50)	15% (69)	19% (89)	35% (163)	10% (47)	8% (37)	2% (9)	464

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

**Table HR13oen:** *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	1 or less		1 - 3		3 - 7		7 - 15		15 - 33		More than 33		Total N
Adults	5%	(101)	6%	(127)	31%	(646)	37%	(770)	18%	(383)	3%	(63)	2090
Gender: Male	5%	(51)	7%	(68)	31%	(300)	37%	(361)	17%	(166)	3%	(32)	979
Gender: Female	4%	(50)	5%	(59)	31%	(346)	37%	(409)	20%	(217)	3%	(31)	1111
Age: 18-29	1%	(5)	4%	(14)	39%	(145)	43%	(160)	11%	(40)	3%	(10)	374
Age: 30-44	1%	(6)	5%	(23)	32%	(153)	44%	(210)	15%	(69)	2%	(10)	471
Age: 45-54	3%	(9)	7%	(25)	32%	(112)	36%	(128)	20%	(72)	2%	(7)	355
Age: 55-64	7%	(29)	7%	(28)	28%	(112)	31%	(123)	23%	(93)	4%	(15)	400
Age: 65+	10%	(52)	7%	(37)	25%	(123)	30%	(149)	22%	(109)	4%	(21)	491
Generation Z: 18-21	2%	(2)	4%	(5)	42%	(54)	40%	(51)	9%	(12)	2%	(3)	128
Millennial: Age 22-37	1%	(6)	4%	(18)	35%	(176)	45%	(230)	13%	(65)	2%	(12)	508
Generation X: Age 38-53	2%	(10)	6%	(34)	32%	(170)	39%	(203)	18%	(95)	2%	(12)	524
Boomers: Age 54-72	9%	(71)	8%	(63)	28%	(232)	30%	(247)	22%	(180)	4%	(36)	829
PID: Dem (no lean)	4%	(29)	5%	(32)	32%	(220)	38%	(262)	17%	(118)	3%	(24)	686
PID: Ind (no lean)	6%	(42)	8%	(64)	32%	(246)	35%	(263)	17%	(127)	2%	(17)	758
PID: Rep (no lean)	5%	(30)	5%	(31)	28%	(179)	38%	(246)	21%	(138)	3%	(22)	646
PID/Gender: Dem Men	4%	(11)	5%	(14)	30%	(86)	42%	(121)	15%	(44)	4%	(12)	288
PID/Gender: Dem Women	5%	(19)	5%	(18)	34%	(135)	35%	(141)	19%	(74)	3%	(11)	397
PID/Gender: Ind Men	6%	(21)	11%	(38)	35%	(127)	32%	(114)	15%	(53)	2%	(6)	360
PID/Gender: Ind Women	5%	(21)	7%	(26)	30%	(119)	37%	(148)	18%	(73)	3%	(11)	399
PID/Gender: Rep Men	6%	(19)	5%	(17)	26%	(87)	38%	(126)	21%	(68)	4%	(14)	331
PID/Gender: Rep Women	3%	(10)	5%	(15)	29%	(93)	38%	(120)	22%	(70)	3%	(8)	315
Ideo: Liberal (1-3)	4%	(21)	5%	(33)	35%	(210)	37%	(219)	15%	(90)	3%	(21)	594
Ideo: Moderate (4)	4%	(21)	5%	(24)	29%	(150)	37%	(192)	23%	(117)	2%	(11)	515
Ideo: Conservative (5-7)	7%	(51)	7%	(50)	29%	(220)	36%	(273)	18%	(133)	3%	(22)	749
Educ: < College	5%	(60)	5%	(70)	31%	(399)	37%	(480)	19%	(245)	3%	(45)	1298
Educ: Bachelors degree	6%	(28)	6%	(31)	31%	(154)	38%	(192)	17%	(87)	2%	(12)	505
Educ: Post-grad	4%	(13)	9%	(26)	32%	(94)	34%	(99)	18%	(51)	2%	(5)	288
Income: Under 50k	5%	(52)	5%	(57)	31%	(321)	35%	(371)	20%	(211)	4%	(40)	1053
Income: 50k-100k	5%	(38)	6%	(40)	31%	(219)	39%	(277)	16%	(114)	2%	(16)	705
Income: 100k+	3%	(10)	9%	(30)	32%	(105)	37%	(123)	18%	(58)	2%	(7)	333
Ethnicity: White	4%	(76)	6%	(106)	31%	(526)	36%	(616)	19%	(325)	3%	(45)	1694

Continued on next page

**Table HR13oen:** *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	1 or less		1 - 3		3 - 7		7 - 15		15 - 33		More than 33	Total N	
Adults	5%	(101)	6%	(127)	31%	(646)	37%	(770)	18%	(383)	3%	(63)	2090
Ethnicity: Hispanic	2%	(3)	7%	(13)	35%	(68)	42%	(83)	12%	(24)	3%	(7)	198
Ethnicity: Afr. Am.	8%	(21)	6%	(14)	29%	(77)	39%	(102)	15%	(38)	4%	(11)	263
Ethnicity: Other	3%	(4)	5%	(7)	32%	(43)	39%	(52)	15%	(20)	6%	(8)	133
Relig: Protestant	6%	(31)	8%	(41)	29%	(155)	35%	(188)	20%	(109)	3%	(14)	538
Relig: Roman Catholic	6%	(26)	4%	(19)	32%	(135)	35%	(145)	19%	(79)	4%	(16)	419
Relig: Something Else	2%	(4)	9%	(19)	31%	(66)	37%	(79)	20%	(43)	2%	(4)	215
Relig: Evangelical	5%	(42)	6%	(54)	31%	(264)	35%	(295)	19%	(162)	3%	(23)	839
Relig: Non-Evang. Catholics	6%	(20)	8%	(25)	27%	(91)	35%	(117)	21%	(69)	3%	(11)	333
Relig: All Christian	5%	(62)	7%	(79)	30%	(356)	35%	(411)	20%	(231)	3%	(33)	1172
Relig: All Non-Christian	5%	(11)	5%	(11)	25%	(51)	41%	(85)	20%	(40)	4%	(8)	206
Community: Urban	5%	(25)	5%	(22)	33%	(155)	38%	(176)	16%	(73)	4%	(17)	468
Community: Suburban	4%	(48)	6%	(63)	31%	(333)	37%	(400)	18%	(196)	3%	(30)	1069
Community: Rural	5%	(28)	8%	(43)	29%	(159)	35%	(193)	21%	(115)	3%	(16)	553
Employ: Private Sector	3%	(25)	6%	(42)	34%	(243)	38%	(272)	17%	(123)	2%	(17)	722
Employ: Government	3%	(4)	6%	(8)	34%	(48)	42%	(59)	14%	(20)	1%	(1)	142
Employ: Self-Employed	4%	(6)	6%	(10)	30%	(52)	37%	(64)	20%	(34)	5%	(8)	174
Employ: Homemaker	5%	(6)	5%	(7)	37%	(49)	36%	(48)	17%	(23)	—	(1)	135
Employ: Student	4%	(3)	6%	(5)	32%	(26)	51%	(42)	7%	(6)	—	(0)	83
Employ: Retired	8%	(42)	6%	(32)	24%	(121)	33%	(167)	23%	(118)	5%	(28)	508
Employ: Unemployed	4%	(7)	5%	(10)	38%	(72)	38%	(71)	14%	(26)	1%	(2)	188
Employ: Other	5%	(6)	10%	(13)	24%	(34)	34%	(47)	23%	(32)	5%	(7)	139
Military HH: Yes	7%	(25)	6%	(21)	29%	(107)	39%	(145)	16%	(61)	4%	(14)	373
Military HH: No	4%	(76)	6%	(107)	31%	(539)	36%	(625)	19%	(322)	3%	(49)	1717
RD/WT: Right Direction	6%	(40)	7%	(50)	28%	(191)	37%	(254)	19%	(130)	4%	(25)	692
RD/WT: Wrong Track	4%	(61)	5%	(77)	33%	(455)	37%	(516)	18%	(253)	3%	(38)	1398
Trump Job Approve	5%	(44)	7%	(62)	29%	(240)	37%	(310)	19%	(157)	3%	(27)	839
Trump Job Disapprove	4%	(50)	5%	(60)	32%	(374)	37%	(429)	18%	(209)	3%	(35)	1156
Trump Job Strongly Approve	6%	(25)	10%	(41)	28%	(118)	32%	(134)	20%	(84)	3%	(12)	414
Trump Job Somewhat Approve	4%	(19)	5%	(21)	29%	(122)	41%	(176)	17%	(73)	3%	(15)	425
Trump Job Somewhat Disapprove	3%	(6)	6%	(14)	34%	(86)	35%	(87)	21%	(52)	1%	(3)	248
Trump Job Strongly Disapprove	5%	(44)	5%	(45)	32%	(289)	38%	(342)	17%	(157)	3%	(32)	908

Continued on next page



**Table HR13oen:** At what monthly price would you consider the service to be a bargain – a great buy for the money?

Demographic	1 or less		1 - 3		3 - 7		7 - 15		15 - 33		More than 33	Total N	
Adults	5%	(101)	6%	(127)	31%	(646)	37%	(770)	18%	(383)	3%	(63)	2090
#1 Issue: Economy	4%	(24)	4%	(23)	34%	(213)	38%	(238)	20%	(125)	1%	(9)	632
#1 Issue: Security	4%	(19)	8%	(36)	28%	(120)	35%	(152)	21%	(89)	3%	(14)	429
#1 Issue: Health Care	6%	(18)	5%	(15)	27%	(81)	43%	(132)	17%	(50)	3%	(8)	305
#1 Issue: Medicare / Social Security	9%	(24)	4%	(12)	26%	(72)	31%	(87)	26%	(72)	5%	(15)	282
#1 Issue: Women's Issues	3%	(3)	9%	(9)	35%	(36)	37%	(38)	14%	(14)	4%	(4)	103
#1 Issue: Education	2%	(3)	7%	(9)	37%	(46)	39%	(48)	8%	(10)	6%	(7)	124
#1 Issue: Energy	3%	(3)	4%	(4)	39%	(39)	44%	(43)	8%	(8)	1%	(1)	98
#1 Issue: Other	5%	(6)	17%	(20)	33%	(39)	27%	(32)	12%	(14)	4%	(5)	117
2018 House Vote: Democrat	5%	(42)	5%	(43)	32%	(260)	37%	(301)	17%	(137)	3%	(23)	806
2018 House Vote: Republican	5%	(37)	6%	(42)	29%	(209)	36%	(257)	20%	(141)	3%	(24)	709
2018 House Vote: Someone else	5%	(5)	18%	(15)	27%	(24)	37%	(32)	10%	(9)	3%	(2)	87
2018 House Vote: Didnt Vote	4%	(18)	6%	(27)	32%	(152)	37%	(177)	20%	(95)	2%	(12)	482
2016 Vote: Hillary Clinton	5%	(30)	6%	(36)	30%	(192)	39%	(256)	17%	(112)	4%	(23)	649
2016 Vote: Donald Trump	6%	(43)	6%	(45)	28%	(206)	35%	(256)	22%	(164)	3%	(19)	733
2016 Vote: Someone else	5%	(9)	12%	(22)	36%	(67)	33%	(63)	13%	(25)	2%	(3)	190
2016 Vote: Didnt Vote	4%	(19)	5%	(23)	35%	(181)	37%	(193)	16%	(82)	3%	(17)	515
Voted in 2014: Yes	5%	(78)	7%	(92)	29%	(412)	37%	(524)	19%	(268)	3%	(42)	1416
Voted in 2014: No	3%	(23)	5%	(35)	35%	(234)	36%	(246)	17%	(115)	3%	(21)	675
2012 Vote: Barack Obama	4%	(37)	5%	(41)	30%	(247)	38%	(312)	20%	(164)	3%	(24)	825
2012 Vote: Mitt Romney	7%	(39)	7%	(39)	29%	(168)	35%	(206)	20%	(118)	3%	(17)	587
2012 Vote: Other	4%	(4)	17%	(17)	32%	(33)	33%	(33)	12%	(12)	2%	(2)	101
2012 Vote: Didn't Vote	4%	(21)	5%	(30)	34%	(199)	38%	(219)	15%	(88)	4%	(21)	577
4-Region: Northeast	4%	(15)	6%	(23)	31%	(113)	37%	(135)	18%	(65)	3%	(12)	364
4-Region: Midwest	5%	(23)	6%	(31)	33%	(159)	36%	(176)	16%	(80)	3%	(14)	485
4-Region: South	4%	(33)	6%	(47)	31%	(237)	36%	(282)	20%	(152)	3%	(22)	774
4-Region: West	6%	(29)	5%	(25)	29%	(136)	38%	(177)	18%	(85)	3%	(15)	468

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

**Table HR14oen:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less	1 - 9	9 - 16	16 - 24	24 - 33	33 - 40	40 - 56	56 - 64	64 - 72	More than 72	Total N
Adults	4% (74)	19% (388)	41% (855)	13% (277)	10% (215)	2% (42)	8% (176)	1% (28)	1% (15)	1% (21)	2091
Gender: Male	3% (33)	20% (195)	41% (402)	13% (132)	9% (92)	2% (18)	9% (90)	1% (6)	1% (5)	1% (10)	982
Gender: Female	4% (41)	17% (193)	41% (453)	13% (145)	11% (123)	2% (23)	8% (86)	2% (23)	1% (10)	1% (12)	1109
Age: 18-29	1% (4)	18% (66)	49% (186)	15% (55)	8% (31)	3% (12)	4% (15)	1% (5)	1% (2)	— (1)	377
Age: 30-44	1% (5)	16% (74)	45% (213)	14% (68)	13% (61)	2% (11)	7% (32)	1% (5)	— (1)	1% (4)	473
Age: 45-54	3% (10)	17% (60)	46% (164)	10% (37)	8% (29)	2% (8)	10% (36)	— (2)	1% (2)	2% (6)	354
Age: 55-64	5% (22)	19% (74)	37% (148)	12% (50)	9% (38)	1% (6)	11% (45)	1% (3)	2% (7)	2% (9)	400
Age: 65+	7% (33)	23% (113)	30% (144)	14% (68)	12% (57)	1% (5)	10% (49)	3% (13)	1% (3)	— (2)	487
Generation Z: 18-21	2% (2)	18% (23)	52% (68)	12% (16)	8% (10)	1% (2)	5% (6)	2% (3)	— (0)	— (0)	131
Millennial: Age 22-37	1% (6)	16% (82)	47% (238)	15% (75)	10% (51)	4% (18)	6% (29)	1% (3)	1% (3)	1% (5)	508
Generation X: Age 38-53	2% (10)	16% (86)	45% (238)	13% (67)	11% (57)	2% (9)	8% (44)	1% (5)	— (2)	1% (7)	525
Boomers: Age 54-72	6% (48)	22% (178)	34% (278)	13% (110)	9% (73)	1% (12)	11% (94)	2% (16)	1% (10)	1% (10)	828
PID: Dem (no lean)	3% (23)	17% (121)	42% (287)	13% (88)	10% (70)	2% (12)	9% (65)	2% (13)	1% (6)	1% (5)	692
PID: Ind (no lean)	4% (29)	21% (161)	40% (305)	13% (97)	11% (80)	2% (15)	7% (52)	1% (7)	— (4)	1% (11)	760
PID: Rep (no lean)	3% (22)	17% (106)	41% (263)	14% (92)	10% (65)	2% (14)	9% (59)	1% (8)	1% (5)	1% (5)	640
PID/Gender: Dem Men	3% (10)	16% (48)	43% (125)	15% (42)	10% (28)	1% (4)	9% (27)	1% (3)	1% (2)	1% (2)	291
PID/Gender: Dem Women	3% (13)	18% (73)	41% (163)	11% (46)	10% (42)	2% (8)	9% (38)	2% (10)	1% (4)	1% (3)	400
PID/Gender: Ind Men	3% (12)	24% (86)	40% (146)	13% (47)	8% (31)	2% (6)	7% (26)	— (1)	— (1)	2% (6)	362
PID/Gender: Ind Women	4% (17)	19% (74)	40% (158)	12% (50)	12% (49)	2% (9)	7% (26)	1% (6)	1% (3)	1% (5)	398
PID/Gender: Rep Men	3% (11)	18% (61)	40% (131)	13% (42)	10% (33)	3% (8)	11% (37)	— (1)	1% (2)	1% (2)	328
PID/Gender: Rep Women	3% (10)	15% (46)	42% (132)	16% (50)	10% (32)	2% (6)	7% (22)	2% (7)	1% (3)	1% (4)	312
Ideo: Liberal (1-3)	3% (16)	20% (118)	42% (250)	14% (84)	10% (61)	2% (9)	6% (35)	2% (12)	1% (3)	1% (7)	595
Ideo: Moderate (4)	3% (15)	17% (88)	41% (213)	14% (73)	10% (52)	3% (13)	10% (53)	1% (7)	— (1)	— (0)	513
Ideo: Conservative (5-7)	5% (37)	18% (139)	41% (304)	13% (97)	9% (69)	2% (16)	8% (63)	1% (7)	1% (7)	1% (10)	749
Educ: < College	4% (49)	18% (237)	40% (527)	13% (166)	10% (131)	2% (24)	9% (124)	2% (21)	1% (8)	1% (16)	1303
Educ: Bachelors degree	4% (18)	17% (87)	41% (207)	16% (79)	9% (47)	2% (11)	7% (35)	1% (6)	1% (7)	1% (4)	503
Educ: Post-grad	2% (6)	22% (63)	42% (121)	11% (32)	13% (36)	3% (7)	6% (17)	— (1)	— (0)	1% (1)	286
Income: Under 50k	4% (40)	19% (193)	39% (409)	12% (127)	10% (107)	3% (27)	10% (106)	2% (17)	— (5)	1% (10)	1041
Income: 50k-100k	4% (26)	18% (128)	44% (316)	14% (99)	10% (69)	2% (12)	6% (41)	1% (10)	1% (5)	1% (9)	715
Income: 100k+	2% (8)	20% (66)	39% (130)	15% (51)	12% (39)	1% (2)	9% (29)	— (1)	2% (5)	1% (3)	334
Ethnicity: White	3% (53)	19% (321)	41% (695)	13% (222)	10% (177)	2% (36)	9% (145)	1% (20)	1% (13)	1% (18)	1699
Ethnicity: Hispanic	1% (3)	15% (31)	49% (99)	10% (19)	10% (21)	4% (8)	6% (11)	1% (3)	2% (4)	1% (1)	200
Ethnicity: Afr. Am.	7% (17)	18% (46)	39% (101)	14% (37)	10% (25)	2% (5)	9% (23)	1% (3)	1% (2)	— (1)	259
Ethnicity: Other	3% (4)	16% (21)	44% (59)	14% (18)	10% (13)	1% (2)	7% (9)	4% (5)	— (1)	1% (2)	133
Relig: Protestant	4% (20)	20% (106)	41% (224)	14% (74)	10% (54)	1% (7)	8% (44)	1% (5)	1% (6)	— (1)	541
Relig: Roman Catholic	4% (18)	19% (79)	38% (157)	14% (60)	10% (42)	3% (14)	9% (39)	1% (4)	1% (3)	1% (3)	418
Relig: Something Else	2% (3)	20% (43)	43% (92)	11% (22)	9% (19)	4% (8)	8% (17)	2% (4)	1% (2)	1% (3)	213
Relig: Evangelical	3% (27)	19% (163)	41% (340)	14% (115)	10% (80)	3% (24)	8% (68)	1% (9)	1% (6)	1% (6)	837
Relig: Non-Evang. Catholics	4% (14)	19% (65)	40% (133)	12% (41)	11% (35)	2% (5)	9% (32)	1% (4)	1% (5)	— (1)	335
Relig: All Christian	4% (41)	19% (227)	40% (473)	13% (156)	10% (115)	2% (29)	9% (100)	1% (13)	1% (11)	1% (7)	1172
Relig: All Non-Christian	3% (6)	13% (26)	41% (87)	14% (30)	11% (24)	2% (4)	11% (22)	3% (6)	1% (1)	2% (4)	210

