



National Tracking Poll #190203  
February 01-03, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted from February 01-03, 2019, among a national sample of 2203 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.

# Table Index

1	<b>Table HR1_1:</b> <i>How much have you seen, read or heard about the each of the following? The 'Mani Cam,' a red carpet feature where celebrities would show off their manicures for award shows . . . . .</i>	4
2	<b>Table HR1_2:</b> <i>How much have you seen, read or heard about the each of the following? Model Kelleth Cuthbert, also known as the 'Fiji Water Girl,' who was photographed holding a platter of Fiji water at the Golden Globes . . . . .</i>	9
3	<b>Table HR2:</b> <i>About how often do you watch red carpet coverage before the awards show starts? . . . . .</i>	14
4	<b>Table HR3:</b> <i>Thinking about watching award show coverage on TV, which of the following statements is closest to your opinion even if neither is exactly right? . . . . .</i>	19
5	<b>Table HR4_1:</b> <i>Please indicated whether you agree or disagree with the following statements: I am interested in what women wear on the red carpet at awards shows . . . . .</i>	24
6	<b>Table HR4_2:</b> <i>Please indicated whether you agree or disagree with the following statements: I am interested in what men wear on the red carpet at awards shows . . . . .</i>	29
7	<b>Table HR5:</b> <i>Which of the following statements do you agree with more, even if neither is exactly right?</i>	34
8	<b>Table HR6:</b> <i>Do you agree or disagree that it is old fashioned to ask women what they're wearing on the red carpet? . . . . .</i>	39
9	<b>Table HR7_1:</b> <i>Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations: After seeing a celebrity wearing or using a certain brand on the red carpet or at an award show . . . . .</i>	44
10	<b>Table HR7_2:</b> <i>Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations: After seeing a celebrity wearing or using a certain brand in a paparazzi photo . . . . .</i>	49
11	<b>Table HR8_1:</b> <i>Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations: After a celebrity wears a certain brand on the red carpet or at an award show . . . . .</i>	54
12	<b>Table HR8_2:</b> <i>Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations: After a celebrity uses a certain product on the red carpet or at an award show . . . . .</i>	59
13	<b>Table HR8_3:</b> <i>Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations: After a celebrity is seen wearing a certain brand in a paparazzi photo . . . . .</i>	64
14	<b>Table HR8_4:</b> <i>Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations: After a celebrity is seen using a certain product in a paparazzi photo . . . . .</i>	69
15	<b>Table HR9:</b> <i>Which of the following statements do you agree with more, even if neither is exactly right?</i>	74

16	<b>Table HR10_1:</b> <i>Please indicated whether you agree or disagree with the following statements: The government should be allowed to regulate the activities of paparazzi photographers . . . . .</i>	79
17	<b>Table HR10_2:</b> <i>Please indicated whether you agree or disagree with the following statements: It is up to the editors of each tabloid newspaper and magazine not to buy photographs from the paparazzi when they behave in irresponsible ways . . . . .</i>	84
18	<b>Table HR10_3:</b> <i>Please indicated whether you agree or disagree with the following statements: Main stream media is different from paparazzi . . . . .</i>	89
19	<b>Table HR10_4:</b> <i>Please indicated whether you agree or disagree with the following statements: Paparazzi photographers generally act responsibly and civilly . . . . .</i>	94
20	<b>Summary Statistics of Survey Respondent Demographics . . . . .</b>	99

## Crosstabulation Results by Respondent Demographics

**Table HR1\_1:** How much have you seen, read or heard about the each of the following?  
The 'Mani Cam,' a red carpet feature where celebrities would show off their manicures for award shows

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(93)	8%	(173)	12%	(274)	75%	(1663)	2203
Gender: Male	4%	(41)	7%	(75)	13%	(134)	76%	(780)	1031
Gender: Female	4%	(52)	8%	(97)	12%	(140)	75%	(882)	1172
Age: 18-29	9%	(36)	12%	(51)	16%	(65)	63%	(260)	411
Age: 30-44	7%	(33)	12%	(56)	15%	(72)	66%	(317)	477
Age: 45-54	3%	(11)	7%	(25)	13%	(50)	77%	(293)	379
Age: 55-64	2%	(8)	6%	(25)	11%	(46)	81%	(344)	423
Age: 65+	1%	(5)	3%	(15)	8%	(42)	88%	(450)	513
Generation Z: 18-21	9%	(15)	14%	(25)	17%	(29)	61%	(107)	176
Millennial: Age 22-37	8%	(39)	12%	(60)	14%	(69)	66%	(319)	487
Generation X: Age 38-53	4%	(25)	7%	(41)	15%	(82)	73%	(406)	555
Boomers: Age 54-72	2%	(13)	5%	(40)	10%	(85)	84%	(702)	841
PID: Dem (no lean)	5%	(38)	11%	(80)	13%	(94)	71%	(520)	732
PID: Ind (no lean)	4%	(32)	6%	(48)	13%	(107)	77%	(636)	822
PID: Rep (no lean)	4%	(24)	7%	(45)	11%	(73)	78%	(507)	649
PID/Gender: Dem Men	4%	(14)	11%	(34)	15%	(49)	70%	(226)	323
PID/Gender: Dem Women	6%	(23)	11%	(46)	11%	(45)	72%	(294)	409
PID/Gender: Ind Men	3%	(12)	5%	(19)	12%	(45)	80%	(294)	369
PID/Gender: Ind Women	4%	(20)	6%	(29)	14%	(62)	75%	(343)	454
PID/Gender: Rep Men	5%	(15)	7%	(22)	12%	(40)	77%	(261)	339
PID/Gender: Rep Women	3%	(8)	7%	(22)	11%	(33)	79%	(246)	309
Ideo: Liberal (1-3)	7%	(47)	12%	(80)	13%	(86)	68%	(456)	668
Ideo: Moderate (4)	3%	(14)	8%	(36)	13%	(61)	76%	(359)	470
Ideo: Conservative (5-7)	3%	(23)	5%	(38)	11%	(80)	81%	(609)	749
Educ: < College	5%	(64)	8%	(107)	14%	(190)	74%	(1024)	1386
Educ: Bachelors degree	3%	(16)	8%	(42)	11%	(56)	78%	(407)	521
Educ: Post-grad	4%	(12)	8%	(24)	10%	(29)	78%	(231)	296

Continued on next page

**Table HR1\_1: How much have you seen, read or heard about the each of the following?**  
*The 'Mani Cam,' a red carpet feature where celebrities would show off their manicures for award shows*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(93)	8%	(173)	12%	(274)	75%	(1663)	2203
Income: Under 50k	5%	(59)	9%	(102)	13%	(160)	73%	(873)	1194
Income: 50k-100k	2%	(17)	8%	(53)	12%	(84)	77%	(526)	680
Income: 100k+	5%	(17)	6%	(18)	9%	(30)	80%	(264)	329
Ethnicity: White	3%	(56)	7%	(126)	11%	(199)	79%	(1401)	1782
Ethnicity: Hispanic	8%	(17)	14%	(29)	15%	(33)	63%	(134)	213
Ethnicity: Afr. Am.	9%	(26)	12%	(33)	18%	(50)	61%	(170)	279
Ethnicity: Other	7%	(10)	10%	(14)	18%	(26)	65%	(92)	142
Relig: Protestant	3%	(14)	4%	(21)	11%	(59)	82%	(429)	523
Relig: Roman Catholic	3%	(12)	12%	(49)	9%	(36)	76%	(300)	397
Relig: Something Else	3%	(6)	7%	(15)	