Continued on next page

**Table HR14oen:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less	1 - 9	9 - 16	16 - 24	24 - 33	33 - 40	40 - 56	56 - 64	64 - 72	More than 72	Total N
Adults	4% (74)	19% (388)	41% (855)	13% (277)	10% (215)	2% (42)	8% (176)	1% (28)	1% (15)	1% (21)	2091
Community: Urban	4% (17)	18% (85)	41% (192)	13% (60)	11% (53)	2% (10)	6% (29)	2% (8)	— (2)	1% (5)	462
Community: Suburban	3% (36)	18% (189)	43% (460)	13% (142)	10% (109)	1% (13)	9% (96)	1% (15)	1% (7)	1% (9)	1076
Community: Rural	4% (21)	20% (113)	37% (202)	14% (76)	10% (53)	4% (19)	9% (51)	1% (5)	1% (6)	1% (7)	553
Employ: Private Sector	3% (19)	20% (146)	41% (300)	14% (99)	10% (75)	2% (16)	7% (52)	1% (5)	1% (4)	1% (8)	725
Employ: Government	2% (3)	14% (21)	53% (75)	13% (18)	13% (18)	— (0)	4% (5)	1% (2)	— (0)	— (0)	142
Employ: Self-Employed	3% (4)	15% (27)	44% (75)	13% (22)	7% (12)	5% (10)	9% (15)	2% (3)	1% (2)	1% (2)	173
Employ: Homemaker	4% (6)	21% (29)	41% (56)	17% (23)	5% (7)	2% (3)	7% (10)	1% (2)	— (1)	1% (2)	137
Employ: Student	3% (3)	14% (12)	61% (50)	11% (9)	7% (6)	1% (1)	1% (1)	2% (2)	— (0)	— (0)	83
Employ: Retired	6% (28)	20% (100)	31% (158)	13% (64)	13% (67)	1% (7)	12% (59)	2% (12)	1% (4)	1% (4)	502
Employ: Unemployed	3% (6)	17% (33)	44% (85)	13% (24)	9% (18)	3% (5)	7% (14)	1% (1)	1% (2)	2% (4)	192
Employ: Other	3% (4)	16% (22)	41% (56)	14% (19)	9% (12)	— (1)	14% (19)	1% (1)	2% (3)	1% (1)	137
Military HH: Yes	4% (15)	19% (71)	40% (150)	14% (52)	11% (40)	3% (10)	6% (23)	1% (4)	1% (4)	1% (4)	372
Military HH: No	3% (59)	18% (317)	41% (704)	13% (226)	10% (175)	2% (32)	9% (153)	1% (25)	1% (11)	1% (17)	1719
RD/WT: Right Direction	4% (29)	19% (134)	37% (258)	15% (104)	10% (72)	2% (16)	8% (52)	1% (10)	1% (8)	1% (8)	689
RD/WT: Wrong Track	3% (45)	18% (254)	43% (597)	12% (174)	10% (143)	2% (26)	9% (124)	1% (18)	1% (8)	1% (14)	1403
Trump Job Approve	4% (32)	18% (154)	40% (338)	14% (119)	10% (86)	2% (20)	8% (65)	1% (11)	1% (8)	1% (8)	840
Trump Job Disapprove	3% (36)	19% (216)	42% (482)	12% (138)	11% (122)	2% (20)	9% (105)	1% (17)	1% (8)	1% (11)	1154
Trump Job Strongly Approve	4% (17)	23% (95)	36% (148)	14% (56)	11% (44)	2% (9)	7% (27)	1% (6)	1% (5)	1% (3)	409
Trump Job Somewhat Approve	3% (14)	14% (59)	44% (190)	15% (63)	10% (42)	3% (11)	9% (38)	1% (6)	1% (3)	1% (4)	431
Trump Job Somewhat Disapprove	1% (3)	24% (59)	39% (97)	11% (27)	13% (32)	2% (6)	7% (18)	1% (2)	1% (1)	2% (4)	249
Trump Job Strongly Disapprove	4% (33)	17% (157)	43% (385)	12% (111)	10% (90)	2% (14)	10% (87)	2% (15)	1% (6)	1% (7)	905
#1 Issue: Economy	3% (18)	18% (117)	40% (256)	15% (94)	9% (57)	3% (22)	9% (58)	1% (7)	— (2)	1% (5)	636
#1 Issue: Security	3% (15)	18% (75)	38% (163)	15% (63)	15% (63)	2% (9)	7% (29)	1% (4)	— (2)	1% (5)	427
#1 Issue: Health Care	5% (14)	14% (43)	48% (143)	11% (34)	9% (28)	1% (4)	9% (26)	1% (3)	1% (3)	1% (2)	301
#1 Issue: Medicare / Social Security	6% (16)	21% (59)	31% (87)	12% (33)	10% (27)	1% (3)	13% (35)	4% (11)	1% (4)	1% (3)	278
#1 Issue: Women's Issues	3% (3)	22% (22)	42% (43)	8% (8)	13% (13)	— (0)	10% (10)	1% (2)	— (0)	2% (2)	103
#1 Issue: Education	2% (2)	14% (17)	53% (66)	15% (19)	8% (10)	1% (1)	6% (7)	— (0)	2% (3)	— (0)	125
#1 Issue: Energy	3% (3)	16% (15)	57% (57)	10% (10)	9% (9)	1% (1)	3% (3)	1% (1)	— (0)	1% (1)	100
#1 Issue: Other	3% (3)	32% (39)	33% (40)	13% (15)	6% (7)	2% (3)	6% (7)	— (0)	2% (2)	3% (4)	121
2018 House Vote: Democrat	4% (28)	19% (155)	43% (348)	12% (95)	10% (81)	2% (13)	8% (64)	1% (9)	1% (6)	1% (4)	804
2018 House Vote: Republican	3% (23)	19% (133)	40% (278)	14% (101)	11% (75)	2% (16)	8% (58)	1% (8)	1% (6)	1% (5)	704
2018 House Vote: Someone else	5% (5)	24% (21)	42% (37)	10% (9)	8% (7)	— (0)	8% (7)	2% (2)	— (0)	1% (1)	88
2018 House Vote: Didnt Vote	4% (17)	16% (78)	39% (189)	14% (71)	11% (52)	3% (13)	10% (47)	2% (10)	1% (3)	2% (10)	490
2016 Vote: Hillary Clinton	3% (21)	18% (114)	41% (267)	13% (87)	10% (67)	2% (12)	9% (58)	1% (9)	1% (6)	1% (8)	649
2016 Vote: Donald Trump	4% (29)	18% (136)	39% (283)	14% (102)	12% (85)	2% (16)	8% (62)	1% (7)	1% (6)	1% (8)	733
2016 Vote: Someone else	4% (7)	25% (47)	43% (82)	12% (22)	7% (13)	1% (2)	8% (15)	— (0)	1% (1)	— (1)	189
2016 Vote: Didnt Vote	3% (17)	18% (91)	43% (221)	13% (66)	9% (49)	2% (12)	8% (40)	2% (12)	1% (3)	1% (5)	517
Voted in 2014: Yes	4% (56)	18% (259)	41% (574)	13% (186)	11% (153)	2% (25)	8% (120)	1% (15)	1% (11)	1% (12)	1409
Voted in 2014: No	3% (18)	19% (129)	41% (281)	13% (92)	9% (61)	2% (17)	8% (57)	2% (13)	1% (5)	1% (9)	682
2012 Vote: Barack Obama	3% (25)	19% (152)	39% (322)	15% (121)	11% (90)	2% (13)	9% (75)	1% (9)	1% (4)	1% (6)	818
2012 Vote: Mitt Romney	4% (26)	18% (106)	40% (237)	12% (72)	11% (66)	2% (14)	8% (49)	1% (6)	1% (6)	1% (6)	588
2012 Vote: Other	4% (4)	26% (27)	41% (42)	12% (12)	7% (7)	1% (1)	7% (7)	— (0)	1% (1)	2% (2)	102
2012 Vote: Didn't Vote	3% (19)	18% (102)	43% (252)	12% (73)	9% (51)	2% (13)	8% (45)	2% (14)	1% (5)	1% (7)	581

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**Table HR14oen:** *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	1 or less	1 - 9	9 - 16	16 - 24	24 - 33	33 - 40	40 - 56	56 - 64	64 - 72	More than 72	Total N
Adults	4% (74)	19% (388)	41% (855)	13% (277)	10% (215)	2% (42)	8% (176)	1% (28)	1% (15)	1% (21)	2091
4-Region: Northeast	4% (15)	18% (67)	41% (149)	14% (50)	10% (37)	2% (7)	9% (34)	2% (6)	— (1)	1% (2)	367
4-Region: Midwest	3% (14)	22% (105)	42% (206)	11% (54)	9% (43)	2% (8)	8% (39)	2% (9)	— (2)	1% (6)	488
4-Region: South	3% (22)	18% (138)	39% (303)	15% (117)	11% (84)	2% (13)	8% (60)	1% (8)	1% (10)	1% (11)	767
4-Region: West	5% (23)	16% (76)	42% (197)	12% (57)	11% (50)	3% (13)	9% (43)	1% (6)	— (2)	1% (3)	469

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

**Table HR15oen:** *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	1 or less	1 - 9	9 - 16	16 - 24	24 - 33	33 - 40	40 - 56	56 - 64	64 - 72	More than 72	Total N
Adults	3% (72)	9% (194)	29% (605)	20% (425)	15% (311)	3% (56)	11% (225)	3% (70)	1% (22)	6% (122)	2103
Gender: Male	3% (31)	10% (103)	30% (292)	20% (198)	14% (142)	3% (33)	10% (95)	3% (32)	1% (5)	5% (53)	984
Gender: Female	4% (40)	8% (91)	28% (313)	20% (227)	15% (170)	2% (23)	12% (130)	3% (38)	1% (17)	6% (70)	1118
Age: 18-29	1% (4)	9% (33)	31% (115)	24% (92)	15% (55)	3% (11)	10% (36)	3% (11)	1% (5)	4% (14)	377
Age: 30-44	1% (6)	6% (30)	31% (146)	23% (108)	15% (70)	3% (14)	13% (63)	3% (12)	1% (3)	5% (22)	475
Age: 45-54	3% (9)	9% (33)	29% (106)	21% (75)	14% (52)	2% (5)	11% (39)	3% (10)	2% (6)	7% (25)	360
Age: 55-64	5% (21)	11% (44)	29% (117)	16% (66)	15% (58)	3% (10)	10% (39)	3% (12)	1% (3)	8% (31)	401
Age: 65+	6% (31)	11% (55)	25% (122)	17% (84)	16% (76)	3% (15)	10% (47)	5% (25)	1% (4)	6% (30)	489
Generation Z: 18-21	2% (2)	12% (16)	29% (38)	26% (33)	15% (20)	1% (2)	7% (9)	3% (4)	2% (2)	3% (4)	130
Millennial: Age 22-37	1% (6)	6% (32)	31% (155)	24% (121)	15% (77)	3% (17)	12% (61)	3% (13)	1% (5)	4% (22)	508
Generation X: Age 38-53	2% (11)	8% (40)	30% (163)	21% (111)	15% (78)	2% (12)	12% (64)	3% (16)	1% (5)	7% (35)	535
Boomers: Age 54-72	5% (44)	11% (94)	28% (234)	17% (138)	15% (122)	3% (23)	9% (77)	4% (34)	1% (10)	7% (56)	831
PID: Dem (no lean)	3% (22)	10% (66)	26% (176)	23% (156)	14% (98)	3% (17)	10% (69)	6% (38)	1% (7)	6% (39)	688
PID: Ind (no lean)	4% (29)	10% (78)	31% (238)	18% (141)	14% (108)	2% (17)	11% (85)	2% (16)	1% (6)	6% (50)	769
PID: Rep (no lean)	3% (21)	8% (50)	30% (192)	20% (127)	16% (105)	3% (21)	11% (72)	2% (15)	1% (9)	5% (33)	646
PID/Gender: Dem Men	3% (10)	9% (27)	24% (70)	25% (73)	16% (47)	3% (9)	9% (25)	5% (13)	1% (2)	5% (14)	289
PID/Gender: Dem Women	3% (12)	10% (39)	26% (105)	21% (84)	13% (51)	2% (8)	11% (43)	6% (25)	1% (5)	6% (25)	398
PID/Gender: Ind Men	3% (11)	12% (45)	34% (123)	18% (64)	13% (49)	3% (9)	9% (32)	3% (10)	— (1)	5% (20)	363
PID/Gender: Ind Women	4% (17)	8% (33)	28% (115)	19% (77)	15% (60)	2% (8)	13% (53)	2% (6)	1% (6)	7% (30)	406
PID/Gender: Rep Men	3% (10)	10% (32)	30% (99)	18% (61)	14% (46)	4% (14)	12% (38)	3% (9)	1% (3)	6% (19)	332
PID/Gender: Rep Women	3% (10)	6% (18)	30% (93)	21% (66)	19% (59)	2% (7)	11% (33)	2% (6)	2% (6)	5% (15)	314
Ideo: Liberal (1-3)	3% (15)	10% (57)	31% (185)	19% (111)	16% (94)	2% (14)	11% (65)	3% (19)	1% (7)	5% (30)	595
Ideo: Moderate (4)	3% (15)	7% (37)	27% (140)	24% (125)	13% (68)	3% (18)	11% (56)	4% (22)	1% (4)	6% (29)	514
Ideo: Conservative (5-7)	5% (34)	10% (74)	29% (219)	19% (147)	15% (117)	3% (22)	10% (73)	3% (22)	1% (6)	6% (42)	755
Educ: < College	4% (50)	9% (119)	28% (368)	20% (269)	14% (190)	2% (26)	10% (136)	4% (51)	1% (19)	7% (88)	1316
Educ: Bachelors degree	3% (15)	9% (43)	29% (144)	20% (102)	15% (75)	4% (19)	13% (63)	3% (15)	1% (3)	5% (23)	501
Educ: Post-grad	2% (6)	11% (32)	33% (93)	19% (54)	16% (46)	4% (11)	9% (27)	1% (4)	— (1)	4% (11)	285
Income: Under 50k	4% (41)	10% (103)	27% (279)	20% (208)	14% (149)	2% (26)	11% (116)	5% (50)	1% (14)	6% (68)	1053
Income: 50k-100k	3% (25)	8% (58)	30% (218)	22% (155)	16% (113)	3% (22)	10% (75)	1% (10)	1% (7)	5% (36)	719
Income: 100k+	2% (6)	10% (33)	33% (108)	19% (62)	15% (49)	2% (8)	10% (34)	3% (10)	1% (2)	6% (19)	330
Ethnicity: White	3% (52)	9% (156)	30% (504)	20% (339)	15% (258)	3% (48)	11% (189)	3% (49)	1% (17)	6% (96)	1708
Ethnicity: Hispanic	1% (2)	6% (11)	37% (74)	18% (37)	16% (32)	2% (5)	11% (23)	2% (5)	1% (2)	6% (11)	201
Ethnicity: Afr. Am.	6% (17)	10% (27)	24% (64)	22% (57)	12% (32)	2% (5)	7% (19)	7% (19)	1% (3)	7% (18)	261
Ethnicity: Other	2% (3)	8% (11)	28% (38)	22% (29)	16% (22)	2% (3)	13% (17)	1% (1)	2% (3)	6% (8)	134
Relig: Protestant	4% (20)	10% (53)	29% (157)	19% (103)	19% (101)	2% (9)	10% (57)	3% (14)	1% (5)	5% (25)	543
Relig: Roman Catholic	4% (17)	8% (32)	30% (127)	20% (84)	13% (56)	4% (18)	13% (54)	2% (9)	1% (6)	4% (16)	418
Relig: Something Else	2% (5)	7% (15)	34% (74)	18% (39)	13% (27)	2% (5)	12% (27)	5% (11)	2% (4)	5% (10)	218
Relig: Evangelical	3% (27)	8% (68)	31% (263)	20% (171)	14% (121)	3% (26)	11% (94)	3% (25)	1% (12)	4% (38)	844
Relig: Non-Evang. Catholics	4% (14)	10% (32)	28% (95)	16% (55)	19% (62)	2% (5)	13% (44)	3% (10)	1% (3)	4% (13)	335
Relig: All Christian	4% (42)	8% (100)	30% (358)	19% (225)	16% (184)	3% (32)	12% (138)	3% (35)	1% (15)	4% (51)	1179
Relig: All Non-Christian	2% (5)	9% (18)	25% (53)	23% (48)	15% (32)	1% (2)	10% (22)	5% (11)	1% (3)	8% (17)	211
Community: Urban	4% (18)	6% (30)	30% (143)	20% (94)	15% (73)	3% (15)	10% (45)	3% (13)	— (2)	8% (35)	469
Community: Suburban	3% (34)	9% (99)	29% (315)	21% (228)	15% (161)	3% (29)	10% (107)	4% (42)	1% (9)	5% (53)	1077
Community: Rural	4% (20)	12% (65)	26% (147)	18% (103)	14% (78)	2% (12)	13% (73)	2% (14)	2% (10)	6% (34)	556

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**Table HR15oen: At what monthly price would you consider the service to be so expensive that you would not consider subscribing?**

Demographic	1 or less	1 - 9	9 - 16	16 - 24	24 - 33	33 - 40	40 - 56	56 - 64	64 - 72	More than 72	Total N
Adults	3% (72)	9% (194)	29% (605)	20% (425)	15% (311)	3% (56)	11% (225)	3% (70)	1% (22)	6% (122)	2103
Employ: Private Sector	2% (16)	10% (70)	30% (216)	22% (157)	13% (97)	4% (29)	10% (72)	4% (26)	1% (5)	5% (33)	721
Employ: Government	2% (3)	9% (13)	32% (45)	23% (33)	16% (23)	2% (3)	10% (14)	1% (1)	— (1)	4% (6)	142
Employ: Self-Employed	3% (4)	9% (16)	32% (57)	14% (25)	16% (29)	2% (4)	12% (21)	2% (4)	3% (5)	7% (13)	178
Employ: Homemaker	4% (6)	8% (11)	28% (39)	26% (36)	15% (20)	— (0)	10% (14)	4% (6)	— (0)	4% (6)	138
Employ: Student	3% (3)	12% (10)	29% (24)	27% (23)	18% (14)	2% (1)	5% (4)	2% (1)	1% (0)	2% (2)	82
Employ: Retired	6% (28)	10% (50)	25% (125)	16% (83)	16% (79)	3% (16)	12% (62)	4% (19)	1% (7)	7% (37)	506
Employ: Unemployed	4% (7)	8% (15)	30% (57)	23% (44)	14% (27)	2% (3)	11% (21)	4% (7)	1% (1)	6% (11)	193
Employ: Other	3% (4)	7% (10)	30% (43)	17% (25)	15% (21)	— (0)	12% (17)	3% (5)	2% (3)	11% (16)	144
Military HH: Yes	4% (15)	10% (38)	25% (94)	23% (86)	17% (64)	3% (11)	9% (32)	2% (9)	1% (3)	6% (22)	374
Military HH: No	3% (57)	9% (156)	30% (512)	20% (339)	14% (247)	3% (45)	11% (193)	4% (61)	1% (19)	6% (100)	1729
RD/WT: Right Direction	4% (28)	11% (73)	29% (200)	18% (125)	16% (109)	3% (20)	10% (72)	3% (18)	1% (4)	6% (44)	694
RD/WT: Wrong Track	3% (43)	9% (121)	29% (405)	21% (300)	14% (203)	3% (36)	11% (153)	4% (51)	1% (17)	6% (79)	1408
Trump Job Approve	4% (30)	9% (79)	29% (249)	19% (164)	16% (134)	3% (29)	11% (93)	3% (23)	1% (6)	5% (39)	847
Trump Job Disapprove	3% (35)	9% (106)	29% (330)	21% (240)	14% (162)	2% (26)	11% (124)	4% (44)	1% (16)	6% (73)	1158
Trump Job Strongly Approve	4% (16)	12% (50)	29% (121)	17% (68)	17% (70)	3% (13)	12% (50)	2% (8)	— (1)	4% (16)	413
Trump Job Somewhat Approve	3% (15)	7% (29)	29% (128)	22% (96)	15% (64)	4% (16)	10% (44)	3% (15)	1% (4)	5% (23)	433
Trump Job Somewhat Disapprove	1% (3)	12% (30)	30% (75)	16% (41)	16% (40)	2% (6)	11% (28)	4% (9)	2% (6)	6% (15)	252
Trump Job Strongly Disapprove	4% (32)	8% (76)	28% (256)	22% (199)	13% (122)	2% (21)	11% (97)	4% (35)	1% (11)	6% (59)	906
#1 Issue: Economy	3% (17)	10% (62)	29% (186)	19% (120)	15% (96)	3% (18)	11% (73)	4% (28)	1% (9)	4% (27)	636
#1 Issue: Security	3% (15)	7% (30)	28% (122)	19% (80)	21% (90)	3% (15)	12% (50)	2% (8)	1% (2)	4% (19)	430
#1 Issue: Health Care	4% (13)	8% (24)	27% (82)	25% (75)	13% (39)	2% (6)	13% (38)	1% (3)	— (1)	7% (20)	301
#1 Issue: Medicare / Social Security	6% (16)	9% (25)	25% (72)	20% (58)	11% (32)	2% (5)	7% (21)	7% (20)	1% (4)	11% (32)	285
#1 Issue: Women's Issues	3% (3)	12% (12)	31% (32)	18% (19)	11% (11)	3% (3)	9% (10)	4% (4)	1% (1)	8% (8)	103
#1 Issue: Education	2% (2)	6% (7)	28% (35)	28% (35)	14% (18)	5% (6)	10% (13)	2% (3)	— (0)	6% (7)	127
#1 Issue: Energy	3% (3)	12% (12)	40% (39)	21% (20)	11% (10)	2% (2)	10% (10)	1% (1)	1% (1)	1% (1)	99
#1 Issue: Other	3% (3)	19% (23)	30% (37)	14% (17)	12% (15)	1% (1)	10% (12)	3% (4)	3% (4)	6% (7)	122
2018 House Vote: Democrat	3% (27)	10% (78)	29% (235)	22% (174)	13% (105)	2% (19)	10% (81)	4% (32)	1% (7)	5% (43)	802
2018 House Vote: Republican	3% (22)	10% (68)	28% (202)	20% (139)	18% (125)	3% (21)	11% (81)	2% (13)	1% (5)	5% (34)	711
2018 House Vote: Someone else	4% (3)	14% (13)	35% (31)	13% (11)	15% (13)	— (0)	10% (8)	4% (4)	— (0)	6% (5)	88
2018 House Vote: Didnt Vote	4% (19)	7% (35)	28% (137)	19% (96)	14% (68)	3% (15)	11% (55)	4% (21)	2% (10)	8% (37)	495
2016 Vote: Hillary Clinton	3% (20)	9% (55)	29% (187)	20% (132)	14% (90)	3% (21)	11% (69)	4% (28)	1% (6)	6% (40)	647
2016 Vote: Donald Trump	4% (28)	10% (72)	28% (209)	18% (136)	17% (123)	3% (23)	12% (87)	2% (18)	1% (6)	5% (36)	738
2016 Vote: Someone else	3% (5)	13% (25)	33% (62)	22% (42)	13% (24)	1% (1)	7% (13)	2% (5)	2% (3)	6% (10)	190
2016 Vote: Didnt Vote	4% (18)	8% (42)	28% (147)	22% (113)	14% (75)	2% (11)	11% (55)	4% (19)	1% (7)	7% (36)	525
Voted in 2014: Yes	4% (52)	9% (131)	29% (406)	20% (281)	15% (217)	3% (42)	10% (144)	3% (49)	1% (13)	5% (77)	1413
Voted in 2014: No	3% (19)	9% (63)	29% (199)	21% (144)	14% (95)	2% (14)	12% (81)	3% (21)	1% (9)	7% (45)	690
2012 Vote: Barack Obama	3% (24)	9% (74)	28% (226)	21% (174)	15% (121)	3% (23)	10% (82)	5% (41)	1% (10)	5% (41)	818
2012 Vote: Mitt Romney	4% (25)	10% (58)	29% (173)	19% (111)	16% (92)	3% (21)	12% (72)	2% (11)	— (3)	5% (30)	593
2012 Vote: Other	2% (2)	15% (16)	31% (32)	17% (18)	15% (16)	1% (2)	7% (7)	— (0)	3% (3)	8% (8)	104
2012 Vote: Didn't Vote	3% (21)	8% (46)	30% (174)	21% (122)	14% (82)	2% (10)	11% (64)	3% (18)	1% (6)	7% (43)	587
4-Region: Northeast	4% (15)	6% (24)	32% (121)	19% (71)	13% (49)	3% (12)	11% (39)	4% (13)	2% (7)	6% (22)	373
4-Region: Midwest	3% (13)	12% (58)	29% (139)	22% (107)	13% (65)	3% (14)	10% (48)	3% (13)	— (2)	6% (28)	488
4-Region: South	3% (21)	9% (68)	30% (228)	19% (148)	15% (120)	3% (19)	11% (85)	3% (24)	1% (8)	7% (52)	773
4-Region: West	5% (23)	9% (44)	25% (117)	21% (99)	17% (78)	2% (11)	11% (53)	4% (19)	1% (5)	4% (20)	469

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

**Table HR16oen:** *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	1 or less	1 - 2	2 - 4	4 - 9	9 - 30	More than 30	Total N
Adults	13% (282)	14% (288)	14% (301)	33% (685)	23% (484)	2% (50)	2088
Gender: Male	13% (130)	15% (146)	15% (151)	32% (315)	22% (219)	2% (19)	980
Gender: Female	14% (151)	13% (141)	14% (151)	33% (370)	24% (265)	3% (31)	1108
Age: 18-29	12% (45)	18% (67)	19% (71)	34% (128)	13% (49)	3% (13)	372
Age: 30-44	11% (51)	15% (70)	16% (75)	35% (162)	22% (102)	2% (8)	468
Age: 45-54	11% (41)	14% (51)	15% (53)	34% (125)	25% (91)	2% (7)	368
Age: 55-64	15% (59)	11% (46)	12% (48)	34% (137)	24% (96)	3% (13)	399
Age: 65+	18% (86)	11% (54)	11% (54)	28% (133)	30% (145)	2% (9)	481
Generation Z: 18-21	12% (15)	18% (23)	20% (26)	37% (48)	11% (14)	2% (3)	129
Millennial: Age 22-37	11% (54)	17% (83)	17% (83)	35% (172)	18% (90)	3% (16)	498
Generation X: Age 38-53	12% (63)	14% (75)	16% (84)	33% (179)	24% (133)	2% (9)	542
Boomers: Age 54-72	16% (134)	12% (95)	12% (101)	32% (259)	26% (210)	3% (22)	821
PID: Dem (no lean)	11% (78)	15% (105)	15% (103)	33% (228)	22% (151)	2% (17)	682
PID: Ind (no lean)	17% (127)	15% (113)	16% (120)	30% (228)	21% (159)	2% (13)	759
PID: Rep (no lean)	12% (76)	11% (69)	12% (79)	35% (229)	27% (174)	3% (20)	647
PID/Gender: Dem Men	11% (32)	16% (47)	14% (42)	32% (92)	25% (71)	1% (4)	289
PID/Gender: Dem Women	12% (46)	15% (58)	16% (61)	35% (136)	20% (80)	3% (13)	394
PID/Gender: Ind Men	18% (63)	17% (62)	19% (69)	29% (105)	15% (54)	1% (5)	358
PID/Gender: Ind Women	16% (64)	13% (51)	13% (51)	30% (122)	26% (105)	2% (8)	401
PID/Gender: Rep Men	11% (35)	11% (37)	12% (40)	35% (118)	28% (94)	3% (9)	334
PID/Gender: Rep Women	13% (41)	10% (32)	12% (39)	35% (111)	26% (80)	3% (11)	313
Ideo: Liberal (1-3)	13% (77)	17% (98)	15% (88)	33% (192)	21% (122)	2% (12)	589
Ideo: Moderate (4)	12% (62)	12% (60)	16% (84)	32% (166)	25% (130)	3% (18)	521
Ideo: Conservative (5-7)	15% (112)	13% (96)	14% (108)	32% (242)	24% (181)	2% (13)	752
Educ: < College	13% (172)	13% (166)	14% (179)	33% (423)	25% (325)	3% (33)	1297
Educ: Bachelors degree	13% (65)	16% (81)	16% (83)	33% (165)	20% (101)	2% (10)	505
Educ: Post-grad	16% (45)	14% (41)	14% (40)	34% (97)	20% (57)	2% (6)	286
Income: Under 50k	12% (126)	13% (139)	14% (148)	33% (344)	25% (257)	3% (31)	1045
Income: 50k-100k	15% (106)	14% (102)	14% (99)	33% (234)	21% (152)	2% (14)	707
Income: 100k+	15% (50)	14% (46)	16% (54)	32% (107)	22% (75)	1% (4)	336
Ethnicity: White	14% (230)	14% (234)	15% (249)	33% (558)	23% (391)	2% (41)	1702

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**Table HR16oen:** *At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?*

Demographic	1 or less	1 - 2	2 - 4	4 - 9	9 - 30	More than 30	Total N
Adults	13% (282)	14% (288)	14% (301)	33% (685)	23% (484)	2% (50)	2088
Ethnicity: Hispanic	11% (23)	12% (23)	18% (35)	35% (68)	21% (42)	3% (7)	196
Ethnicity: Afr. Am.	14% (37)	14% (36)	11% (29)	32% (83)	25% (65)	2% (6)	256
Ethnicity: Other	11% (14)	14% (18)	18% (23)	34% (44)	21% (28)	2% (3)	131
Relig: Protestant	14% (78)	10% (56)	16% (88)	32% (173)	25% (137)	2% (10)	542
Relig: Roman Catholic	14% (57)	13% (53)	16% (65)	28% (114)	28% (117)	2% (7)	413
Relig: Something Else	17% (35)	13% (27)	15% (31)	33% (70)	20% (42)	3% (7)	213
Relig: Evangelical	15% (125)	12% (101)	16% (135)	30% (251)	24% (202)	2% (16)	829
Relig: Non-Evang. Catholics	13% (45)	10% (35)	15% (50)	31% (105)	28% (95)	2% (8)	338
Relig: All Christian	15% (170)	12% (135)	16% (185)	31% (357)	25% (297)	2% (24)	1167
Relig: All Non-Christian	12% (24)	12% (24)	13% (26)	36% (73)	23% (47)	4% (8)	202
Community: Urban	13% (61)	12% (56)	15% (68)	33% (149)	24% (109)	3% (14)	457
Community: Suburban	13% (141)	15% (166)	14% (150)	34% (362)	22% (232)	2% (18)	1069
Community: Rural	14% (79)	12% (66)	15% (83)	31% (174)	25% (142)	3% (18)	562
Employ: Private Sector	13% (95)	15% (107)	17% (126)	34% (247)	19% (136)	2% (14)	726
Employ: Government	15% (21)	15% (21)	15% (21)	34% (47)	18% (25)	2% (3)	139
Employ: Self-Employed	12% (20)	13% (22)	13% (23)	28% (48)	29% (49)	5% (9)	171
Employ: Homemaker	13% (18)	17% (24)	11% (15)	36% (49)	22% (30)	1% (2)	138
Employ: Student	18% (15)	18% (15)	21% (17)	35% (29)	9% (7)	— (0)	83
Employ: Retired	14% (72)	11% (56)	10% (51)	29% (147)	32% (160)	3% (14)	500
Employ: Unemployed	10% (19)	13% (26)	17% (32)	40% (77)	17% (32)	2% (4)	190
Employ: Other	15% (22)	13% (18)	11% (15)	28% (39)	31% (44)	2% (3)	141
Military HH: Yes	17% (63)	11% (41)	11% (43)	37% (142)	21% (78)	3% (11)	379
Military HH: No	13% (219)	14% (246)	15% (258)	32% (543)	24% (405)	2% (38)	1710
RD/WT: Right Direction	14% (96)	13% (88)	12% (86)	34% (241)	23% (163)	4% (25)	699
RD/WT: Wrong Track	13% (185)	14% (199)	15% (215)	32% (444)	23% (320)	2% (25)	1389
Trump Job Approve	14% (122)	12% (105)	12% (106)	34% (284)	24% (206)	3% (23)	845
Trump Job Disapprove	13% (147)	15% (170)	15% (178)	32% (373)	22% (256)	2% (25)	1148
Trump Job Strongly Approve	17% (69)	14% (58)	9% (38)	32% (132)	26% (108)	3% (11)	417
Trump Job Somewhat Approve	12% (52)	11% (47)	16% (67)	36% (152)	23% (97)	3% (12)	428
Trump Job Somewhat Disapprove	10% (25)	14% (35)	15% (37)	35% (86)	24% (59)	2% (6)	247
Trump Job Strongly Disapprove	14% (122)	15% (134)	16% (141)	32% (287)	22% (197)	2% (19)	901

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**Table HR16oen:** At what monthly price would you consider the service to be priced so low that you would feel the quality couldn't be very good?

Demographic	1 or less	1 - 2	2 - 4	4 - 9	9 - 30	More than 30	Total N
Adults	13% (282)	14% (288)	14% (301)	33% (685)	23% (484)	2% (50)	2088
#1 Issue: Economy	11% (67)	14% (88)	15% (96)	33% (212)	25% (156)	2% (15)	634
#1 Issue: Security	13% (56)	12% (52)	13% (54)	33% (143)	27% (119)	2% (10)	434
#1 Issue: Health Care	12% (38)	13% (40)	12% (38)	39% (120)	20% (62)	3% (8)	306
#1 Issue: Medicare / Social Security	15% (42)	11% (30)	12% (33)	26% (73)	33% (90)	3% (7)	276
#1 Issue: Women's Issues	8% (8)	22% (22)	16% (16)	35% (34)	16% (15)	4% (4)	99
#1 Issue: Education	19% (25)	14% (18)	20% (25)	29% (37)	14% (18)	3% (3)	126
#1 Issue: Energy	18% (17)	20% (19)	22% (21)	31% (30)	9% (9)	1% (1)	97
#1 Issue: Other	25% (29)	15% (18)	15% (17)	31% (36)	13% (15)	1% (2)	117
2018 House Vote: Democrat	14% (113)	15% (123)	15% (117)	33% (264)	20% (163)	2% (14)	794
2018 House Vote: Republican	12% (89)	12% (83)	14% (100)	33% (236)	25% (179)	3% (23)	710
2018 House Vote: Someone else	27% (24)	11% (10)	15% (13)	29% (25)	15% (13)	3% (2)	87
2018 House Vote: Didnt Vote	11% (56)	14% (71)	14% (71)	32% (157)	26% (127)	2% (10)	491
2016 Vote: Hillary Clinton	14% (92)	14% (91)	14% (93)	32% (205)	23% (149)	2% (16)	647
2016 Vote: Donald Trump	13% (96)	12% (89)	13% (91)	32% (236)	27% (198)	3% (19)	730
2016 Vote: Someone else	19% (36)	17% (33)	18% (33)	32% (60)	13% (23)	1% (2)	187
2016 Vote: Didnt Vote	11% (57)	14% (75)	16% (83)	35% (183)	21% (112)	2% (12)	522
Voted in 2014: Yes	14% (202)	13% (184)	13% (185)	33% (460)	24% (339)	3% (36)	1406
Voted in 2014: No	12% (80)	15% (103)	17% (116)	33% (224)	21% (144)	2% (14)	682
2012 Vote: Barack Obama	13% (108)	13% (108)	14% (118)	33% (268)	24% (197)	3% (21)	820
2012 Vote: Mitt Romney	14% (82)	12% (72)	13% (76)	34% (198)	25% (143)	2% (12)	583
2012 Vote: Other	23% (23)	20% (20)	12% (12)	26% (27)	17% (17)	3% (3)	103
2012 Vote: Didn't Vote	12% (68)	15% (87)	16% (95)	33% (192)	22% (126)	2% (14)	582
4-Region: Northeast	16% (59)	15% (54)	13% (48)	32% (116)	23% (83)	2% (8)	368
4-Region: Midwest	15% (71)	15% (74)	16% (76)	33% (160)	20% (95)	1% (7)	483
4-Region: South	13% (98)	12% (94)	13% (104)	32% (251)	27% (209)	3% (24)	778
4-Region: West	12% (54)	14% (66)	16% (73)	34% (158)	21% (97)	2% (11)	459

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

**Table HR170en:** *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	1 or less		1 - 2		2 - 4		4 - 10		10 - 23		More than 23	Total N	
Adults	6%	(125)	3%	(68)	9%	(179)	37%	(777)	33%	(692)	12%	(254)	2094
Gender: Male	6%	(59)	4%	(34)	10%	(95)	38%	(376)	31%	(308)	11%	(113)	985
Gender: Female	6%	(67)	3%	(34)	8%	(84)	36%	(401)	35%	(384)	13%	(141)	1109
Age: 18-29	4%	(14)	4%	(13)	9%	(34)	48%	(178)	29%	(106)	7%	(26)	371
Age: 30-44	3%	(13)	2%	(11)	8%	(39)	42%	(197)	37%	(174)	8%	(37)	470
Age: 45-54	4%	(14)	2%	(9)	9%	(34)	33%	(123)	38%	(139)	14%	(50)	369
Age: 55-64	8%	(32)	4%	(17)	8%	(30)	34%	(135)	31%	(124)	15%	(59)	398
Age: 65+	11%	(53)	4%	(18)	9%	(42)	30%	(143)	31%	(149)	17%	(82)	486
Generation Z: 18-21	3%	(4)	4%	(6)	11%	(14)	46%	(59)	30%	(39)	5%	(7)	128
Millennial: Age 22-37	3%	(16)	2%	(10)	8%	(42)	45%	(226)	34%	(169)	7%	(36)	498
Generation X: Age 38-53	3%	(18)	3%	(15)	8%	(46)	37%	(201)	36%	(196)	13%	(69)	545
Boomers: Age 54-72	9%	(77)	4%	(33)	9%	(72)	32%	(267)	30%	(247)	15%	(128)	824
PID: Dem (no lean)	5%	(36)	3%	(18)	9%	(64)	39%	(265)	30%	(207)	14%	(98)	688
PID: Ind (no lean)	8%	(57)	4%	(27)	10%	(74)	38%	(289)	31%	(238)	10%	(74)	759
PID: Rep (no lean)	5%	(32)	4%	(24)	6%	(40)	34%	(222)	38%	(247)	13%	(81)	647
PID/Gender: Dem Men	4%	(11)	3%	(9)	10%	(30)	38%	(109)	31%	(91)	14%	(40)	291
PID/Gender: Dem Women	6%	(25)	2%	(9)	9%	(34)	39%	(156)	29%	(115)	15%	(58)	398
PID/Gender: Ind Men	9%	(32)	3%	(11)	12%	(42)	43%	(154)	25%	(89)	9%	(31)	361
PID/Gender: Ind Women	6%	(25)	4%	(15)	8%	(32)	34%	(135)	37%	(148)	11%	(43)	399
PID/Gender: Rep Men	5%	(15)	4%	(14)	7%	(23)	34%	(113)	38%	(127)	13%	(42)	334
PID/Gender: Rep Women	5%	(17)	3%	(9)	6%	(18)	35%	(110)	38%	(120)	13%	(39)	312
Ideo: Liberal (1-3)	6%	(35)	2%	(12)	11%	(65)	41%	(245)	29%	(174)	10%	(62)	592
Ideo: Moderate (4)	5%	(24)	3%	(14)	7%	(37)	35%	(185)	36%	(190)	14%	(74)	524
Ideo: Conservative (5-7)	7%	(55)	4%	(29)	8%	(57)	37%	(280)	32%	(242)	11%	(85)	748
Educ: < College	6%	(79)	3%	(43)	8%	(108)	35%	(454)	35%	(455)	13%	(165)	1303
Educ: Bachelors degree	7%	(35)	3%	(15)	8%	(42)	41%	(206)	30%	(150)	11%	(57)	504
Educ: Post-grad	4%	(11)	4%	(10)	10%	(29)	41%	(117)	30%	(87)	11%	(32)	287
Income: Under 50k	6%	(64)	3%	(35)	7%	(78)	36%	(379)	33%	(343)	14%	(151)	1051
Income: 50k-100k	5%	(38)	3%	(18)	11%	(80)	37%	(263)	34%	(243)	9%	(67)	710
Income: 100k+	7%	(23)	4%	(15)	6%	(20)	40%	(135)	32%	(105)	11%	(36)	334
Ethnicity: White	5%	(90)	4%	(65)	8%	(144)	37%	(639)	33%	(564)	12%	(206)	1708

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**Table HR17oen:** *At what monthly price would you consider the service to be a bargain – a great buy for the money?*

Demographic	1 or less	1 - 2	2 - 4	4 - 10	10 - 23	More than 23	Total N
Adults	6% (125)	3% (68)	9% (179)	37% (777)	33% (692)	12% (254)	2094
Ethnicity: Hispanic	6% (11)	1% (2)	7% (13)	47% (93)	28% (56)	12% (24)	199
Ethnicity: Afr. Am.	11% (28)	— (1)	9% (23)	31% (80)	35% (88)	14% (35)	256
Ethnicity: Other	6% (8)	2% (3)	9% (11)	44% (58)	30% (39)	9% (12)	131
Relig: Protestant	7% (37)	3% (19)	8% (42)	34% (187)	36% (196)	11% (62)	542
Relig: Roman Catholic	7% (28)	3% (12)	7% (30)	37% (153)	32% (134)	14% (57)	414
Relig: Something Else	5% (11)	4% (9)	8% (17)	40% (88)	29% (63)	13% (29)	217
Relig: Evangelical	7% (55)	3% (26)	8% (67)	38% (318)	32% (264)	12% (102)	832
Relig: Non-Evang. Catholics	6% (20)	4% (14)	6% (21)	32% (109)	38% (130)	13% (45)	340
Relig: All Christian	6% (75)	3% (40)	8% (88)	36% (428)	34% (393)	13% (147)	1172
Relig: All Non-Christian	4% (9)	3% (7)	7% (15)	35% (70)	36% (74)	14% (29)	204
Community: Urban	6% (29)	2% (10)	7% (34)	39% (179)	34% (153)	11% (52)	457
Community: Suburban	5% (54)	4% (42)	9% (101)	38% (406)	32% (340)	12% (130)	1073
Community: Rural	7% (42)	3% (16)	8% (44)	34% (192)	35% (198)	13% (72)	564
Employ: Private Sector	5% (39)	3% (18)	9% (67)	42% (304)	31% (222)	10% (72)	722
Employ: Government	7% (9)	2% (3)	6% (9)	39% (54)	39% (54)	6% (9)	137
Employ: Self-Employed	3% (6)	3% (6)	8% (13)	38% (66)	33% (56)	15% (26)	173
Employ: Homemaker	5% (6)	2% (3)	11% (15)	31% (42)	43% (59)	9% (12)	138
Employ: Student	4% (4)	6% (5)	13% (11)	45% (38)	28% (23)	2% (2)	83
Employ: Retired	8% (41)	4% (20)	8% (43)	28% (143)	33% (166)	19% (94)	507
Employ: Unemployed	4% (8)	4% (8)	6% (12)	46% (89)	31% (60)	9% (18)	194
Employ: Other	8% (12)	4% (5)	7% (10)	29% (42)	36% (51)	15% (21)	141
Military HH: Yes	9% (33)	3% (11)	8% (31)	34% (126)	33% (124)	13% (49)	374
Military HH: No	5% (92)	3% (57)	9% (148)	38% (651)	33% (567)	12% (205)	1720
RD/WT: Right Direction	7% (49)	4% (25)	8% (58)	33% (228)	37% (257)	11% (78)	696
RD/WT: Wrong Track	5% (76)	3% (43)	9% (121)	39% (549)	31% (435)	13% (175)	1399
Trump Job Approve	7% (59)	4% (30)	7% (62)	34% (289)	37% (312)	11% (93)	844
Trump Job Disapprove	5% (60)	3% (34)	9% (108)	39% (452)	30% (349)	13% (152)	1155
Trump Job Strongly Approve	9% (37)	4% (19)	8% (35)	33% (139)	33% (137)	12% (50)	417
Trump Job Somewhat Approve	5% (22)	3% (12)	6% (26)	35% (150)	41% (175)	10% (43)	427
Trump Job Somewhat Disapprove	3% (7)	5% (12)	8% (20)	40% (99)	28% (70)	16% (39)	246
Trump Job Strongly Disapprove	6% (54)	2% (22)	10% (88)	39% (353)	31% (279)	12% (113)	909

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**Table HR170en:** At what monthly price would you consider the service to be a bargain – a great buy for the money?

Demographic	1 or less	1 - 2	2 - 4	4 - 10	10 - 23	More than 23	Total N
Adults	6% (125)	3% (68)	9% (179)	37% (777)	33% (692)	12% (254)	2094
#1 Issue: Economy	4% (24)	2% (11)	8% (51)	41% (258)	35% (221)	11% (67)	633
#1 Issue: Security	5% (20)	3% (14)	10% (45)	33% (142)	34% (148)	15% (64)	432
#1 Issue: Health Care	6% (18)	3% (8)	7% (22)	36% (111)	38% (115)	10% (31)	306
#1 Issue: Medicare / Social Security	10% (28)	4% (11)	7% (19)	27% (78)	33% (93)	19% (54)	283
#1 Issue: Women's Issues	4% (4)	4% (4)	9% (9)	36% (36)	34% (33)	12% (12)	99
#1 Issue: Education	4% (5)	5% (6)	10% (13)	45% (57)	27% (34)	9% (12)	126
#1 Issue: Energy	8% (8)	2% (2)	10% (10)	54% (53)	21% (20)	4% (4)	97
#1 Issue: Other	14% (16)	10% (12)	9% (10)	37% (43)	23% (27)	8% (9)	118
2018 House Vote: Democrat	6% (48)	3% (25)	11% (85)	38% (306)	31% (248)	11% (88)	800
2018 House Vote: Republican	6% (44)	3% (23)	7% (51)	35% (249)	36% (254)	12% (88)	709
2018 House Vote: Someone else	12% (10)	4% (4)	9% (8)	40% (34)	22% (18)	12% (11)	85
2018 House Vote: Didn't Vote	5% (22)	4% (17)	7% (35)	37% (185)	34% (170)	13% (65)	494
2016 Vote: Hillary Clinton	6% (41)	3% (18)	9% (61)	37% (241)	32% (207)	13% (83)	652
2016 Vote: Donald Trump	6% (45)	3% (25)	7% (52)	35% (253)	36% (264)	12% (91)	731
2016 Vote: Someone else	8% (14)	5% (10)	11% (20)	43% (80)	22% (40)	11% (20)	184
2016 Vote: Didn't Vote	5% (24)	3% (15)	9% (46)	39% (202)	34% (179)	11% (59)	525
Voted in 2014: Yes	7% (97)	3% (46)	8% (113)	36% (510)	33% (462)	13% (183)	1411
Voted in 2014: No	4% (29)	3% (22)	10% (66)	39% (267)	34% (229)	10% (71)	684
2012 Vote: Barack Obama	6% (46)	3% (22)	8% (69)	38% (312)	33% (270)	13% (105)	824
2012 Vote: Mitt Romney	7% (40)	4% (24)	7% (39)	36% (211)	33% (195)	13% (78)	587
2012 Vote: Other	10% (10)	7% (7)	11% (11)	31% (31)	33% (32)	7% (7)	99
2012 Vote: Didn't Vote	5% (28)	3% (15)	10% (60)	38% (223)	33% (195)	11% (63)	583
4-Region: Northeast	7% (25)	3% (12)	9% (34)	35% (131)	35% (131)	11% (41)	373
4-Region: Midwest	6% (30)	5% (23)	8% (40)	39% (187)	32% (152)	10% (49)	480
4-Region: South	5% (41)	2% (18)	8% (61)	36% (282)	34% (267)	14% (111)	781
4-Region: West	6% (29)	3% (16)	9% (43)	38% (177)	31% (141)	12% (54)	460

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

**Table HR18oen:** *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	1 or less	1 - 2	2 - 4	4 - 10	10 - 24	24 - 63	More than 63	Total N
Adults	4% (83)	2% (38)	3% (58)	18% (389)	46% (980)	23% (478)	4% (87)	2113
Gender: Male	3% (33)	2% (21)	3% (28)	21% (210)	45% (443)	22% (220)	4% (36)	991
Gender: Female	4% (50)	2% (17)	3% (30)	16% (179)	48% (537)	23% (258)	5% (51)	1123
Age: 18-29	2% (9)	2% (8)	2% (9)	22% (82)	54% (204)	15% (56)	2% (9)	379
Age: 30-44	1% (7)	1% (4)	2% (8)	21% (98)	50% (238)	22% (103)	3% (16)	473
Age: 45-54	3% (12)	— (1)	3% (11)	18% (68)	45% (168)	26% (96)	4% (16)	372
Age: 55-64	6% (23)	2% (9)	4% (15)	15% (61)	44% (178)	22% (89)	7% (28)	403
Age: 65+	7% (32)	3% (17)	3% (15)	17% (81)	40% (192)	27% (133)	3% (17)	486
Generation Z: 18-21	3% (4)	3% (4)	5% (7)	23% (31)	52% (70)	12% (16)	2% (2)	134
Millennial: Age 22-37	2% (10)	1% (7)	1% (7)	20% (100)	53% (264)	20% (100)	3% (14)	502
Generation X: Age 38-53	2% (13)	— (2)	2% (11)	20% (108)	47% (255)	24% (133)	5% (25)	547
Boomers: Age 54-72	6% (50)	3% (23)	3% (28)	16% (136)	43% (353)	24% (200)	5% (40)	830
PID: Dem (no lean)	4% (28)	1% (10)	2% (17)	18% (127)	46% (320)	24% (166)	3% (23)	690
PID: Ind (no lean)	4% (33)	3% (19)	4% (32)	20% (154)	45% (352)	19% (148)	5% (37)	775
PID: Rep (no lean)	3% (22)	1% (9)	1% (9)	17% (107)	48% (308)	25% (164)	4% (27)	648
PID/Gender: Dem Men	3% (9)	1% (4)	2% (5)	21% (60)	45% (132)	25% (74)	2% (7)	291
PID/Gender: Dem Women	5% (18)	1% (6)	3% (12)	17% (67)	47% (188)	23% (92)	4% (15)	399
PID/Gender: Ind Men	4% (13)	3% (12)	5% (17)	25% (92)	44% (161)	16% (57)	4% (14)	365
PID/Gender: Ind Women	5% (20)	2% (8)	4% (15)	15% (63)	47% (191)	22% (91)	6% (23)	410
PID/Gender: Rep Men	3% (10)	2% (5)	2% (6)	17% (58)	45% (151)	27% (90)	4% (15)	334
PID/Gender: Rep Women	4% (12)	1% (4)	1% (3)	16% (49)	50% (158)	24% (75)	4% (12)	314
Ideo: Liberal (1-3)	4% (22)	2% (12)	3% (15)	22% (129)	47% (282)	20% (119)	3% (20)	600
Ideo: Moderate (4)	3% (16)	1% (4)	3% (14)	18% (96)	45% (234)	27% (142)	3% (16)	522
Ideo: Conservative (5-7)	5% (37)	2% (15)	2% (17)	17% (127)	47% (356)	22% (166)	4% (33)	752
Educ: < College	4% (54)	2% (27)	3% (35)	18% (241)	45% (600)	23% (311)	4% (59)	1326
Educ: Bachelors degree	4% (23)	2% (9)	3% (17)	16% (80)	51% (255)	20% (100)	4% (22)	504
Educ: Post-grad	2% (6)	1% (3)	2% (6)	24% (69)	44% (126)	24% (68)	2% (6)	283

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**Table HR18oen:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less	1 - 2	2 - 4	4 - 10	10 - 24	24 - 63	More than 63	Total N
Adults	4% (83)	2% (38)	3% (58)	18% (389)	46% (980)	23% (478)	4% (87)	2113
Income: Under 50k	4% (44)	2% (17)	3% (31)	17% (183)	45% (478)	24% (253)	5% (53)	1061
Income: 50k-100k	4% (26)	1% (10)	2% (17)	20% (147)	48% (344)	21% (150)	3% (23)	717
Income: 100k+	4% (13)	3% (11)	3% (10)	18% (59)	47% (158)	22% (75)	3% (11)	336
Ethnicity: White	4% (62)	2% (27)	2% (40)	19% (330)	47% (804)	23% (392)	4% (67)	1722
Ethnicity: Hispanic	3% (5)	3% (6)	2% (4)	20% (40)	50% (100)	18% (37)	5% (10)	201
Ethnicity: Afr. Am.	6% (17)	3% (8)	4% (11)	13% (33)	44% (113)	25% (65)	5% (13)	260
Ethnicity: Other	3% (4)	2% (3)	5% (7)	19% (26)	48% (64)	16% (22)	5% (7)	132
Relig: Protestant	4% (23)	3% (15)	2% (13)	17% (93)	45% (247)	25% (137)	3% (17)	545
Relig: Roman Catholic	5% (22)	1% (5)	2% (10)	18% (77)	46% (193)	23% (95)	4% (16)	418
Relig: Something Else	2% (5)	4% (8)	3% (7)	21% (45)	41% (89)	26% (57)	3% (6)	218
Relig: Evangelical	5% (38)	2% (20)	2% (19)	18% (154)	46% (385)	23% (196)	3% (27)	838
Relig: Non-Evang. Catholics	3% (12)	2% (8)	3% (10)	18% (61)	42% (145)	28% (94)	4% (13)	343
Relig: All Christian	4% (50)	2% (27)	2% (29)	18% (215)	45% (530)	25% (290)	3% (39)	1181
Relig: All Non-Christian	2% (4)	2% (4)	4% (7)	13% (26)	50% (103)	26% (54)	4% (9)	207
Community: Urban	4% (19)	1% (4)	3% (14)	18% (83)	47% (218)	22% (100)	5% (23)	460
Community: Suburban	4% (39)	2% (17)	3% (30)	19% (207)	47% (512)	23% (245)	3% (35)	1085
Community: Rural	4% (25)	3% (17)	3% (15)	17% (99)	44% (250)	24% (134)	5% (29)	568
Employ: Private Sector	3% (25)	1% (10)	3% (21)	21% (150)	48% (348)	21% (149)	3% (22)	725
Employ: Government	5% (6)	1% (1)	— (1)	18% (25)	60% (81)	16% (22)	1% (1)	137
Employ: Self-Employed	2% (4)	— (1)	3% (4)	17% (30)	49% (86)	23% (40)	5% (9)	174
Employ: Homemaker	5% (6)	1% (1)	4% (6)	16% (23)	49% (69)	20% (28)	4% (6)	140
Employ: Student	3% (3)	— (0)	8% (6)	26% (22)	50% (43)	12% (10)	1% (1)	85
Employ: Retired	5% (25)	3% (14)	2% (12)	15% (78)	39% (199)	30% (152)	5% (28)	508
Employ: Unemployed	4% (9)	2% (4)	2% (4)	20% (39)	48% (93)	21% (40)	2% (4)	193
Employ: Other	3% (5)	5% (8)	2% (3)	14% (22)	41% (62)	24% (36)	10% (16)	151
Military HH: Yes	6% (23)	2% (9)	3% (10)	17% (66)	45% (170)	23% (87)	4% (16)	382
Military HH: No	3% (59)	2% (29)	3% (48)	19% (323)	47% (810)	23% (391)	4% (71)	1732
RD/WT: Right Direction	4% (28)	3% (18)	3% (21)	17% (121)	46% (322)	24% (168)	4% (27)	706
RD/WT: Wrong Track	4% (54)	1% (20)	3% (37)	19% (268)	47% (659)	22% (310)	4% (60)	1408

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**Table HR18oen:** At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?

Demographic	1 or less	1 - 2	2 - 4	4 - 10	10 - 24	24 - 63	More than 63	Total N
Adults	4% (83)	2% (38)	3% (58)	18% (389)	46% (980)	23% (478)	4% (87)	2113
Trump Job Approve	4% (35)	3% (21)	3% (24)	17% (144)	46% (391)	24% (206)	3% (28)	850
Trump Job Disapprove	4% (42)	1% (16)	3% (31)	19% (225)	46% (538)	22% (257)	4% (51)	1159
Trump Job Strongly Approve	5% (21)	4% (17)	3% (13)	18% (74)	42% (174)	25% (105)	3% (14)	418
Trump Job Somewhat Approve	3% (15)	1% (5)	3% (11)	16% (70)	50% (217)	23% (101)	3% (14)	432
Trump Job Somewhat Disapprove	1% (3)	2% (4)	4% (10)	20% (50)	45% (113)	22% (55)	6% (15)	250
Trump Job Strongly Disapprove	4% (38)	1% (12)	2% (22)	19% (175)	47% (425)	22% (202)	4% (36)	909
#1 Issue: Economy	2% (15)	1% (6)	2% (16)	19% (121)	49% (311)	24% (151)	3% (19)	639
#1 Issue: Security	3% (14)	2% (9)	3% (12)	16% (69)	45% (196)	28% (121)	3% (13)	435
#1 Issue: Health Care	5% (15)	1% (4)	2% (5)	15% (47)	54% (167)	18% (57)	5% (16)	310
#1 Issue: Medicare / Social Security	8% (23)	1% (3)	1% (4)	17% (49)	38% (109)	28% (79)	6% (17)	284
#1 Issue: Women's Issues	5% (5)	3% (3)	4% (4)	20% (20)	39% (39)	23% (23)	5% (5)	99
#1 Issue: Education	4% (5)	— (0)	4% (5)	20% (25)	55% (70)	13% (17)	4% (5)	126
#1 Issue: Energy	3% (3)	3% (3)	4% (4)	28% (28)	49% (48)	13% (13)	— (0)	99
#1 Issue: Other	3% (4)	8% (10)	7% (9)	24% (30)	34% (41)	15% (18)	8% (10)	122
2018 House Vote: Democrat	4% (32)	1% (11)	3% (23)	20% (160)	47% (376)	21% (171)	4% (32)	805
2018 House Vote: Republican	4% (28)	2% (12)	2% (15)	18% (128)	46% (327)	25% (177)	3% (25)	712
2018 House Vote: Someone else	4% (4)	6% (5)	6% (6)	16% (14)	46% (41)	15% (13)	6% (6)	89
2018 House Vote: Didn't Vote	4% (19)	2% (10)	3% (14)	17% (87)	46% (232)	23% (116)	5% (23)	501
2016 Vote: Hillary Clinton	4% (28)	1% (8)	3% (17)	17% (113)	47% (307)	23% (151)	5% (31)	655
2016 Vote: Donald Trump	4% (29)	2% (13)	2% (16)	17% (127)	46% (338)	25% (188)	4% (27)	739
2016 Vote: Someone else	3% (6)	5% (9)	4% (7)	25% (47)	44% (82)	16% (30)	3% (6)	187
2016 Vote: Didn't Vote	4% (20)	1% (7)	3% (18)	19% (101)	48% (252)	20% (108)	4% (23)	529
Voted in 2014: Yes	4% (63)	2% (25)	3% (36)	18% (249)	46% (653)	24% (336)	4% (55)	1416
Voted in 2014: No	3% (20)	2% (13)	3% (22)	20% (140)	47% (328)	20% (143)	5% (32)	698
2012 Vote: Barack Obama	4% (30)	1% (9)	2% (18)	18% (150)	47% (389)	24% (194)	4% (32)	823
2012 Vote: Mitt Romney	4% (24)	2% (12)	3% (15)	17% (99)	46% (273)	25% (146)	4% (23)	592
2012 Vote: Other	4% (4)	9% (9)	4% (4)	18% (19)	40% (42)	22% (23)	4% (4)	104
2012 Vote: Didn't Vote	4% (25)	1% (8)	4% (21)	20% (119)	47% (276)	20% (116)	5% (28)	592

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**Table HR180en:** *At what monthly price would you consider the service to be getting expensive – not out of the question, but you would have to give some thought to subscribing?*

Demographic	1 or less	1 - 2	2 - 4	4 - 10	10 - 24	24 - 63	More than 63	Total N
Adults	4% (83)	2% (38)	3% (58)	18% (389)	46% (980)	23% (478)	4% (87)	2113
4-Region: Northeast	4% (15)	3% (12)	2% (9)	18% (68)	46% (172)	25% (95)	1% (4)	375
4-Region: Midwest	4% (21)	2% (12)	3% (13)	19% (91)	48% (235)	19% (94)	4% (20)	487
4-Region: South	3% (25)	1% (10)	3% (20)	18% (140)	46% (364)	23% (178)	6% (49)	786
4-Region: West	5% (22)	1% (4)	3% (15)	20% (91)	45% (209)	24% (111)	3% (13)	466

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



**Table HR19oen:** *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	1 or less	1 - 3	3 - 7	7 - 19	19 - 49	49 - 100	More than 100	Total N
Adults	4% (81)	2% (45)	5% (106)	34% (714)	37% (776)	14% (285)	4% (74)	2081
Gender: Male	3% (34)	3% (26)	5% (52)	36% (356)	36% (354)	13% (125)	3% (30)	976
Gender: Female	4% (47)	2% (19)	5% (54)	32% (358)	38% (423)	15% (161)	4% (44)	1106
Age: 18-29	2% (8)	3% (11)	4% (15)	41% (149)	39% (142)	9% (33)	3% (10)	368
Age: 30-44	1% (6)	1% (5)	5% (22)	38% (177)	40% (187)	11% (54)	4% (20)	471
Age: 45-54	3% (11)	1% (2)	5% (17)	33% (122)	41% (149)	16% (58)	3% (10)	368
Age: 55-64	5% (21)	3% (11)	6% (25)	32% (124)	35% (139)	14% (53)	5% (20)	393
Age: 65+	7% (35)	3% (16)	6% (27)	29% (141)	33% (160)	18% (88)	3% (14)	481
Generation Z: 18-21	3% (4)	4% (5)	4% (5)	37% (47)	41% (52)	8% (10)	3% (3)	126
Millennial: Age 22-37	2% (8)	2% (9)	4% (22)	41% (204)	38% (189)	10% (51)	3% (14)	498
Generation X: Age 38-53	2% (11)	1% (4)	4% (23)	34% (183)	40% (220)	15% (80)	4% (22)	543
Boomers: Age 54-72	6% (52)	3% (23)	6% (47)	31% (256)	35% (285)	15% (121)	4% (33)	817
PID: Dem (no lean)	4% (26)	2% (11)	5% (35)	34% (230)	36% (248)	17% (114)	3% (20)	682
PID: Ind (no lean)	4% (34)	3% (24)	6% (47)	35% (264)	36% (270)	12% (93)	4% (28)	760
PID: Rep (no lean)	3% (21)	2% (11)	4% (24)	34% (219)	40% (258)	12% (79)	4% (26)	639
PID/Gender: Dem Men	3% (9)	1% (3)	6% (17)	33% (96)	40% (116)	14% (40)	3% (8)	288
PID/Gender: Dem Women	4% (17)	2% (8)	4% (18)	34% (135)	34% (132)	19% (74)	3% (12)	395
PID/Gender: Ind Men	4% (15)	4% (15)	6% (23)	40% (143)	33% (118)	10% (37)	2% (9)	359
PID/Gender: Ind Women	5% (19)	2% (9)	6% (24)	30% (122)	38% (152)	14% (56)	5% (19)	401
PID/Gender: Rep Men	3% (10)	3% (8)	4% (12)	36% (117)	36% (120)	15% (48)	4% (13)	328
PID/Gender: Rep Women	4% (11)	1% (3)	4% (13)	33% (102)	45% (139)	10% (30)	4% (13)	310
Ideo: Liberal (1-3)	4% (24)	2% (13)	5% (28)	37% (222)	37% (218)	12% (71)	3% (16)	591
Ideo: Moderate (4)	3% (14)	1% (4)	5% (25)	34% (172)	38% (196)	16% (81)	4% (21)	513
Ideo: Conservative (5-7)	5% (35)	3% (20)	5% (35)	35% (257)	37% (275)	13% (94)	3% (25)	741
Educ: < College	4% (58)	2% (26)	5% (67)	33% (430)	37% (476)	15% (193)	4% (52)	1302
Educ: Bachelors degree	4% (19)	3% (15)	5% (23)	33% (167)	40% (198)	12% (62)	3% (16)	500
Educ: Post-grad	1% (4)	1% (4)	6% (16)	42% (117)	37% (102)	11% (30)	2% (6)	279
Income: Under 50k	4% (42)	2% (25)	5% (51)	33% (342)	36% (376)	16% (163)	4% (40)	1039
Income: 50k-100k	4% (25)	1% (10)	5% (38)	35% (248)	40% (282)	12% (85)	3% (21)	710
Income: 100k+	4% (14)	3% (9)	5% (17)	37% (124)	35% (118)	11% (38)	4% (13)	332

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**Table HR19oen:** *At what monthly price would you consider the service to be so expensive that you would not consider subscribing?*

Demographic	1 or less	1 - 3	3 - 7	7 - 19	19 - 49	49 - 100	More than 100	Total N
Adults	4% (81)	2% (45)	5% (106)	34% (714)	37% (776)	14% (285)	4% (74)	2081
Ethnicity: White	3% (57)	2% (34)	5% (80)	36% (614)	37% (632)	13% (222)	3% (58)	1697
Ethnicity: Hispanic	4% (8)	1% (2)	3% (7)	39% (77)	39% (77)	11% (22)	3% (6)	199
Ethnicity: Afr. Am.	8% (21)	2% (6)	7% (18)	22% (56)	37% (94)	19% (48)	4% (11)	255
Ethnicity: Other	2% (3)	4% (5)	6% (8)	34% (43)	39% (50)	12% (15)	4% (5)	129
Relig: Protestant	4% (23)	3% (17)	4% (24)	33% (182)	38% (207)	14% (74)	3% (19)	545
Relig: Roman Catholic	5% (22)	2% (7)	4% (17)	34% (142)	38% (156)	14% (60)	2% (8)	412
Relig: Something Else	4% (9)	1% (1)	5% (11)	35% (75)	32% (70)	20% (43)	2% (5)	214
Relig: Evangelical	5% (41)	2% (15)	4% (37)	35% (289)	36% (298)	15% (125)	3% (21)	828
Relig: Non-Evang. Catholics	3% (12)	3% (10)	4% (14)	32% (110)	39% (134)	15% (52)	3% (11)	343
Relig: All Christian	5% (53)	2% (26)	4% (51)	34% (399)	37% (432)	15% (177)	3% (32)	1171
Relig: All Non-Christian	1% (2)	3% (6)	6% (13)	26% (54)	43% (89)	15% (30)	5% (10)	204
Community: Urban	4% (19)	— (2)	6% (28)	36% (161)	35% (159)	14% (63)	4% (20)	452
Community: Suburban	3% (35)	2% (26)	5% (54)	35% (373)	38% (409)	12% (133)	3% (37)	1068
Community: Rural	5% (27)	3% (17)	4% (24)	32% (179)	37% (208)	16% (90)	3% (16)	561
Employ: Private Sector	3% (20)	2% (15)	6% (44)	36% (257)	38% (271)	12% (87)	4% (26)	720
Employ: Government	4% (6)	1% (1)	3% (3)	39% (54)	43% (59)	7% (10)	3% (4)	137
Employ: Self-Employed	2% (4)	— (1)	3% (6)	38% (66)	35% (60)	15% (26)	5% (8)	171
Employ: Homemaker	4% (6)	1% (1)	9% (13)	28% (39)	40% (56)	13% (19)	4% (5)	138
Employ: Student	3% (3)	3% (2)	8% (7)	44% (36)	38% (31)	3% (3)	— (0)	81
Employ: Retired	5% (25)	3% (17)	5% (25)	29% (142)	36% (180)	18% (90)	3% (17)	496
Employ: Unemployed	4% (8)	2% (5)	3% (5)	40% (77)	36% (70)	11% (22)	3% (6)	192
Employ: Other	7% (10)	3% (4)	2% (3)	30% (44)	34% (49)	20% (29)	5% (8)	146
Military HH: Yes	6% (23)	3% (10)	5% (18)	31% (115)	38% (143)	14% (52)	3% (11)	374
Military HH: No	3% (57)	2% (35)	5% (87)	35% (598)	37% (633)	14% (233)	4% (63)	1707
RD/WT: Right Direction	4% (30)	3% (23)	5% (38)	31% (218)	39% (270)	13% (87)	4% (31)	698
RD/WT: Wrong Track	4% (51)	2% (22)	5% (68)	36% (495)	37% (506)	14% (198)	3% (43)	1383
Trump Job Approve	4% (37)	3% (24)	5% (42)	32% (268)	39% (332)	13% (113)	3% (29)	846
Trump Job Disapprove	3% (37)	2% (20)	5% (58)	36% (412)	36% (408)	14% (161)	3% (38)	1134

Continued on next page

**Table HR19oen:** At what monthly price would you consider the service to be so expensive that you would not consider subscribing?

Demographic	1 or less	1 - 3	3 - 7	7 - 19	19 - 49	49 - 100	More than 100	Total N
Adults	4% (81)	2% (45)	5% (106)	34% (714)	37% (776)	14% (285)	4% (74)	2081
Trump Job Strongly Approve	6% (23)	4% (16)	6% (27)	31% (128)	37% (154)	13% (53)	4% (15)	416
Trump Job Somewhat Approve	3% (14)	2% (9)	4% (15)	33% (140)	41% (178)	14% (60)	3% (14)	430
Trump Job Somewhat Disapprove	1% (3)	2% (5)	6% (15)	36% (88)	37% (90)	14% (34)	3% (8)	242
Trump Job Strongly Disapprove	4% (35)	2% (15)	5% (43)	36% (324)	36% (318)	14% (128)	3% (30)	892
#1 Issue: Economy	2% (15)	1% (4)	5% (32)	37% (233)	38% (239)	14% (90)	3% (17)	629
#1 Issue: Security	3% (13)	3% (11)	4% (17)	32% (136)	40% (170)	16% (67)	3% (14)	428
#1 Issue: Health Care	4% (13)	2% (6)	6% (18)	30% (92)	41% (124)	12% (38)	4% (13)	304
#1 Issue: Medicare / Social Security	8% (23)	1% (4)	3% (8)	30% (85)	34% (95)	17% (49)	6% (18)	281
#1 Issue: Women's Issues	4% (4)	4% (4)	4% (4)	37% (37)	31% (30)	16% (15)	4% (4)	98
#1 Issue: Education	3% (3)	2% (2)	5% (6)	32% (40)	49% (61)	7% (9)	3% (3)	125
#1 Issue: Energy	3% (3)	6% (5)	6% (5)	51% (48)	28% (27)	7% (7)	— (0)	96
#1 Issue: Other	6% (7)	7% (8)	13% (16)	36% (43)	25% (30)	10% (12)	4% (5)	121
2018 House Vote: Democrat	4% (29)	2% (14)	5% (43)	37% (293)	35% (279)	14% (109)	3% (26)	793
2018 House Vote: Republican	4% (27)	2% (15)	5% (33)	33% (233)	40% (284)	12% (85)	4% (26)	703
2018 House Vote: Someone else	7% (6)	3% (2)	10% (9)	33% (28)	30% (26)	14% (12)	3% (2)	86
2018 House Vote: Didnt Vote	4% (18)	3% (14)	4% (21)	32% (158)	38% (185)	16% (77)	4% (18)	492
2016 Vote: Hillary Clinton	4% (24)	2% (10)	5% (29)	36% (234)	35% (226)	14% (88)	4% (29)	641
2016 Vote: Donald Trump	4% (29)	3% (18)	5% (34)	32% (231)	40% (291)	14% (103)	3% (23)	730
2016 Vote: Someone else	5% (9)	4% (7)	9% (17)	40% (74)	29% (55)	11% (21)	3% (5)	187
2016 Vote: Didnt Vote	4% (19)	2% (10)	5% (25)	34% (175)	39% (204)	14% (71)	3% (17)	521
Voted in 2014: Yes	5% (65)	2% (29)	5% (68)	34% (480)	37% (512)	14% (193)	4% (53)	1401
Voted in 2014: No	2% (16)	2% (16)	6% (37)	34% (234)	39% (264)	14% (92)	3% (21)	680
2012 Vote: Barack Obama	4% (29)	1% (10)	5% (40)	36% (294)	36% (294)	15% (118)	3% (28)	813
2012 Vote: Mitt Romney	4% (24)	3% (17)	4% (26)	34% (196)	38% (224)	13% (75)	4% (22)	585
2012 Vote: Other	7% (7)	6% (6)	8% (8)	28% (29)	34% (36)	15% (16)	3% (3)	104
2012 Vote: Didn't Vote	4% (21)	2% (12)	5% (31)	34% (194)	38% (222)	13% (76)	4% (21)	578
4-Region: Northeast	5% (18)	3% (10)	3% (13)	36% (131)	36% (132)	14% (53)	4% (13)	369
4-Region: Midwest	4% (17)	4% (19)	6% (29)	34% (163)	38% (181)	11% (55)	4% (18)	481
4-Region: South	3% (23)	2% (12)	5% (35)	34% (260)	39% (298)	14% (107)	4% (33)	768
4-Region: West	5% (22)	1% (5)	6% (29)	35% (160)	36% (167)	15% (71)	2% (10)	463

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

**Table HRdem1\_1: How often do you watch or stream the following?**  
TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	51% (1124)	24% (523)	6% (136)	5% (115)	2% (53)	4% (92)	7% (156)	2200
Gender: Male	48% (498)	27% (276)	7% (69)	6% (59)	3% (28)	4% (41)	6% (59)	1030
Gender: Female	54% (626)	21% (248)	6% (67)	5% (56)	2% (25)	4% (52)	8% (97)	1170
Age: 18-29	52% (204)	25% (97)	10% (39)	5% (18)	3% (13)	3% (11)	2% (8)	391
Age: 30-44	52% (259)	25% (126)	7% (35)	5% (26)	2% (11)	4% (21)	4% (18)	495
Age: 45-54	48% (186)	26% (101)	6% (24)	8% (30)	2% (9)	4% (17)	5% (20)	387
Age: 55-64	51% (211)	21% (86)	4% (16)	7% (28)	3% (12)	6% (26)	9% (37)	415
Age: 65+	52% (264)	22% (112)	4% (23)	3% (14)	2% (8)	3% (18)	14% (72)	512
Generation Z: 18-21	47% (64)	24% (33)	11% (15)	4% (6)	5% (7)	5% (7)	3% (4)	136
Millennial: Age 22-37	54% (284)	26% (136)	8% (41)	6% (30)	2% (11)	2% (13)	2% (11)	526
Generation X: Age 38-53	50% (283)	25% (142)	7% (40)	6% (33)	2% (13)	5% (28)	6% (32)	570
Boomers: Age 54-72	51% (438)	23% (196)	4% (33)	5% (42)	2% (20)	5% (43)	11% (93)	864
PID: Dem (no lean)	57% (414)	22% (158)	5% (37)	5% (37)	1% (10)	3% (21)	6% (44)	721
PID: Ind (no lean)	47% (379)	25% (197)	8% (60)	5% (39)	3% (26)	6% (48)	6% (51)	801
PID: Rep (no lean)	49% (331)	25% (169)	6% (39)	6% (39)	3% (17)	3% (23)	9% (60)	679
PID/Gender: Dem Men	55% (167)	24% (72)	5% (16)	7% (21)	2% (6)	3% (8)	5% (16)	305
PID/Gender: Dem Women	59% (247)	21% (85)	5% (22)	4% (16)	1% (4)	3% (13)	7% (29)	415
PID/Gender: Ind Men	43% (162)	29% (109)	9% (33)	5% (18)	3% (12)	5% (19)	7% (27)	378
PID/Gender: Ind Women	51% (217)	21% (88)	7% (28)	5% (21)	3% (14)	7% (30)	6% (25)	422
PID/Gender: Rep Men	49% (168)	27% (94)	6% (21)	6% (21)	3% (10)	4% (14)	5% (17)	346
PID/Gender: Rep Women	49% (163)	22% (75)	5% (17)	5% (18)	2% (7)	3% (9)	13% (44)	333
Ideo: Liberal (1-3)	55% (344)	23% (145)	6% (37)	4% (26)	2% (12)	4% (23)	5% (32)	620
Ideo: Moderate (4)	55% (295)	24% (128)	5% (28)	4% (19)	2% (12)	4% (19)	7% (37)	538
Ideo: Conservative (5-7)	47% (367)	26% (203)	7% (53)	7% (53)	2% (14)	4% (31)	8% (64)	785
Educ: < College	54% (744)	20% (281)	6% (88)	6% (79)	3% (35)	4% (52)	8% (104)	1384
Educ: Bachelors degree	48% (252)	30% (156)	5% (28)	3% (17)	1% (7)	5% (26)	7% (35)	520
Educ: Post-grad	43% (129)	29% (87)	7% (20)	7% (19)	4% (11)	5% (14)	6% (17)	296

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**Table HRdem1\_1: How often do you watch or stream the following?**

## TV shows

Demographic	Every day	Several	About once	Several	About once	Less often	Never	Total N
		times per week	per week	times per month	per month	than once per month		
Adults	51% (1124)	24% (523)	6% (136)	5% (115)	2% (53)	4% (92)	7% (156)	2200
Income: Under 50k	54% (603)	20% (222)	6% (66)	5% (58)	3% (28)	4% (48)	8% (91)	1115
Income: 50k-100k	50% (369)	26% (196)	6% (46)	6% (45)	2% (16)	4% (29)	5% (40)	740
Income: 100k+	44% (153)	31% (105)	7% (25)	4% (13)	3% (9)	4% (15)	7% (25)	344
Ethnicity: White	52% (925)	25% (444)	6% (105)	5% (81)	2% (41)	4% (64)	7% (120)	1779
Ethnicity: Hispanic	46% (98)	29% (61)	6% (14)	7% (14)	3% (6)	4% (8)	6% (12)	213
Ethnicity: Afr. Am.	51% (144)	14% (39)	6% (15)	9% (24)	3% (7)	8% (21)	10% (29)	279
Ethnicity: Other	39% (55)	29% (41)	11% (16)	7% (10)	4% (5)	5% (7)	5% (7)	142
Relig: Protestant	50% (283)	24% (133)	6% (35)	4% (24)	2% (13)	4% (25)	9% (48)	562
Relig: Roman Catholic	53% (234)	25% (109)	5% (24)	6% (25)	1% (5)	3% (13)	6% (28)	438
Relig: Something Else	53% (123)	20% (46)	5% (11)	7% (15)	3% (6)	5% (11)	8% (18)	230
Relig: Evangelical	54% (474)	23% (203)	5% (48)	5% (43)	2% (14)	4% (33)	7% (62)	878
Relig: Non-Evang. Catholics	47% (165)	24% (85)	6% (22)	6% (21)	3% (11)	5% (16)	9% (32)	352
Relig: All Christian	52% (639)	23% (288)	6% (70)	5% (64)	2% (25)	4% (50)	8% (95)	1230
Relig: All Non-Christian	50% (110)	22% (47)	5% (11)	7% (15)	2% (5)	6% (14)	8% (16)	218
Community: Urban	52% (258)	21% (105)	7% (34)	5% (24)	3% (13)	5% (23)	7% (36)	493
Community: Suburban	52% (576)	26% (286)	6% (68)	5% (57)	2% (23)	4% (45)	6% (62)	1116
Community: Rural	49% (290)	23% (133)	6% (34)	6% (35)	3% (18)	4% (24)	10% (58)	592
Employ: Private Sector	51% (377)	26% (196)	7% (49)	5% (40)	2% (16)	5% (34)	5% (34)	747
Employ: Government	48% (70)	29% (43)	7% (10)	6% (9)	1% (2)	4% (6)	4% (6)	145
Employ: Self-Employed	47% (86)	24% (44)	6% (10)	8% (14)	4% (7)	4% (8)	7% (12)	180
Employ: Homemaker	53% (77)	20% (29)	7% (10)	6% (8)	2% (2)	8% (11)	5% (7)	145
Employ: Student	45% (39)	35% (31)	12% (10)	5% (4)	2% (1)	1% (1)	— (0)	87
Employ: Retired	54% (284)	22% (115)	5% (25)	4% (19)	2% (9)	3% (17)	11% (61)	531
Employ: Unemployed	49% (100)	22% (44)	7% (14)	5% (10)	5% (10)	4% (9)	8% (17)	203
Employ: Other	56% (91)	13% (21)	5% (9)	7% (11)	3% (5)	5% (8)	12% (19)	163
Military HH: Yes	48% (191)	26% (102)	7% (26)	4% (14)	2% (10)	5% (18)	9% (36)	397
Military HH: No	52% (933)	23% (421)	6% (110)	6% (101)	2% (44)	4% (74)	7% (120)	1803
RD/WT: Right Direction	47% (345)	24% (175)	6% (45)	7% (50)	3% (21)	4% (28)	10% (75)	738
RD/WT: Wrong Track	53% (779)	24% (348)	6% (92)	4% (65)	2% (32)	4% (65)	6% (81)	1462

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**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	51% (1124)	24% (523)	6% (136)	5% (115)	2% (53)	4% (92)	7% (156)	2200
Trump Job Approve	46% (410)	26% (228)	6% (53)	6% (57)	3% (23)	4% (35)	9% (82)	888
Trump Job Disapprove	55% (669)	23% (273)	6% (76)	4% (49)	2% (25)	4% (52)	5% (65)	1208
Trump Job Strongly Approve	44% (194)	26% (112)	6% (26)	6% (25)	3% (14)	5% (21)	11% (46)	438
Trump Job Somewhat Approve	48% (215)	26% (116)	6% (28)	7% (33)	2% (9)	3% (14)	8% (36)	450
Trump Job Somewhat Disapprove	50% (132)	25% (65)	7% (18)	6% (14)	1% (3)	4% (11)	7% (19)	263
Trump Job Strongly Disapprove	57% (537)	22% (209)	6% (58)	4% (35)	2% (21)	4% (40)	5% (46)	945
#1 Issue: Economy	52% (345)	24% (157)	6% (43)	7% (45)	2% (16)	4% (26)	5% (31)	663
#1 Issue: Security	41% (185)	29% (130)	7% (30)	5% (24)	3% (12)	5% (21)	11% (48)	451
#1 Issue: Health Care	53% (168)	23% (72)	7% (22)	3% (11)	3% (11)	3% (11)	7% (22)	317
#1 Issue: Medicare / Social Security	61% (182)	18% (55)	3% (10)	5% (14)	— (1)	4% (12)	9% (27)	301
#1 Issue: Women's Issues	59% (62)	22% (23)	3% (3)	3% (3)	4% (4)	3% (3)	6% (6)	104
#1 Issue: Education	48% (62)	27% (35)	11% (15)	3% (4)	3% (4)	4% (6)	2% (3)	129
#1 Issue: Energy	54% (56)	25% (26)	9% (9)	4% (4)	1% (1)	7% (7)	2% (2)	104
#1 Issue: Other	48% (63)	20% (26)	3% (5)	7% (9)	4% (5)	5% (6)	13% (17)	131
2018 House Vote: Democrat	57% (473)	23% (192)	5% (45)	5% (43)	1% (9)	3% (29)	5% (45)	835
2018 House Vote: Republican	46% (343)	27% (199)	7% (50)	6% (42)	3% (21)	4% (26)	8% (62)	742
2018 House Vote: Someone else	37% (36)	27% (26)	6% (6)	3% (3)	7% (7)	4% (4)	16% (15)	97
2018 House Vote: Didnt Vote	52% (269)	20% (105)	7% (35)	5% (26)	3% (17)	6% (33)	7% (34)	519
2016 Vote: Hillary Clinton	60% (409)	21% (147)	4% (26)	5% (35)	1% (10)	4% (26)	5% (31)	685
2016 Vote: Donald Trump	46% (356)	27% (210)	6% (47)	6% (44)	2% (18)	3% (26)	9% (68)	769
2016 Vote: Someone else	39% (76)	28% (53)	8% (15)	5% (10)	4% (7)	5% (9)	12% (24)	194
2016 Vote: Didnt Vote	51% (280)	20% (112)	9% (47)	5% (27)	3% (19)	6% (30)	6% (32)	549
Voted in 2014: Yes	51% (761)	24% (357)	5% (80)	5% (81)	2% (30)	4% (55)	8% (114)	1478
Voted in 2014: No	50% (363)	23% (167)	8% (56)	5% (34)	3% (23)	5% (37)	6% (41)	722
2012 Vote: Barack Obama	57% (489)	22% (193)	5% (45)	6% (53)	1% (12)	3% (30)	5% (41)	861
2012 Vote: Mitt Romney	45% (272)	28% (169)	5% (31)	5% (32)	2% (13)	4% (27)	11% (64)	608
2012 Vote: Other	34% (37)	26% (28)	11% (12)	4% (4)	6% (7)	4% (4)	16% (18)	110
2012 Vote: Didn't Vote	52% (324)	21% (133)	8% (49)	4% (27)	4% (22)	5% (31)	5% (34)	620

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**Table HRdem1\_1: How often do you watch or stream the following?**

TV shows

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	51% (1124)	24% (523)	6% (136)	5% (115)	2% (53)	4% (92)	7% (156)	2200
4-Region: Northeast	49% (192)	23% (90)	6% (23)	5% (21)	2% (8)	5% (18)	10% (41)	393
4-Region: Midwest	53% (266)	23% (117)	6% (30)	5% (25)	2% (11)	5% (24)	6% (32)	505
4-Region: South	53% (437)	22% (181)	6% (45)	6% (46)	3% (25)	4% (32)	7% (55)	821
4-Region: West	48% (229)	28% (135)	8% (38)	5% (23)	2% (10)	4% (18)	6% (28)	481

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

**Table HRdem1\_4: How often do you watch or stream the following?**  
Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	17% (367)	27% (586)	18% (386)	13% (275)	10% (219)	8% (182)	8% (184)	2200
Gender: Male	16% (168)	28% (288)	19% (193)	14% (140)	10% (101)	7% (73)	6% (66)	1030
Gender: Female	17% (199)	25% (297)	16% (193)	12% (136)	10% (118)	9% (110)	10% (118)	1170
Age: 18-29	29% (114)	28% (108)	17% (66)	13% (52)	6% (23)	5% (19)	3% (10)	391
Age: 30-44	25% (122)	29% (144)	19% (93)	12% (57)	9% (44)	4% (22)	2% (12)	495
Age: 45-54	15% (57)	28% (107)	20% (76)	15% (57)	9% (33)	7% (26)	8% (30)	387
Age: 55-64	8% (35)	29% (121)	15% (62)	10% (41)	15% (61)	12% (51)	11% (44)	415
Age: 65+	8% (40)	20% (105)	17% (88)	13% (68)	11% (58)	13% (64)	17% (88)	512
Generation Z: 18-21	27% (37)	24% (32)	18% (25)	15% (21)	5% (7)	6% (8)	4% (6)	136
Millennial: Age 22-37	30% (159)	26% (139)	19% (97)	12% (61)	6% (34)	5% (26)	2% (9)	526
Generation X: Age 38-53	16% (93)	31% (175)	19% (110)	13% (76)	9% (53)	5% (28)	6% (36)	570
Boomers: Age 54-72	8% (72)	26% (223)	16% (137)	12% (101)	13% (116)	12% (102)	13% (113)	864
PID: Dem (no lean)	20% (145)	25% (179)	17% (125)	14% (97)	9% (63)	8% (60)	7% (52)	721
PID: Ind (no lean)	15% (121)	29% (234)	17% (135)	13% (103)	11% (86)	8% (68)	7% (55)	801
PID: Rep (no lean)	15% (101)	26% (173)	19% (126)	11% (75)	10% (71)	8% (55)	11% (77)	679
PID/Gender: Dem Men	23% (72)	23% (71)	19% (58)	13% (40)	8% (23)	7% (23)	6% (19)	305
PID/Gender: Dem Women	18% (73)	26% (107)	16% (67)	14% (57)	10% (40)	9% (37)	8% (34)	415
PID/Gender: Ind Men	12% (47)	30% (112)	19% (71)	14% (55)	11% (43)	7% (26)	7% (25)	378
PID/Gender: Ind Women	17% (74)	29% (122)	15% (63)	11% (48)	10% (43)	10% (42)	7% (30)	422
PID/Gender: Rep Men	14% (50)	30% (105)	19% (64)	13% (45)	10% (35)	7% (24)	7% (23)	346
PID/Gender: Rep Women	16% (52)	21% (68)	19% (62)	9% (31)	11% (35)	9% (31)	16% (54)	333
Ideo: Liberal (1-3)	18% (110)	26% (161)	20% (122)	14% (87)	8% (49)	9% (53)	6% (37)	620
Ideo: Moderate (4)	17% (91)	30% (160)	16% (85)	11% (59)	11% (57)	8% (44)	8% (41)	538
Ideo: Conservative (5-7)	12% (97)	26% (204)	19% (149)	13% (103)	12% (95)	8% (63)	9% (74)	785
Educ: < College	21% (289)	26% (354)	16% (219)	12% (162)	9% (119)	8% (116)	9% (125)	1384
Educ: Bachelors degree	10% (51)	30% (154)	20% (104)	14% (71)	11% (59)	7% (36)	8% (43)	520
Educ: Post-grad	9% (27)	26% (77)	21% (62)	14% (42)	14% (41)	10% (30)	5% (16)	296

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**Table HRdem1\_4: How often do you watch or stream the following?****Movies**

Demographic	Every day	Several	About once	Several	About once	Less often	Never	Total N
		times per week	per week	times per month	per month	than once per month		
Adults	17% (367)	27% (586)	18% (386)	13% (275)	10% (219)	8% (182)	8% (184)	2200
Income: Under 50k	22% (244)	26% (293)	14% (160)	11% (125)	9% (103)	7% (82)	10% (108)	1115
Income: 50k-100k	13% (93)	26% (194)	21% (153)	14% (101)	10% (76)	10% (73)	7% (50)	740
Income: 100k+	9% (30)	29% (99)	21% (73)	14% (49)	11% (39)	8% (28)	8% (26)	344
Ethnicity: White	15% (275)	27% (475)	19% (331)	12% (208)	11% (191)	9% (157)	8% (142)	1779
Ethnicity: Hispanic	27% (58)	25% (53)	17% (35)	13% (28)	7% (15)	5% (11)	6% (13)	213
Ethnicity: Afr. Am.	26% (72)	25% (71)	10% (27)	15% (42)	6% (17)	6% (18)	12% (33)	279
Ethnicity: Other	14% (20)	28% (40)	20% (28)	18% (26)	8% (11)	5% (8)	7% (10)	142
Relig: Protestant	9% (50)	23% (128)	19% (109)	12% (69)	14% (77)	13% (70)	10% (58)	562
Relig: Roman Catholic	16% (71)	31% (134)	15% (65)	16% (69)	8% (37)	6% (27)	8% (36)	438
Relig: Something Else	22% (51)	29% (68)	13% (30)	13% (30)	7% (15)	7% (16)	9% (21)	230
Relig: Evangelical	15% (132)	28% (249)	16% (137)	14% (122)	10% (89)	8% (72)	9% (76)	878
Relig: Non-Evang. Catholics	11% (40)	23% (82)	19% (66)	13% (46)	11% (40)	12% (41)	11% (38)	352
Relig: All Christian	14% (172)	27% (330)	17% (204)	14% (167)	11% (129)	9% (113)	9% (115)	1230
Relig: All Non-Christian	26% (56)	24% (52)	11% (24)	13% (27)	10% (22)	9% (19)	8% (18)	218
Community: Urban	22% (107)	28% (138)	17% (82)	11% (55)	6% (28)	8% (40)	9% (44)	493
Community: Suburban	15% (165)	26% (293)	19% (212)	14% (152)	12% (130)	8% (90)	7% (73)	1116
Community: Rural	16% (96)	26% (155)	16% (92)	12% (69)	10% (61)	9% (52)	11% (67)	592
Employ: Private Sector	16% (116)	29% (218)	19% (146)	13% (99)	10% (73)	7% (51)	6% (43)	747
Employ: Government	16% (24)	23% (34)	24% (34)	12% (17)	14% (20)	5% (8)	5% (8)	145
Employ: Self-Employed	17% (30)	33% (60)	17% (30)	11% (19)	10% (19)	8% (15)	4% (8)	180
Employ: Homemaker	25% (36)	24% (34)	20% (28)	11% (16)	4% (6)	11% (15)	6% (9)	145
Employ: Student	20% (18)	23% (20)	25% (21)	19% (17)	7% (6)	6% (5)	— (0)	87
Employ: Retired	9% (50)	23% (121)	16% (86)	11% (57)	14% (75)	12% (66)	14% (76)	531
Employ: Unemployed	25% (50)	28% (56)	10% (21)	13% (27)	8% (17)	7% (14)	9% (19)	203
Employ: Other	27% (44)	26% (43)	12% (20)	14% (23)	2% (4)	5% (9)	13% (22)	163
Military HH: Yes	16% (63)	26% (104)	16% (65)	13% (53)	9% (37)	9% (36)	10% (38)	397
Military HH: No	17% (304)	27% (481)	18% (321)	12% (223)	10% (182)	8% (146)	8% (146)	1803
RD/WT: Right Direction	15% (110)	26% (191)	17% (129)	13% (95)	9% (68)	8% (58)	12% (88)	738
RD/WT: Wrong Track	18% (257)	27% (395)	18% (257)	12% (180)	10% (152)	9% (124)	7% (97)	1462

Continued on next page

**Table HRdem1\_4: How often do you watch or stream the following?**

*Movies*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	17% (367)	27% (586)	18% (386)	13% (275)	10% (219)	8% (182)	8% (184)	2200
Trump Job Approve	15% (130)	26% (231)	18% (160)	13% (115)	10% (90)	8% (69)	11% (94)	888
Trump Job Disapprove	18% (218)	27% (328)	17% (207)	13% (151)	10% (120)	8% (100)	7% (84)	1208
Trump Job Strongly Approve	15% (64)	26% (112)	16% (69)	11% (47)	11% (49)	8% (36)	14% (61)	438
Trump Job Somewhat Approve	15% (67)	26% (119)	20% (90)	15% (68)	9% (41)	7% (33)	7% (33)	450
Trump Job Somewhat Disapprove	19% (51)	26% (69)	16% (41)	12% (33)	11% (28)	7% (19)	9% (22)	263
Trump Job Strongly Disapprove	18% (167)	27% (259)	18% (166)	13% (119)	10% (92)	9% (81)	6% (61)	945
#1 Issue: Economy	20% (135)	30% (198)	17% (113)	12% (81)	9% (60)	7% (47)	4% (30)	663
#1 Issue: Security	12% (53)	26% (115)	16% (74)	13% (58)	12% (55)	9% (41)	12% (55)	451
#1 Issue: Health Care	14% (45)	27% (86)	16% (49)	14% (44)	10% (31)	9% (27)	11% (34)	317
#1 Issue: Medicare / Social Security	12% (36)	25% (76)	17% (50)	14% (43)	11% (33)	9% (26)	12% (37)	301
#1 Issue: Women's Issues	18% (19)	20% (21)	23% (24)	7% (7)	9% (9)	16% (17)	6% (6)	104
#1 Issue: Education	25% (32)	29% (37)	19% (24)	12% (15)	8% (11)	6% (7)	2% (2)	129
#1 Issue: Energy	22% (23)	26% (27)	25% (26)	10% (10)	7% (7)	10% (10)	2% (2)	104
#1 Issue: Other	19% (25)	19% (24)	19% (25)	13% (17)	10% (13)	6% (7)	14% (18)	131
2018 House Vote: Democrat	16% (133)	26% (218)	18% (148)	14% (116)	10% (88)	10% (80)	6% (53)	835
2018 House Vote: Republican	12% (90)	27% (199)	19% (143)	13% (93)	11% (85)	7% (54)	11% (79)	742
2018 House Vote: Someone else	13% (12)	29% (28)	13% (12)	11% (11)	8% (7)	14% (13)	13% (12)	97
2018 House Vote: Didnt Vote	25% (129)	27% (139)	16% (82)	10% (54)	7% (39)	7% (35)	8% (41)	519
2016 Vote: Hillary Clinton	18% (121)	26% (180)	17% (116)	13% (89)	10% (67)	9% (63)	7% (48)	685
2016 Vote: Donald Trump	11% (88)	27% (210)	18% (138)	12% (93)	11% (84)	10% (76)	10% (79)	769
2016 Vote: Someone else	11% (21)	25% (48)	15% (30)	17% (32)	12% (24)	7% (14)	13% (24)	194
2016 Vote: Didnt Vote	25% (136)	27% (146)	18% (101)	11% (61)	8% (43)	5% (29)	6% (33)	549
Voted in 2014: Yes	14% (200)	26% (391)	18% (262)	13% (194)	10% (155)	10% (141)	9% (136)	1478
Voted in 2014: No	23% (167)	27% (194)	17% (124)	11% (81)	9% (65)	6% (42)	7% (49)	722
2012 Vote: Barack Obama	17% (147)	28% (239)	16% (137)	14% (117)	10% (89)	9% (77)	6% (55)	861
2012 Vote: Mitt Romney	9% (58)	26% (158)	20% (119)	12% (75)	11% (69)	10% (59)	12% (71)	608
2012 Vote: Other	7% (8)	26% (29)	17% (19)	13% (14)	7% (8)	12% (13)	18% (19)	110
2012 Vote: Didn't Vote	25% (155)	26% (160)	18% (111)	11% (70)	8% (52)	5% (33)	6% (39)	620

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**Table HRdem1\_4:** How often do you watch or stream the following?

## Movies

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	17% (367)	27% (586)	18% (386)	13% (275)	10% (219)	8% (182)	8% (184)	2200
4-Region: Northeast	17% (66)	24% (93)	18% (71)	13% (51)	8% (33)	8% (33)	12% (47)	393
4-Region: Midwest	16% (79)	27% (138)	16% (81)	13% (66)	12% (60)	9% (44)	8% (39)	505
4-Region: South	19% (154)	27% (220)	18% (150)	11% (92)	9% (76)	7% (60)	8% (68)	821
4-Region: West	14% (68)	28% (134)	18% (84)	14% (68)	10% (50)	9% (45)	6% (31)	481

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

**Table HRdem1\_5: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (131)	17% (369)	17% (366)	10% (227)	7% (144)	16% (352)	28% (611)	2200
Gender: Male	10% (100)	24% (246)	19% (199)	12% (120)	7% (69)	11% (115)	18% (182)	1030
Gender: Female	3% (32)	11% (123)	14% (166)	9% (107)	6% (75)	20% (238)	37% (429)	1170
Age: 18-29	8% (32)	14% (54)	14% (55)	10% (40)	9% (35)	19% (76)	25% (99)	391
Age: 30-44	8% (41)	18% (90)	17% (86)	11% (53)	7% (33)	12% (57)	27% (135)	495
Age: 45-54	6% (22)	18% (69)	17% (66)	10% (39)	8% (29)	15% (57)	27% (104)	387
Age: 55-64	3% (13)	16% (68)	18% (76)	9% (37)	8% (32)	16% (66)	29% (122)	415
Age: 65+	5% (23)	17% (88)	16% (83)	11% (57)	3% (14)	19% (95)	29% (151)	512
Generation Z: 18-21	8% (11)	9% (12)	15% (20)	12% (17)	8% (10)	14% (19)	34% (46)	136
Millennial: Age 22-37	8% (44)	16% (86)	17% (89)	10% (53)	9% (45)	17% (88)	23% (121)	526
Generation X: Age 38-53	7% (37)	18% (105)	17% (95)	10% (57)	7% (38)	14% (79)	28% (159)	570
Boomers: Age 54-72	4% (34)	17% (150)	17% (146)	9% (82)	6% (48)	17% (146)	30% (258)	864
PID: Dem (no lean)	7% (49)	16% (116)	16% (113)	12% (86)	6% (44)	17% (125)	26% (187)	721
PID: Ind (no lean)	5% (41)	14% (115)	16% (126)	10% (83)	7% (55)	15% (124)	32% (256)	801
PID: Rep (no lean)	6% (42)	20% (137)	19% (126)	8% (58)	6% (44)	15% (103)	25% (168)	679
PID/Gender: Dem Men	13% (39)	22% (68)	17% (53)	14% (42)	5% (16)	11% (34)	17% (53)	305
PID/Gender: Dem Women	2% (10)	12% (48)	14% (60)	11% (45)	7% (28)	22% (91)	32% (134)	415
PID/Gender: Ind Men	8% (28)	22% (84)	19% (71)	12% (44)	8% (32)	11% (40)	21% (79)	378
PID/Gender: Ind Women	3% (12)	7% (31)	13% (56)	9% (38)	6% (23)	20% (84)	42% (177)	422
PID/Gender: Rep Men	9% (32)	27% (94)	22% (75)	10% (34)	6% (20)	12% (40)	14% (50)	346
PID/Gender: Rep Women	3% (10)	13% (44)	15% (51)	7% (24)	7% (24)	19% (63)	36% (118)	333
Ideo: Liberal (1-3)	7% (46)	17% (104)	16% (97)	11% (67)	6% (35)	17% (107)	26% (163)	620
Ideo: Moderate (4)	5% (28)	18% (97)	17% (92)	11% (60)	6% (34)	14% (73)	29% (155)	538
Ideo: Conservative (5-7)	6% (47)	19% (152)	19% (152)	9% (72)	8% (60)	15% (120)	23% (183)	785
Educ: < College	5% (71)	13% (179)	16% (219)	11% (153)	7% (95)	17% (239)	31% (428)	1384
Educ: Bachelors degree	7% (38)	24% (123)	19% (100)	9% (47)	7% (34)	13% (66)	22% (112)	520
Educ: Post-grad	7% (22)	23% (67)	16% (47)	9% (27)	5% (15)	16% (47)	24% (71)	296

Continued on next page

**Table HRdem1\_5: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Several times per week		About once per week		Several times per month		Less often than once per month		Never	Total N
	Every day									
Adults	6% (131)	17% (369)	17% (366)	10% (227)	7% (144)	16% (352)	28% (611)	2200		
Income: Under 50k	5% (54)	14% (155)	15% (165)	10% (116)	6% (66)	17% (194)	33% (365)	1115		
Income: 50k-100k	6% (43)	19% (138)	19% (138)	9% (66)	8% (60)	16% (117)	24% (179)	740		
Income: 100k+	10% (34)	22% (76)	18% (63)	13% (45)	5% (17)	12% (41)	20% (68)	344		
Ethnicity: White	5% (91)	17% (306)	17% (308)	10% (174)	6% (104)	17% (294)	28% (502)	1779		
Ethnicity: Hispanic	8% (17)	22% (48)	16% (34)	14% (30)	5% (12)	14% (30)	20% (43)	213		
Ethnicity: Afr. Am.	10% (28)	12% (35)	14% (40)	13% (37)	8% (22)	14% (38)	28% (79)	279		
Ethnicity: Other	9% (13)	20% (28)	12% (17)	11% (16)	12% (17)	14% (20)	21% (29)	142		
Relig: Protestant	4% (25)	18% (104)	19% (105)	9% (52)	7% (40)	16% (87)	26% (149)	562		
Relig: Roman Catholic	8% (34)	23% (101)	18% (78)	10% (42)	6% (27)	17% (73)	19% (83)	438		
Relig: Something Else	4% (9)	11% (25)	13% (30)	6% (14)	8% (18)	20% (47)	38% (87)	230		
Relig: Evangelical	6% (53)	18% (159)	17% (147)	10% (85)	7% (57)	17% (151)	26% (226)	878		
Relig: Non-Evang. Catholics	4% (15)	20% (70)	19% (66)	7% (24)	8% (27)	16% (57)	26% (93)	352		
Relig: All Christian	6% (69)	19% (229)	17% (213)	9% (109)	7% (84)	17% (207)	26% (319)	1230		
Relig: All Non-Christian	6% (13)	13% (28)	19% (41)	12% (26)	10% (22)	10% (22)	30% (65)	218		
Community: Urban	8% (39)	18% (88)	16% (77)	10% (49)	8% (38)	12% (59)	29% (143)	493		
Community: Suburban	7% (74)	18% (201)	18% (196)	11% (119)	6% (68)	16% (182)	25% (276)	1116		
Community: Rural	3% (19)	13% (80)	16% (93)	10% (59)	6% (38)	19% (111)	33% (193)	592		
Employ: Private Sector	7% (54)	19% (142)	19% (145)	11% (84)	6% (45)	13% (96)	24% (181)	747		
Employ: Government	9% (13)	24% (34)	14% (21)	7% (11)	12% (17)	12% (18)	21% (31)	145		
Employ: Self-Employed	5% (10)	18% (32)	14% (26)	13% (23)	4% (8)	18% (32)	28% (50)	180		
Employ: Homemaker	2% (3)	12% (18)	14% (20)	8% (11)	6% (9)	23% (34)	35% (51)	145		
Employ: Student	10% (9)	17% (15)	14% (12)	12% (11)	6% (5)	15% (13)	26% (22)	87		
Employ: Retired	5% (25)	17% (91)	17% (90)	9% (49)	5% (27)	20% (106)	27% (143)	531		
Employ: Unemployed	4% (8)	7% (15)	15% (31)	12% (25)	9% (19)	18% (36)	34% (70)	203		
Employ: Other	6% (10)	14% (23)	13% (20)	8% (13)	8% (14)	11% (18)	39% (64)	163		
Military HH: Yes	5% (20)	19% (77)	16% (64)	11% (45)	6% (25)	16% (62)	26% (104)	397		
Military HH: No	6% (111)	16% (292)	17% (301)	10% (182)	7% (119)	16% (291)	28% (507)	1803		
RD/WT: Right Direction	7% (50)	20% (145)	16% (115)	10% (72)	8% (57)	14% (101)	27% (198)	738		
RD/WT: Wrong Track	6% (82)	15% (224)	17% (251)	11% (155)	6% (87)	17% (252)	28% (413)	1462		

Continued on next page

**Table HRdem1\_5: How often do you watch or stream the following?**  
*Sporting events*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (131)	17% (369)	17% (366)	10% (227)	7% (144)	16% (352)	28% (611)	2200
Trump Job Approve	6% (50)	19% (171)	17% (155)	10% (85)	7% (62)	14% (125)	27% (240)	888
Trump Job Disapprove	6% (77)	16% (191)	17% (200)	11% (136)	6% (67)	17% (208)	27% (328)	1208
Trump Job Strongly Approve	6% (26)	19% (83)	15% (66)	9% (38)	7% (32)	13% (56)	31% (137)	438
Trump Job Somewhat Approve	5% (24)	20% (88)	20% (89)	11% (47)	7% (30)	15% (68)	23% (104)	450
Trump Job Somewhat Disapprove	7% (18)	17% (44)	19% (49)	9% (24)	7% (19)	16% (42)	25% (66)	263
Trump Job Strongly Disapprove	6% (59)	16% (147)	16% (151)	12% (112)	5% (48)	18% (166)	28% (262)	945
#1 Issue: Economy	6% (41)	18% (122)	20% (135)	12% (83)	6% (41)	13% (87)	23% (154)	663
#1 Issue: Security	6% (26)	16% (74)	16% (74)	9% (40)	8% (34)	15% (68)	30% (135)	451
#1 Issue: Health Care	6% (20)	18% (57)	16% (50)	9% (27)	5% (17)	13% (42)	33% (105)	317
#1 Issue: Medicare / Social Security	5% (16)	18% (54)	16% (47)	13% (40)	3% (10)	20% (61)	24% (72)	301
#1 Issue: Women's Issues	3% (3)	11% (11)	12% (13)	5% (5)	15% (16)	23% (24)	31% (32)	104
#1 Issue: Education	4% (5)	16% (21)	14% (18)	11% (14)	6% (7)	21% (27)	28% (36)	129
#1 Issue: Energy	11% (11)	15% (15)	17% (17)	9% (9)	7% (7)	21% (22)	21% (22)	104
#1 Issue: Other	6% (8)	11% (14)	9% (12)	6% (7)	9% (12)	17% (22)	43% (56)	131
2018 House Vote: Democrat	7% (57)	17% (145)	18% (147)	11% (95)	5% (42)	17% (144)	25% (205)	835
2018 House Vote: Republican	5% (39)	21% (154)	18% (130)	10% (76)	8% (63)	15% (111)	23% (170)	742
2018 House Vote: Someone else	5% (5)	13% (12)	22% (21)	4% (3)	5% (5)	11% (10)	41% (40)	97
2018 House Vote: Didnt Vote	6% (29)	11% (58)	13% (67)	10% (51)	6% (32)	17% (86)	38% (196)	519
2016 Vote: Hillary Clinton	8% (51)	17% (118)	17% (116)	13% (86)	5% (34)	18% (123)	23% (157)	685
2016 Vote: Donald Trump	6% (43)	20% (157)	18% (135)	9% (70)	7% (54)	15% (112)	26% (197)	769
2016 Vote: Someone else	4% (8)	15% (29)	19% (38)	13% (25)	6% (11)	13% (24)	30% (59)	194
2016 Vote: Didnt Vote	5% (29)	12% (64)	14% (76)	8% (46)	8% (45)	17% (93)	36% (197)	549
Voted in 2014: Yes	6% (94)	19% (283)	18% (261)	11% (161)	6% (89)	16% (237)	24% (353)	1478
Voted in 2014: No	5% (37)	12% (86)	15% (105)	9% (65)	8% (55)	16% (115)	36% (259)	722
2012 Vote: Barack Obama	7% (63)	18% (156)	16% (139)	13% (111)	6% (49)	16% (137)	24% (207)	861
2012 Vote: Mitt Romney	6% (35)	20% (122)	18% (110)	8% (49)	6% (39)	15% (91)	27% (162)	608
2012 Vote: Other	3% (3)	15% (16)	18% (19)	13% (14)	8% (9)	15% (17)	29% (31)	110
2012 Vote: Didn't Vote	5% (31)	12% (74)	16% (97)	9% (53)	8% (47)	17% (108)	34% (210)	620

Continued on next page

**Table HRdem1\_5:** How often do you watch or stream the following?*Sporting events*

Demographic	Every day	Several times per week	About once per week	Several times per month	About once per month	Less often than once per month	Never	Total N
Adults	6% (131)	17% (369)	17% (366)	10% (227)	7% (144)	16% (352)	28% (611)	2200
4-Region: Northeast	6% (23)	15% (59)	18% (71)	10% (41)	5% (21)	17% (66)	29% (113)	393
4-Region: Midwest	5% (27)	16% (83)	19% (94)	9% (47)	7% (33)	15% (75)	29% (146)	505
4-Region: South	6% (48)	17% (139)	16% (131)	12% (96)	6% (52)	16% (130)	27% (225)	821
4-Region: West	7% (33)	18% (88)	15% (71)	9% (43)	8% (38)	17% (82)	26% (127)	481

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

**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**  
Cable television

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	49% (1086)	36% (786)	15% (329)	2200
Gender: Male	49% (508)	37% (384)	13% (138)	1030
Gender: Female	49% (578)	34% (402)	16% (190)	1170
Age: 18-29	44% (172)	33% (130)	23% (89)	391
Age: 30-44	42% (210)	43% (212)	15% (73)	495
Age: 45-54	48% (186)	39% (151)	13% (50)	387
Age: 55-64	50% (208)	35% (144)	15% (63)	415
Age: 65+	60% (309)	29% (149)	10% (54)	512
Generation Z: 18-21	49% (66)	30% (41)	21% (29)	136
Millennial: Age 22-37	42% (220)	40% (208)	19% (98)	526
Generation X: Age 38-53	46% (263)	40% (227)	14% (80)	570
Boomers: Age 54-72	55% (472)	33% (282)	13% (110)	864
PID: Dem (no lean)	51% (369)	34% (244)	15% (107)	721
PID: Ind (no lean)	48% (386)	37% (292)	15% (123)	801
PID: Rep (no lean)	49% (331)	37% (250)	15% (98)	679
PID/Gender: Dem Men	50% (154)	35% (106)	15% (45)	305
PID/Gender: Dem Women	52% (215)	33% (138)	15% (62)	415
PID/Gender: Ind Men	48% (180)	37% (141)	15% (57)	378
PID/Gender: Ind Women	49% (206)	36% (151)	15% (65)	422
PID/Gender: Rep Men	50% (174)	39% (136)	10% (36)	346
PID/Gender: Rep Women	47% (157)	34% (113)	19% (63)	333
Ideo: Liberal (1-3)	51% (315)	37% (230)	12% (75)	620
Ideo: Moderate (4)	52% (278)	35% (187)	14% (74)	538
Ideo: Conservative (5-7)	48% (378)	37% (290)	15% (117)	785
Educ: < College	47% (657)	36% (493)	17% (233)	1384
Educ: Bachelors degree	51% (265)	37% (195)	12% (60)	520
Educ: Post-grad	55% (163)	33% (98)	12% (35)	296

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**Table HRdem2\_1: Do you, or anyone in your household, subscribe to the following?**  
 Cable television

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	49% (1086)	36% (786)	15% (329)	2200
Income: Under 50k	46% (511)	36% (400)	18% (204)	1115
Income: 50k-100k	50% (370)	37% (275)	13% (94)	740
Income: 100k+	59% (204)	32% (110)	9% (31)	344
Ethnicity: White	50% (882)	37% (652)	14% (246)	1779
Ethnicity: Hispanic	53% (114)	35% (74)	12% (26)	213
Ethnicity: Afr. Am.	49% (138)	30% (83)	21% (58)	279
Ethnicity: Other	46% (66)	36% (51)	18% (25)	142
Relig: Protestant	48% (268)	37% (208)	15% (86)	562
Relig: Roman Catholic	61% (267)	28% (124)	11% (46)	438
Relig: Something Else	46% (106)	40% (91)	14% (33)	230
Relig: Evangelical	55% (485)	33% (291)	12% (102)	878
Relig: Non-Evang. Catholics	45% (157)	37% (132)	18% (63)	352
Relig: All Christian	52% (642)	34% (423)	13% (165)	1230
Relig: All Non-Christian	40% (88)	44% (96)	16% (34)	218
Community: Urban	49% (243)	35% (173)	16% (76)	493
Community: Suburban	54% (597)	35% (392)	11% (126)	1116
Community: Rural	41% (245)	37% (221)	21% (126)	592
Employ: Private Sector	48% (362)	37% (276)	15% (108)	747
Employ: Government	49% (71)	36% (52)	15% (22)	145
Employ: Self-Employed	46% (84)	40% (72)	13% (24)	180
Employ: Homemaker	37% (53)	42% (60)	22% (31)	145
Employ: Student	45% (39)	38% (33)	17% (15)	87
Employ: Retired	58% (308)	30% (159)	12% (64)	531
Employ: Unemployed	42% (85)	40% (80)	19% (38)	203
Employ: Other	52% (84)	32% (53)	16% (26)	163
Military HH: Yes	53% (211)	35% (141)	11% (45)	397
Military HH: No	49% (875)	36% (645)	16% (283)	1803
RD/WT: Right Direction	49% (360)	36% (266)	15% (113)	738
RD/WT: Wrong Track	50% (726)	36% (520)	15% (216)	1462

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**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?

Cable television

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	49% (1086)	36% (786)	15% (329)	2200
Trump Job Approve	48% (425)	37% (327)	15% (137)	888
Trump Job Disapprove	51% (612)	36% (431)	14% (166)	1208
Trump Job Strongly Approve	46% (202)	37% (163)	17% (73)	438
Trump Job Somewhat Approve	49% (223)	36% (164)	14% (64)	450
Trump Job Somewhat Disapprove	50% (133)	33% (86)	17% (45)	263
Trump Job Strongly Disapprove	51% (479)	37% (345)	13% (121)	945
#1 Issue: Economy	49% (323)	38% (252)	13% (88)	663
#1 Issue: Security	46% (208)	38% (169)	16% (74)	451
#1 Issue: Health Care	53% (168)	29% (92)	18% (57)	317
#1 Issue: Medicare / Social Security	61% (183)	31% (93)	8% (25)	301
#1 Issue: Women's Issues	45% (47)	38% (40)	16% (17)	104
#1 Issue: Education	35% (45)	44% (56)	21% (27)	129
#1 Issue: Energy	43% (45)	41% (42)	16% (17)	104
#1 Issue: Other	51% (66)	31% (41)	18% (24)	131
2018 House Vote: Democrat	54% (450)	34% (280)	13% (105)	835
2018 House Vote: Republican	49% (361)	38% (282)	13% (100)	742
2018 House Vote: Someone else	52% (50)	29% (28)	19% (18)	97
2018 House Vote: Didnt Vote	42% (220)	37% (193)	20% (106)	519
2016 Vote: Hillary Clinton	57% (388)	33% (224)	11% (72)	685
2016 Vote: Donald Trump	50% (384)	36% (281)	14% (104)	769
2016 Vote: Someone else	40% (77)	42% (82)	18% (35)	194
2016 Vote: Didnt Vote	43% (234)	36% (198)	21% (117)	549
Voted in 2014: Yes	52% (768)	36% (530)	12% (180)	1478
Voted in 2014: No	44% (317)	35% (256)	21% (148)	722
2012 Vote: Barack Obama	53% (454)	34% (292)	13% (115)	861
2012 Vote: Mitt Romney	50% (307)	37% (228)	12% (73)	608
2012 Vote: Other	47% (52)	37% (41)	16% (18)	110
2012 Vote: Didn't Vote	44% (272)	36% (225)	20% (122)	620

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**Table HRdem2\_1:** Do you, or anyone in your household, subscribe to the following?*Cable television*

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe</b>	<b>I (or someone in my household) subscribed in the past, but not now</b>	<b>I (or someone in my household) have never subscribed</b>	<b>Total N</b>
Adults	49% (1086)	36% (786)	15% (329)	2200
4-Region: Northeast	65% (256)	24% (95)	11% (42)	393
4-Region: Midwest	48% (241)	37% (187)	15% (77)	505
4-Region: South	47% (384)	38% (308)	16% (129)	821
4-Region: West	43% (205)	41% (195)	17% (80)	481

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

**Table HRdem2\_4:** Do you, or anyone in your household, subscribe to the following?  
Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	25%	(548)	27%	(584)	49%	(1067)	2200
Gender: Male	26%	(267)	27%	(275)	47%	(488)	1030
Gender: Female	24%	(281)	26%	(310)	50%	(579)	1170
Age: 18-29	29%	(112)	32%	(125)	39%	(154)	391
Age: 30-44	21%	(105)	32%	(157)	47%	(233)	495
Age: 45-54	27%	(105)	27%	(105)	46%	(177)	387
Age: 55-64	23%	(95)	24%	(99)	53%	(220)	415
Age: 65+	26%	(131)	19%	(99)	55%	(282)	512
Generation Z: 18-21	34%	(47)	32%	(44)	34%	(46)	136
Millennial: Age 22-37	23%	(121)	32%	(169)	45%	(236)	526
Generation X: Age 38-53	25%	(141)	29%	(166)	46%	(263)	570
Boomers: Age 54-72	25%	(220)	22%	(191)	52%	(454)	864
PID: Dem (no lean)	24%	(176)	24%	(170)	52%	(375)	721
PID: Ind (no lean)	23%	(182)	28%	(227)	49%	(392)	801
PID: Rep (no lean)	28%	(190)	28%	(188)	44%	(300)	679
PID/Gender: Dem Men	28%	(84)	24%	(75)	48%	(147)	305
PID/Gender: Dem Women	22%	(92)	23%	(95)	55%	(228)	415
PID/Gender: Ind Men	24%	(90)	28%	(104)	49%	(184)	378
PID/Gender: Ind Women	22%	(92)	29%	(123)	49%	(208)	422
PID/Gender: Rep Men	27%	(93)	28%	(96)	45%	(157)	346
PID/Gender: Rep Women	29%	(97)	28%	(92)	43%	(144)	333
Ideo: Liberal (1-3)	24%	(147)	27%	(167)	49%	(307)	620
Ideo: Moderate (4)	24%	(131)	27%	(148)	48%	(260)	538
Ideo: Conservative (5-7)	26%	(201)	26%	(207)	48%	(377)	785
Educ: < College	26%	(360)	28%	(383)	46%	(641)	1384
Educ: Bachelors degree	23%	(119)	26%	(133)	52%	(269)	520
Educ: Post-grad	23%	(69)	23%	(69)	53%	(158)	296

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**Table HRdem2\_4:** Do you, or anyone in your household, subscribe to the following?  
 Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	25%	(548)	27%	(584)	49%	(1067)	2200
Income: Under 50k	22%	(249)	27%	(296)	51%	(570)	1115
Income: 50k-100k	28%	(204)	29%	(215)	43%	(321)	740
Income: 100k+	28%	(95)	21%	(73)	51%	(176)	344
Ethnicity: White	24%	(432)	27%	(482)	49%	(866)	1779
Ethnicity: Hispanic	28%	(59)	27%	(57)	45%	(97)	213
Ethnicity: Afr. Am.	29%	(80)	22%	(61)	49%	(137)	279
Ethnicity: Other	26%	(36)	29%	(41)	45%	(64)	142
Relig: Protestant	26%	(148)	28%	(155)	46%	(259)	562
Relig: Roman Catholic	25%	(108)	23%	(100)	53%	(230)	438
Relig: Something Else	22%	(50)	30%	(69)	48%	(111)	230
Relig: Evangelical	25%	(215)	25%	(218)	51%	(445)	878
Relig: Non-Evang. Catholics	26%	(91)	30%	(106)	44%	(156)	352
Relig: All Christian	25%	(306)	26%	(324)	49%	(600)	1230
Relig: All Non-Christian	35%	(77)	28%	(60)	37%	(81)	218
Community: Urban	21%	(103)	28%	(140)	51%	(249)	493
Community: Suburban	22%	(251)	25%	(276)	53%	(589)	1116
Community: Rural	33%	(195)	28%	(168)	39%	(229)	592
Employ: Private Sector	22%	(168)	28%	(211)	49%	(368)	747
Employ: Government	26%	(38)	24%	(35)	50%	(72)	145
Employ: Self-Employed	26%	(47)	26%	(47)	48%	(86)	180
Employ: Homemaker	20%	(29)	30%	(43)	50%	(73)	145
Employ: Student	38%	(33)	30%	(26)	33%	(28)	87
Employ: Retired	27%	(145)	22%	(118)	50%	(267)	531
Employ: Unemployed	23%	(47)	31%	(62)	46%	(94)	203
Employ: Other	25%	(42)	26%	(43)	49%	(79)	163
Military HH: Yes	30%	(118)	27%	(109)	43%	(170)	397
Military HH: No	24%	(431)	26%	(476)	50%	(897)	1803
RD/WT: Right Direction	27%	(200)	26%	(189)	47%	(349)	738
RD/WT: Wrong Track	24%	(348)	27%	(395)	49%	(718)	1462

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**Table HRdem2\_4:** Do you, or anyone in your household, subscribe to the following?  
Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	25%	(548)	27%	(584)	49%	(1067)	2200
Trump Job Approve	28%	(247)	28%	(247)	44%	(394)	888
Trump Job Disapprove	23%	(276)	26%	(317)	51%	(615)	1208
Trump Job Strongly Approve	27%	(118)	29%	(129)	43%	(190)	438
Trump Job Somewhat Approve	29%	(128)	26%	(118)	45%	(204)	450
Trump Job Somewhat Disapprove	25%	(66)	27%	(71)	48%	(126)	263
Trump Job Strongly Disapprove	22%	(210)	26%	(246)	52%	(489)	945
#1 Issue: Economy	23%	(152)	29%	(192)	48%	(319)	663
#1 Issue: Security	31%	(139)	27%	(122)	42%	(190)	451
#1 Issue: Health Care	24%	(76)	25%	(79)	51%	(162)	317
#1 Issue: Medicare / Social Security	21%	(64)	20%	(59)	59%	(178)	301
#1 Issue: Women's Issues	25%	(26)	35%	(37)	40%	(42)	104
#1 Issue: Education	29%	(37)	31%	(40)	40%	(52)	129
#1 Issue: Energy	25%	(26)	26%	(27)	50%	(52)	104
#1 Issue: Other	22%	(28)	23%	(30)	56%	(73)	131
2018 House Vote: Democrat	24%	(197)	24%	(202)	52%	(436)	835
2018 House Vote: Republican	29%	(214)	28%	(209)	43%	(319)	742
2018 House Vote: Someone else	30%	(29)	22%	(21)	48%	(47)	97
2018 House Vote: Didn't Vote	21%	(107)	29%	(151)	50%	(261)	519
2016 Vote: Hillary Clinton	23%	(158)	24%	(166)	53%	(361)	685
2016 Vote: Donald Trump	28%	(217)	27%	(211)	44%	(340)	769
2016 Vote: Someone else	20%	(39)	25%	(48)	55%	(106)	194
2016 Vote: Didn't Vote	24%	(133)	29%	(159)	47%	(257)	549
Voted in 2014: Yes	26%	(382)	25%	(370)	49%	(727)	1478
Voted in 2014: No	23%	(167)	30%	(214)	47%	(340)	722
2012 Vote: Barack Obama	25%	(212)	24%	(203)	52%	(446)	861
2012 Vote: Mitt Romney	26%	(159)	28%	(171)	46%	(278)	608
2012 Vote: Other	20%	(22)	25%	(27)	55%	(61)	110
2012 Vote: Didn't Vote	25%	(155)	30%	(184)	45%	(282)	620

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**Table HRdem2\_4:** Do you, or anyone in your household, subscribe to the following?

## Satellite television

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	25%	(548)	27%	(584)	49%	(1067)	2200
4-Region: Northeast	16%	(62)	24%	(95)	60%	(236)	393
4-Region: Midwest	24%	(122)	27%	(136)	49%	(248)	505
4-Region: South	28%	(229)	28%	(226)	45%	(367)	821
4-Region: West	28%	(136)	27%	(128)	45%	(217)	481

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

**Table HRdem2\_5:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	60%	(1331)	9%	(190)	31%	(679)	2200
Gender: Male	62%	(636)	9%	(96)	29%	(298)	1030
Gender: Female	59%	(694)	8%	(95)	33%	(381)	1170
Age: 18-29	81%	(316)	7%	(28)	12%	(48)	391
Age: 30-44	76%	(377)	9%	(43)	15%	(76)	495
Age: 45-54	61%	(234)	10%	(39)	29%	(114)	387
Age: 55-64	51%	(212)	10%	(40)	39%	(163)	415
Age: 65+	37%	(192)	8%	(41)	54%	(279)	512
Generation Z: 18-21	79%	(107)	8%	(11)	13%	(18)	136
Millennial: Age 22-37	80%	(423)	8%	(40)	12%	(64)	526
Generation X: Age 38-53	66%	(376)	9%	(53)	25%	(142)	570
Boomers: Age 54-72	46%	(394)	10%	(85)	45%	(386)	864
PID: Dem (no lean)	65%	(466)	9%	(66)	26%	(189)	721
PID: Ind (no lean)	61%	(491)	8%	(65)	31%	(245)	801
PID: Rep (no lean)	55%	(374)	9%	(59)	36%	(246)	679
PID/Gender: Dem Men	67%	(206)	10%	(31)	22%	(68)	305
PID/Gender: Dem Women	63%	(260)	8%	(35)	29%	(121)	415
PID/Gender: Ind Men	62%	(234)	7%	(28)	31%	(116)	378
PID/Gender: Ind Women	61%	(256)	9%	(37)	30%	(129)	422
PID/Gender: Rep Men	57%	(196)	10%	(36)	33%	(114)	346
PID/Gender: Rep Women	53%	(178)	7%	(23)	40%	(132)	333
Ideo: Liberal (1-3)	72%	(449)	6%	(37)	22%	(134)	620
Ideo: Moderate (4)	56%	(303)	10%	(54)	34%	(181)	538
Ideo: Conservative (5-7)	56%	(441)	10%	(75)	34%	(269)	785
Educ: < College	58%	(800)	9%	(123)	33%	(460)	1384
Educ: Bachelors degree	66%	(343)	7%	(36)	27%	(142)	520
Educ: Post-grad	63%	(188)	11%	(31)	26%	(77)	296

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**Table HRdem2\_5: Do you, or anyone in your household, subscribe to the following?  
 Streaming service(s)**

<b>Demographic</b>	<b>I (or someone in my household) currently subscribe</b>		<b>I (or someone in my household) subscribed in the past, but not now</b>		<b>I (or someone in my household) have never subscribed</b>		<b>Total N</b>
Adults	60%	(1331)	9%	(190)	31%	(679)	2200
Income: Under 50k	55%	(609)	10%	(111)	35%	(395)	1115
Income: 50k-100k	65%	(480)	8%	(60)	27%	(201)	740
Income: 100k+	70%	(241)	6%	(20)	24%	(83)	344
Ethnicity: White	61%	(1087)	7%	(133)	31%	(559)	1779
Ethnicity: Hispanic	66%	(140)	11%	(23)	23%	(50)	213
Ethnicity: Afr. Am.	56%	(156)	13%	(38)	30%	(85)	279
Ethnicity: Other	61%	(87)	14%	(19)	25%	(35)	142
Relig: Protestant	56%	(313)	7%	(42)	37%	(206)	562
Relig: Roman Catholic	59%	(257)	8%	(35)	33%	(146)	438
Relig: Something Else	61%	(141)	9%	(22)	29%	(67)	230
Relig: Evangelical	59%	(521)	8%	(68)	33%	(289)	878
Relig: Non-Evang. Catholics	54%	(191)	9%	(31)	37%	(131)	352
Relig: All Christian	58%	(711)	8%	(99)	34%	(420)	1230
Relig: All Non-Christian	58%	(126)	10%	(22)	32%	(70)	218
Community: Urban	63%	(309)	10%	(47)	28%	(136)	493
Community: Suburban	63%	(703)	9%	(96)	28%	(316)	1116
Community: Rural	54%	(319)	8%	(46)	38%	(227)	592
Employ: Private Sector	69%	(513)	8%	(58)	24%	(176)	747
Employ: Government	73%	(106)	6%	(9)	21%	(30)	145
Employ: Self-Employed	66%	(118)	11%	(19)	24%	(43)	180
Employ: Homemaker	68%	(98)	6%	(9)	26%	(38)	145
Employ: Student	83%	(72)	4%	(4)	13%	(11)	87
Employ: Retired	39%	(209)	11%	(57)	50%	(265)	531
Employ: Unemployed	62%	(125)	9%	(18)	29%	(60)	203
Employ: Other	55%	(89)	10%	(16)	35%	(57)	163
Military HH: Yes	56%	(224)	7%	(26)	37%	(147)	397
Military HH: No	61%	(1106)	9%	(164)	30%	(533)	1803
RD/WT: Right Direction	55%	(406)	9%	(69)	36%	(263)	738
RD/WT: Wrong Track	63%	(924)	8%	(121)	28%	(416)	1462

Continued on next page

**Table HRdem2\_5:** Do you, or anyone in your household, subscribe to the following?  
Streaming service(s)

Demographic	I (or someone in my household) currently subscribe		I (or someone in my household) subscribed in the past, but not now		I (or someone in my household) have never subscribed		Total N
Adults	60%	(1331)	9%	(190)	31%	(679)	2200
Trump Job Approve	57%	(507)	9%	(77)	34%	(303)	888
Trump Job Disapprove	63%	(765)	8%	(100)	28%	(343)	1208
Trump Job Strongly Approve	53%	(232)	11%	(46)	36%	(159)	438
Trump Job Somewhat Approve	61%	(275)	7%	(31)	32%	(144)	450
Trump Job Somewhat Disapprove	61%	(161)	10%	(27)	29%	(76)	263
Trump Job Strongly Disapprove	64%	(605)	8%	(74)	28%	(267)	945
#1 Issue: Economy	67%	(447)	9%	(60)	24%	(156)	663
#1 Issue: Security	53%	(237)	9%	(39)	39%	(175)	451
#1 Issue: Health Care	64%	(203)	9%	(27)	28%	(87)	317
#1 Issue: Medicare / Social Security	38%	(113)	10%	(29)	53%	(158)	301
#1 Issue: Women's Issues	72%	(75)	6%	(6)	22%	(23)	104
#1 Issue: Education	79%	(102)	8%	(10)	13%	(16)	129
#1 Issue: Energy	78%	(82)	6%	(6)	16%	(16)	104
#1 Issue: Other	54%	(71)	10%	(14)	35%	(46)	131
2018 House Vote: Democrat	64%	(534)	9%	(76)	27%	(225)	835
2018 House Vote: Republican	57%	(421)	8%	(59)	35%	(262)	742
2018 House Vote: Someone else	61%	(59)	4%	(4)	35%	(34)	97
2018 House Vote: Didnt Vote	60%	(312)	9%	(48)	30%	(158)	519
2016 Vote: Hillary Clinton	64%	(437)	9%	(62)	27%	(187)	685
2016 Vote: Donald Trump	54%	(418)	9%	(68)	37%	(282)	769
2016 Vote: Someone else	62%	(120)	9%	(17)	29%	(57)	194
2016 Vote: Didnt Vote	64%	(354)	8%	(43)	28%	(152)	549
Voted in 2014: Yes	58%	(858)	9%	(129)	33%	(492)	1478
Voted in 2014: No	65%	(472)	9%	(61)	26%	(188)	722
2012 Vote: Barack Obama	64%	(553)	9%	(79)	27%	(229)	861
2012 Vote: Mitt Romney	53%	(324)	9%	(52)	38%	(232)	608
2012 Vote: Other	49%	(54)	9%	(10)	42%	(47)	110
2012 Vote: Didn't Vote	65%	(400)	8%	(49)	28%	(171)	620

Continued on next page

**Table HRdem2\_5:** Do you, or anyone in your household, subscribe to the following?  
 Streaming service(s)

Demographic	I (or someone in my household) currently subscribe	I (or someone in my household) subscribed in the past, but not now	I (or someone in my household) have never subscribed	Total N
Adults	60% (1331)	9% (190)	31% (679)	2200
4-Region: Northeast	56% (218)	10% (41)	34% (133)	393
4-Region: Midwest	60% (304)	10% (48)	30% (153)	505
4-Region: South	63% (518)	8% (62)	29% (241)	821
4-Region: West	60% (290)	8% (38)	32% (153)	481

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

**Table HRdem3\_1:** *In general, what kind of fan do you consider yourself of the following?*  
*Film*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	36%	(789)	54%	(1197)	10%	(214)	2200
Gender: Male	40%	(413)	52%	(540)	7%	(77)	1030
Gender: Female	32%	(376)	56%	(657)	12%	(137)	1170
Age: 18-29	47%	(183)	47%	(185)	6%	(24)	391
Age: 30-44	44%	(217)	50%	(249)	6%	(29)	495
Age: 45-54	37%	(142)	55%	(211)	9%	(34)	387
Age: 55-64	30%	(124)	57%	(237)	13%	(54)	415
Age: 65+	24%	(124)	61%	(314)	14%	(73)	512
Generation Z: 18-21	51%	(70)	39%	(53)	10%	(13)	136
Millennial: Age 22-37	44%	(229)	51%	(270)	5%	(27)	526
Generation X: Age 38-53	41%	(233)	52%	(295)	7%	(42)	570
Boomers: Age 54-72	28%	(238)	60%	(522)	12%	(104)	864
PID: Dem (no lean)	40%	(286)	52%	(371)	9%	(63)	721
PID: Ind (no lean)	36%	(288)	55%	(443)	9%	(70)	801
PID: Rep (no lean)	32%	(215)	56%	(383)	12%	(81)	679
PID/Gender: Dem Men	47%	(142)	46%	(140)	8%	(23)	305
PID/Gender: Dem Women	35%	(144)	56%	(231)	10%	(40)	415
PID/Gender: Ind Men	37%	(141)	57%	(214)	6%	(23)	378
PID/Gender: Ind Women	35%	(147)	54%	(229)	11%	(46)	422
PID/Gender: Rep Men	38%	(130)	54%	(185)	9%	(30)	346
PID/Gender: Rep Women	26%	(85)	59%	(197)	15%	(51)	333
Ideo: Liberal (1-3)	44%	(273)	51%	(315)	5%	(32)	620
Ideo: Moderate (4)	36%	(194)	55%	(294)	9%	(51)	538
Ideo: Conservative (5-7)	29%	(227)	59%	(466)	12%	(92)	785
Educ: < College	36%	(492)	53%	(727)	12%	(165)	1384
Educ: Bachelors degree	36%	(185)	58%	(303)	6%	(32)	520
Educ: Post-grad	38%	(112)	56%	(167)	6%	(17)	296

Continued on next page

**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**  
 Film

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	36%	(789)	54%	(1197)	10%	(214)	2200
Income: Under 50k	37%	(410)	51%	(570)	12%	(135)	1115
Income: 50k-100k	34%	(250)	59%	(433)	8%	(57)	740
Income: 100k+	38%	(130)	56%	(193)	6%	(22)	344
Ethnicity: White	35%	(619)	56%	(988)	10%	(173)	1779
Ethnicity: Hispanic	47%	(100)	42%	(89)	11%	(24)	213
Ethnicity: Afr. Am.	39%	(108)	52%	(144)	10%	(27)	279
Ethnicity: Other	44%	(62)	46%	(65)	10%	(15)	142
Relig: Protestant	25%	(142)	63%	(356)	11%	(64)	562
Relig: Roman Catholic	39%	(169)	51%	(223)	10%	(45)	438
Relig: Something Else	39%	(90)	53%	(122)	8%	(18)	230
Relig: Evangelical	35%	(310)	55%	(485)	9%	(83)	878
Relig: Non-Evang. Catholics	26%	(92)	61%	(216)	13%	(44)	352
Relig: All Christian	33%	(402)	57%	(701)	10%	(127)	1230
Relig: All Non-Christian	37%	(81)	50%	(109)	13%	(28)	218
Community: Urban	42%	(205)	50%	(248)	8%	(39)	493
Community: Suburban	37%	(409)	56%	(620)	8%	(87)	1116
Community: Rural	30%	(176)	56%	(329)	15%	(88)	592
Employ: Private Sector	40%	(299)	53%	(398)	7%	(50)	747
Employ: Government	34%	(49)	57%	(83)	9%	(13)	145
Employ: Self-Employed	48%	(86)	44%	(80)	8%	(14)	180
Employ: Homemaker	28%	(40)	58%	(84)	14%	(20)	145
Employ: Student	45%	(39)	51%	(45)	3%	(3)	87
Employ: Retired	24%	(129)	62%	(328)	14%	(74)	531
Employ: Unemployed	40%	(82)	49%	(99)	11%	(22)	203
Employ: Other	40%	(65)	49%	(80)	11%	(19)	163
Military HH: Yes	34%	(135)	57%	(227)	9%	(35)	397
Military HH: No	36%	(654)	54%	(970)	10%	(179)	1803
RD/WT: Right Direction	33%	(244)	56%	(412)	11%	(83)	738
RD/WT: Wrong Track	37%	(546)	54%	(785)	9%	(131)	1462
Trump Job Approve	31%	(275)	58%	(514)	11%	(99)	888
Trump Job Disapprove	40%	(479)	52%	(625)	9%	(104)	1208

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**Table HRdem3\_1: In general, what kind of fan do you consider yourself of the following?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	36%	(789)	54%	(1197)	10%	(214)	2200
Trump Job Strongly Approve	29%	(125)	57%	(248)	15%	(65)	438
Trump Job Somewhat Approve	33%	(150)	59%	(266)	8%	(34)	450
Trump Job Somewhat Disapprove	35%	(91)	55%	(145)	10%	(26)	263
Trump Job Strongly Disapprove	41%	(388)	51%	(479)	8%	(78)	945
#1 Issue: Economy	38%	(254)	56%	(370)	6%	(39)	663
#1 Issue: Security	31%	(139)	56%	(251)	14%	(61)	451
#1 Issue: Health Care	38%	(119)	52%	(166)	10%	(32)	317
#1 Issue: Medicare / Social Security	29%	(87)	56%	(169)	15%	(45)	301
#1 Issue: Women's Issues	40%	(41)	53%	(55)	8%	(8)	104
#1 Issue: Education	43%	(55)	52%	(67)	5%	(6)	129
#1 Issue: Energy	48%	(50)	47%	(49)	5%	(5)	104
#1 Issue: Other	33%	(44)	54%	(70)	13%	(17)	131
2018 House Vote: Democrat	40%	(331)	54%	(448)	7%	(57)	835
2018 House Vote: Republican	29%	(217)	59%	(440)	11%	(85)	742
2018 House Vote: Someone else	40%	(39)	49%	(48)	11%	(11)	97
2018 House Vote: Didnt Vote	38%	(200)	50%	(258)	12%	(61)	519
2016 Vote: Hillary Clinton	38%	(259)	55%	(380)	7%	(46)	685
2016 Vote: Donald Trump	29%	(222)	58%	(448)	13%	(99)	769
2016 Vote: Someone else	40%	(77)	55%	(106)	5%	(10)	194
2016 Vote: Didnt Vote	42%	(230)	47%	(261)	11%	(58)	549
Voted in 2014: Yes	34%	(504)	57%	(836)	9%	(139)	1478
Voted in 2014: No	40%	(286)	50%	(361)	10%	(75)	722
2012 Vote: Barack Obama	40%	(341)	54%	(461)	7%	(59)	861
2012 Vote: Mitt Romney	26%	(158)	62%	(376)	12%	(74)	608
2012 Vote: Other	39%	(43)	51%	(56)	10%	(11)	110
2012 Vote: Didn't Vote	40%	(248)	49%	(302)	11%	(70)	620
4-Region: Northeast	32%	(126)	60%	(236)	8%	(30)	393
4-Region: Midwest	32%	(160)	58%	(295)	10%	(50)	505
4-Region: South	37%	(306)	51%	(422)	11%	(93)	821
4-Region: West	41%	(197)	51%	(243)	9%	(41)	481

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

**Table HRdem3\_4:** *In general, what kind of fan do you consider yourself of the following?*  
 Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1081)	47%	(1029)	4%	(90)	2200
Gender: Male	46%	(477)	49%	(505)	5%	(47)	1030
Gender: Female	52%	(604)	45%	(524)	4%	(42)	1170
Age: 18-29	46%	(178)	51%	(198)	4%	(15)	391
Age: 30-44	52%	(257)	44%	(218)	4%	(20)	495
Age: 45-54	52%	(199)	44%	(170)	4%	(17)	387
Age: 55-64	48%	(200)	48%	(197)	4%	(17)	415
Age: 65+	48%	(246)	48%	(245)	4%	(20)	512
Generation Z: 18-21	41%	(56)	53%	(72)	6%	(8)	136
Millennial: Age 22-37	48%	(252)	48%	(255)	4%	(20)	526
Generation X: Age 38-53	54%	(310)	42%	(239)	4%	(21)	570
Boomers: Age 54-72	48%	(413)	48%	(415)	4%	(37)	864
PID: Dem (no lean)	57%	(407)	40%	(291)	3%	(23)	721
PID: Ind (no lean)	43%	(348)	51%	(408)	6%	(45)	801
PID: Rep (no lean)	48%	(326)	49%	(330)	3%	(22)	679
PID/Gender: Dem Men	56%	(171)	41%	(125)	3%	(10)	305
PID/Gender: Dem Women	57%	(236)	40%	(166)	3%	(13)	415
PID/Gender: Ind Men	38%	(144)	56%	(212)	6%	(22)	378
PID/Gender: Ind Women	48%	(203)	46%	(196)	5%	(23)	422
PID/Gender: Rep Men	47%	(162)	49%	(168)	5%	(16)	346
PID/Gender: Rep Women	49%	(164)	49%	(162)	2%	(7)	333
Ideo: Liberal (1-3)	55%	(340)	42%	(258)	4%	(22)	620
Ideo: Moderate (4)	52%	(283)	44%	(239)	3%	(17)	538
Ideo: Conservative (5-7)	43%	(339)	52%	(407)	5%	(39)	785
Educ: < College	51%	(704)	46%	(633)	3%	(47)	1384
Educ: Bachelors degree	47%	(243)	49%	(256)	4%	(21)	520
Educ: Post-grad	45%	(134)	47%	(140)	7%	(21)	296

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**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?

Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1081)	47%	(1029)	4%	(90)	2200
Income: Under 50k	51%	(565)	45%	(503)	4%	(47)	1115
Income: 50k-100k	48%	(358)	48%	(353)	4%	(30)	740
Income: 100k+	46%	(159)	50%	(173)	4%	(13)	344
Ethnicity: White	48%	(862)	48%	(849)	4%	(69)	1779
Ethnicity: Hispanic	53%	(113)	45%	(97)	2%	(4)	213
Ethnicity: Afr. Am.	54%	(151)	41%	(116)	4%	(12)	279
Ethnicity: Other	48%	(69)	46%	(65)	6%	(8)	142
Relig: Protestant	45%	(253)	51%	(284)	4%	(25)	562
Relig: Roman Catholic	54%	(236)	43%	(190)	3%	(12)	438
Relig: Something Else	49%	(113)	46%	(105)	5%	(12)	230
Relig: Evangelical	49%	(432)	47%	(412)	4%	(34)	878
Relig: Non-Evang. Catholics	48%	(170)	48%	(168)	4%	(14)	352
Relig: All Christian	49%	(602)	47%	(580)	4%	(49)	1230
Relig: All Non-Christian	54%	(117)	43%	(95)	3%	(7)	218
Community: Urban	49%	(242)	46%	(227)	5%	(24)	493
Community: Suburban	51%	(568)	45%	(507)	4%	(40)	1116
Community: Rural	46%	(272)	50%	(295)	4%	(25)	592
Employ: Private Sector	49%	(365)	47%	(348)	4%	(33)	747
Employ: Government	50%	(73)	43%	(62)	7%	(10)	145
Employ: Self-Employed	48%	(87)	46%	(82)	6%	(11)	180
Employ: Homemaker	47%	(68)	50%	(72)	3%	(4)	145
Employ: Student	49%	(42)	47%	(41)	4%	(4)	87
Employ: Retired	49%	(258)	48%	(256)	3%	(16)	531
Employ: Unemployed	44%	(89)	50%	(102)	6%	(11)	203
Employ: Other	60%	(98)	40%	(65)	—	(0)	163
Military HH: Yes	51%	(204)	45%	(179)	3%	(14)	397
Military HH: No	49%	(877)	47%	(850)	4%	(76)	1803
RD/WT: Right Direction	47%	(349)	48%	(351)	5%	(38)	738
RD/WT: Wrong Track	50%	(732)	46%	(678)	4%	(52)	1462
Trump Job Approve	47%	(414)	48%	(430)	5%	(43)	888
Trump Job Disapprove	53%	(634)	44%	(531)	4%	(42)	1208

Continued on next page



**Table HRdem3\_4:** In general, what kind of fan do you consider yourself of the following?  
Television

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1081)	47%	(1029)	4%	(90)	2200
Trump Job Strongly Approve	45%	(197)	51%	(221)	4%	(19)	438
Trump Job Somewhat Approve	48%	(217)	46%	(209)	5%	(24)	450
Trump Job Somewhat Disapprove	48%	(127)	49%	(130)	2%	(6)	263
Trump Job Strongly Disapprove	54%	(507)	42%	(402)	4%	(36)	945
#1 Issue: Economy	49%	(326)	46%	(306)	5%	(30)	663
#1 Issue: Security	46%	(208)	50%	(225)	4%	(17)	451
#1 Issue: Health Care	52%	(164)	43%	(135)	6%	(18)	317
#1 Issue: Medicare / Social Security	55%	(167)	43%	(129)	2%	(5)	301
#1 Issue: Women's Issues	54%	(57)	43%	(45)	3%	(3)	104
#1 Issue: Education	40%	(52)	57%	(73)	3%	(3)	129
#1 Issue: Energy	49%	(51)	44%	(46)	7%	(8)	104
#1 Issue: Other	42%	(56)	54%	(70)	4%	(5)	131
2018 House Vote: Democrat	54%	(449)	42%	(354)	4%	(32)	835
2018 House Vote: Republican	45%	(336)	51%	(376)	4%	(30)	742
2018 House Vote: Someone else	43%	(42)	50%	(48)	7%	(7)	97
2018 House Vote: Didnt Vote	48%	(249)	48%	(248)	4%	(21)	519
2016 Vote: Hillary Clinton	54%	(373)	42%	(289)	3%	(23)	685
2016 Vote: Donald Trump	46%	(352)	50%	(388)	4%	(29)	769
2016 Vote: Someone else	41%	(80)	52%	(101)	6%	(12)	194
2016 Vote: Didnt Vote	50%	(275)	45%	(248)	5%	(26)	549
Voted in 2014: Yes	51%	(747)	46%	(674)	4%	(57)	1478
Voted in 2014: No	46%	(334)	49%	(355)	5%	(33)	722
2012 Vote: Barack Obama	55%	(472)	42%	(365)	3%	(24)	861
2012 Vote: Mitt Romney	44%	(267)	51%	(311)	5%	(30)	608
2012 Vote: Other	42%	(46)	50%	(56)	8%	(9)	110
2012 Vote: Didn't Vote	48%	(295)	48%	(297)	4%	(27)	620
4-Region: Northeast	48%	(187)	50%	(195)	3%	(11)	393
4-Region: Midwest	47%	(238)	49%	(246)	4%	(21)	505
4-Region: South	52%	(425)	45%	(367)	4%	(30)	821
4-Region: West	48%	(232)	46%	(221)	6%	(28)	481

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

**Table HRdem3\_5:** *In general, what kind of fan do you consider yourself of the following?*

*Music*

Demographic	An avid fan	A casual fan	Not a fan	Total N
Adults	49% (1088)	47% (1026)	4% (87)	2200
Gender: Male	50% (518)	45% (467)	4% (45)	1030
Gender: Female	49% (569)	48% (559)	4% (42)	1170
Age: 18-29	71% (277)	27% (107)	2% (7)	391
Age: 30-44	60% (295)	38% (187)	3% (13)	495
Age: 45-54	51% (197)	46% (177)	3% (13)	387
Age: 55-64	40% (167)	57% (235)	3% (13)	415
Age: 65+	30% (151)	62% (319)	8% (42)	512
Generation Z: 18-21	78% (106)	22% (30)	— (1)	136
Millennial: Age 22-37	63% (332)	34% (179)	3% (15)	526
Generation X: Age 38-53	55% (313)	42% (241)	3% (16)	570
Boomers: Age 54-72	37% (316)	59% (506)	5% (42)	864
PID: Dem (no lean)	51% (369)	46% (328)	3% (23)	721
PID: Ind (no lean)	52% (416)	46% (365)	2% (20)	801
PID: Rep (no lean)	45% (303)	49% (332)	6% (43)	679
PID/Gender: Dem Men	55% (167)	40% (122)	5% (17)	305
PID/Gender: Dem Women	49% (202)	50% (207)	2% (7)	415
PID/Gender: Ind Men	50% (189)	48% (181)	2% (9)	378
PID/Gender: Ind Women	54% (227)	44% (184)	3% (11)	422
PID/Gender: Rep Men	47% (162)	48% (165)	6% (19)	346
PID/Gender: Rep Women	42% (141)	50% (168)	7% (24)	333
Ideo: Liberal (1-3)	54% (337)	42% (262)	3% (21)	620
Ideo: Moderate (4)	50% (269)	47% (256)	3% (14)	538
Ideo: Conservative (5-7)	42% (332)	52% (407)	6% (47)	785
Educ: < College	52% (714)	45% (618)	4% (52)	1384
Educ: Bachelors degree	48% (248)	48% (249)	4% (23)	520
Educ: Post-grad	42% (125)	54% (159)	4% (12)	296

Continued on next page

**Table HRdem3\_5: In general, what kind of fan do you consider yourself of the following?**

*Music*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1088)	47%	(1026)	4%	(87)	2200
Income: Under 50k	50%	(557)	46%	(513)	4%	(45)	1115
Income: 50k-100k	49%	(366)	47%	(349)	3%	(25)	740
Income: 100k+	48%	(164)	48%	(164)	5%	(16)	344
Ethnicity: White	48%	(853)	48%	(851)	4%	(76)	1779
Ethnicity: Hispanic	56%	(119)	42%	(90)	2%	(4)	213
Ethnicity: Afr. Am.	57%	(158)	42%	(116)	2%	(5)	279
Ethnicity: Other	54%	(76)	42%	(59)	4%	(6)	142
Relig: Protestant	41%	(232)	53%	(298)	6%	(32)	562
Relig: Roman Catholic	45%	(196)	51%	(222)	5%	(20)	438
Relig: Something Else	54%	(124)	44%	(101)	2%	(5)	230
Relig: Evangelical	46%	(407)	50%	(436)	4%	(35)	878
Relig: Non-Evang. Catholics	41%	(146)	53%	(185)	6%	(21)	352
Relig: All Christian	45%	(552)	50%	(621)	5%	(57)	1230
Relig: All Non-Christian	57%	(124)	42%	(91)	1%	(3)	218
Community: Urban	55%	(271)	41%	(201)	4%	(20)	493
Community: Suburban	49%	(543)	47%	(529)	4%	(44)	1116
Community: Rural	46%	(273)	50%	(296)	4%	(23)	592
Employ: Private Sector	52%	(387)	44%	(328)	4%	(32)	747
Employ: Government	49%	(71)	47%	(68)	4%	(6)	145
Employ: Self-Employed	59%	(107)	39%	(71)	1%	(2)	180
Employ: Homemaker	50%	(72)	48%	(70)	2%	(3)	145
Employ: Student	73%	(64)	24%	(21)	2%	(2)	87
Employ: Retired	31%	(163)	62%	(331)	7%	(37)	531
Employ: Unemployed	57%	(115)	41%	(83)	2%	(5)	203
Employ: Other	66%	(108)	33%	(54)	1%	(1)	163
Military HH: Yes	40%	(161)	56%	(222)	4%	(14)	397
Military HH: No	51%	(927)	45%	(804)	4%	(72)	1803
RD/WT: Right Direction	47%	(346)	48%	(352)	5%	(40)	738
RD/WT: Wrong Track	51%	(742)	46%	(673)	3%	(47)	1462
Trump Job Approve	46%	(406)	49%	(432)	6%	(50)	888
Trump Job Disapprove	52%	(624)	46%	(550)	3%	(34)	1208

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**Table HRdem3\_5: In general, what kind of fan do you consider yourself of the following?**

Music

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	49%	(1088)	47%	(1026)	4%	(87)	2200
Trump Job Strongly Approve	42%	(185)	50%	(220)	7%	(33)	438
Trump Job Somewhat Approve	49%	(222)	47%	(212)	4%	(17)	450
Trump Job Somewhat Disapprove	48%	(127)	49%	(130)	2%	(6)	263
Trump Job Strongly Disapprove	53%	(497)	44%	(420)	3%	(28)	945
#1 Issue: Economy	54%	(355)	44%	(293)	2%	(15)	663
#1 Issue: Security	42%	(190)	52%	(233)	6%	(28)	451
#1 Issue: Health Care	52%	(165)	44%	(138)	4%	(14)	317
#1 Issue: Medicare / Social Security	37%	(111)	57%	(173)	6%	(17)	301
#1 Issue: Women's Issues	67%	(70)	29%	(31)	4%	(4)	104
#1 Issue: Education	59%	(76)	40%	(52)	1%	(1)	129
#1 Issue: Energy	58%	(60)	40%	(41)	3%	(3)	104
#1 Issue: Other	47%	(61)	50%	(65)	4%	(5)	131
2018 House Vote: Democrat	51%	(423)	46%	(384)	3%	(29)	835
2018 House Vote: Republican	42%	(313)	52%	(387)	6%	(42)	742
2018 House Vote: Someone else	54%	(52)	42%	(41)	4%	(4)	97
2018 House Vote: Didnt Vote	57%	(293)	41%	(213)	2%	(12)	519
2016 Vote: Hillary Clinton	49%	(339)	48%	(327)	3%	(19)	685
2016 Vote: Donald Trump	42%	(320)	53%	(406)	6%	(43)	769
2016 Vote: Someone else	52%	(101)	42%	(82)	6%	(11)	194
2016 Vote: Didnt Vote	59%	(326)	38%	(210)	2%	(13)	549
Voted in 2014: Yes	46%	(675)	50%	(735)	5%	(69)	1478
Voted in 2014: No	57%	(412)	40%	(291)	3%	(18)	722
2012 Vote: Barack Obama	50%	(428)	47%	(404)	3%	(29)	861
2012 Vote: Mitt Romney	39%	(240)	54%	(329)	6%	(39)	608
2012 Vote: Other	48%	(53)	46%	(50)	6%	(7)	110
2012 Vote: Didn't Vote	59%	(367)	39%	(242)	2%	(11)	620
4-Region: Northeast	51%	(199)	46%	(182)	3%	(12)	393
4-Region: Midwest	47%	(235)	50%	(254)	3%	(17)	505
4-Region: South	50%	(413)	46%	(378)	4%	(30)	821
4-Region: West	50%	(241)	44%	(211)	6%	(28)	481

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

**Table HRdem3\_6:** *In general, what kind of fan do you consider yourself of the following?*

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(283)	42%	(923)	45%	(995)	2200
Gender: Male	8%	(77)	31%	(316)	62%	(636)	1030
Gender: Female	18%	(205)	52%	(607)	31%	(358)	1170
Age: 18-29	23%	(91)	47%	(183)	30%	(118)	391
Age: 30-44	17%	(84)	41%	(204)	42%	(207)	495
Age: 45-54	14%	(53)	40%	(155)	46%	(179)	387
Age: 55-64	6%	(24)	45%	(185)	50%	(206)	415
Age: 65+	6%	(31)	38%	(196)	56%	(285)	512
Generation Z: 18-21	25%	(34)	44%	(60)	31%	(42)	136
Millennial: Age 22-37	20%	(104)	44%	(231)	36%	(191)	526
Generation X: Age 38-53	15%	(85)	42%	(237)	44%	(248)	570
Boomers: Age 54-72	6%	(52)	42%	(362)	52%	(449)	864
PID: Dem (no lean)	15%	(109)	48%	(347)	37%	(265)	721
PID: Ind (no lean)	13%	(100)	40%	(322)	47%	(379)	801
PID: Rep (no lean)	11%	(73)	37%	(254)	52%	(351)	679
PID/Gender: Dem Men	11%	(32)	40%	(123)	49%	(151)	305
PID/Gender: Dem Women	18%	(77)	54%	(224)	28%	(114)	415
PID/Gender: Ind Men	6%	(22)	29%	(110)	65%	(246)	378
PID/Gender: Ind Women	18%	(78)	50%	(212)	31%	(133)	422
PID/Gender: Rep Men	7%	(23)	24%	(84)	69%	(240)	346
PID/Gender: Rep Women	15%	(51)	51%	(171)	33%	(111)	333
Ideo: Liberal (1-3)	15%	(93)	45%	(280)	40%	(247)	620
Ideo: Moderate (4)	12%	(66)	43%	(229)	45%	(243)	538
Ideo: Conservative (5-7)	10%	(81)	37%	(291)	53%	(413)	785
Educ: < College	14%	(192)	42%	(576)	45%	(616)	1384
Educ: Bachelors degree	10%	(51)	44%	(230)	46%	(240)	520
Educ: Post-grad	14%	(40)	39%	(117)	47%	(139)	296

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**Table HRdem3\_6:** *In general, what kind of fan do you consider yourself of the following?*

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(283)	42%	(923)	45%	(995)	2200
Income: Under 50k	15%	(164)	43%	(479)	42%	(473)	1115
Income: 50k-100k	10%	(73)	41%	(307)	49%	(361)	740
Income: 100k+	13%	(46)	40%	(137)	47%	(161)	344
Ethnicity: White	10%	(174)	41%	(729)	49%	(877)	1779
Ethnicity: Hispanic	19%	(40)	48%	(102)	34%	(72)	213
Ethnicity: Afr. Am.	28%	(77)	48%	(135)	24%	(67)	279
Ethnicity: Other	23%	(32)	42%	(59)	36%	(51)	142
Relig: Protestant	10%	(54)	39%	(219)	51%	(289)	562
Relig: Roman Catholic	10%	(45)	45%	(196)	45%	(197)	438
Relig: Something Else	13%	(30)	50%	(115)	37%	(85)	230
Relig: Evangelical	9%	(83)	46%	(400)	45%	(395)	878
Relig: Non-Evang. Catholics	13%	(45)	37%	(130)	50%	(176)	352
Relig: All Christian	10%	(129)	43%	(530)	46%	(571)	1230
Relig: All Non-Christian	20%	(43)	44%	(96)	36%	(79)	218
Community: Urban	17%	(83)	46%	(225)	37%	(185)	493
Community: Suburban	12%	(132)	40%	(451)	48%	(533)	1116
Community: Rural	12%	(68)	42%	(246)	47%	(278)	592
Employ: Private Sector	13%	(97)	41%	(309)	46%	(341)	747
Employ: Government	10%	(14)	40%	(57)	51%	(74)	145
Employ: Self-Employed	20%	(37)	44%	(79)	36%	(64)	180
Employ: Homemaker	13%	(19)	55%	(80)	32%	(46)	145
Employ: Student	22%	(19)	38%	(33)	40%	(35)	87
Employ: Retired	6%	(31)	39%	(206)	55%	(293)	531
Employ: Unemployed	17%	(34)	46%	(94)	37%	(75)	203
Employ: Other	20%	(32)	40%	(65)	41%	(67)	163
Military HH: Yes	10%	(39)	40%	(159)	50%	(199)	397
Military HH: No	14%	(244)	42%	(764)	44%	(796)	1803
RD/WT: Right Direction	13%	(93)	40%	(293)	48%	(351)	738
RD/WT: Wrong Track	13%	(189)	43%	(630)	44%	(643)	1462
Trump Job Approve	10%	(87)	40%	(353)	50%	(448)	888
Trump Job Disapprove	15%	(175)	42%	(506)	44%	(527)	1208

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**Table HRdem3\_6:** In general, what kind of fan do you consider yourself of the following?

*Fashion*

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	13%	(283)	42%	(923)	45%	(995)	2200
Trump Job Strongly Approve	10%	(42)	37%	(162)	53%	(234)	438
Trump Job Somewhat Approve	10%	(45)	42%	(191)	48%	(214)	450
Trump Job Somewhat Disapprove	15%	(38)	41%	(107)	45%	(118)	263
Trump Job Strongly Disapprove	14%	(137)	42%	(399)	43%	(409)	945
#1 Issue: Economy	14%	(92)	42%	(277)	44%	(294)	663
#1 Issue: Security	9%	(41)	40%	(180)	51%	(230)	451
#1 Issue: Health Care	14%	(45)	43%	(138)	43%	(135)	317
#1 Issue: Medicare / Social Security	10%	(29)	40%	(121)	50%	(150)	301
#1 Issue: Women's Issues	19%	(20)	56%	(58)	25%	(26)	104
#1 Issue: Education	17%	(22)	36%	(46)	47%	(61)	129
#1 Issue: Energy	14%	(14)	42%	(44)	45%	(47)	104
#1 Issue: Other	15%	(19)	45%	(59)	40%	(52)	131
2018 House Vote: Democrat	14%	(117)	42%	(350)	44%	(368)	835
2018 House Vote: Republican	8%	(61)	38%	(285)	53%	(397)	742
2018 House Vote: Someone else	11%	(11)	45%	(44)	43%	(42)	97
2018 House Vote: Didnt Vote	18%	(93)	46%	(241)	36%	(185)	519
2016 Vote: Hillary Clinton	14%	(98)	44%	(299)	42%	(287)	685
2016 Vote: Donald Trump	9%	(69)	38%	(289)	53%	(410)	769
2016 Vote: Someone else	9%	(17)	41%	(79)	50%	(97)	194
2016 Vote: Didnt Vote	18%	(98)	46%	(252)	36%	(199)	549
Voted in 2014: Yes	11%	(167)	41%	(602)	48%	(709)	1478
Voted in 2014: No	16%	(115)	44%	(321)	40%	(285)	722
2012 Vote: Barack Obama	13%	(115)	46%	(394)	41%	(352)	861
2012 Vote: Mitt Romney	7%	(43)	34%	(205)	59%	(361)	608
2012 Vote: Other	13%	(14)	45%	(50)	42%	(47)	110
2012 Vote: Didn't Vote	18%	(111)	44%	(274)	38%	(234)	620
4-Region: Northeast	14%	(56)	45%	(175)	41%	(162)	393
4-Region: Midwest	10%	(53)	41%	(205)	49%	(247)	505
4-Region: South	14%	(113)	44%	(364)	42%	(345)	821
4-Region: West	13%	(61)	37%	(179)	50%	(241)	481

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

## Respondent Demographics Summary

### Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2200	100%
xdemGender	Gender: Male	1030	47%
	Gender: Female	1170	53%
	N	2200	
age5	Age: 18-29	391	18%
	Age: 30-44	495	23%
	Age: 45-54	387	18%
	Age: 55-64	415	19%
	Age: 65+	512	23%
	N	2200	
demAgeGeneration	Generation Z: 18-21	136	6%
	Millennial: Age 22-37	526	24%
	Generation X: Age 38-53	570	26%
	Boomers: Age 54-72	864	39%
	N	2096	
xpid3	PID: Dem (no lean)	721	33%
	PID: Ind (no lean)	801	36%
	PID: Rep (no lean)	679	31%
	N	2200	
xpidGender	PID/Gender: Dem Men	305	14%
	PID/Gender: Dem Women	415	19%
	PID/Gender: Ind Men	378	17%
	PID/Gender: Ind Women	422	19%
	PID/Gender: Rep Men	346	16%
	PID/Gender: Rep Women	333	15%
	N	2200	
xdemIdeo3	Ideo: Liberal (1-3)	620	28%
	Ideo: Moderate (4)	538	24%
	Ideo: Conservative (5-7)	785	36%
	N	1944	
xeduc3	Educ: < College	1384	63%
	Educ: Bachelors degree	520	24%
	Educ: Post-grad	296	13%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1115	51%
	Income: 50k-100k	740	34%
	Income: 100k+	344	16%
	N	2200	
xdemWhite	Ethnicity: White	1779	81%
xdemHispBin	Ethnicity: Hispanic	213	10%
demBlackBin	Ethnicity: Afr. Am.	279	13%
demRaceOther	Ethnicity: Other	142	6%
xrelNet	Relig: Protestant	562	26%
	Relig: Roman Catholic	438	20%
	Relig: Something Else	230	10%
	N	1230	
xreligion1	Relig: Jewish	41	2%
xreligion2	Relig: Evangelical	878	40%
	Relig: Non-Evang. Catholics	352	16%
	N	1230	
xreligion3	Relig: All Christian	1230	56%
	Relig: All Non-Christian	218	10%
	N	1448	
xdemUsr	Community: Urban	493	22%
	Community: Suburban	1116	51%
	Community: Rural	592	27%
	N	2200	
xdemEmploy	Employ: Private Sector	747	34%
	Employ: Government	145	7%
	Employ: Self-Employed	180	8%
	Employ: Homemaker	145	7%
	Employ: Student	87	4%
	Employ: Retired	531	24%
	Employ: Unemployed	203	9%
	Employ: Other	163	7%
	N	2200	
xdemMilHH1	Military HH: Yes	397	18%
	Military HH: No	1803	82%
	N	2200	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	738	34%
	RD/WT: Wrong Track	1462	66%
	N	2200	
Trump_Approve	Trump Job Approve	888	40%
	Trump Job Disapprove	1208	55%
	N	2096	
Trump_Approve2	Trump Job Strongly Approve	438	20%
	Trump Job Somewhat Approve	450	20%
	Trump Job Somewhat Disapprove	263	12%
	Trump Job Strongly Disapprove	945	43%
	N	2096	
xnr3	#1 Issue: Economy	663	30%
	#1 Issue: Security	451	20%
	#1 Issue: Health Care	317	14%
	#1 Issue: Medicare / Social Security	301	14%
	#1 Issue: Women's Issues	104	5%
	#1 Issue: Education	129	6%
	#1 Issue: Energy	104	5%
	#1 Issue: Other	131	6%
	N	2200	
xsubVote18O	2018 House Vote: Democrat	835	38%
	2018 House Vote: Republican	742	34%
	2018 House Vote: Someone else	97	4%
	2018 House Vote: Didnt Vote	519	24%
	N	2193	
xsubVote16O	2016 Vote: Hillary Clinton	685	31%
	2016 Vote: Donald Trump	769	35%
	2016 Vote: Someone else	194	9%
	2016 Vote: Didnt Vote	549	25%
	N	2196	
xsubVote14O	Voted in 2014: Yes	1478	67%
	Voted in 2014: No	722	33%
	N	2200	
xsubVote12O	2012 Vote: Barack Obama	861	39%
	2012 Vote: Mitt Romney	608	28%
	2012 Vote: Other	110	5%
	2012 Vote: Didn't Vote	620	28%
	N	2199	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	505	23%
	4-Region: South	821	37%
	4-Region: West	481	22%
	N	2200	

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

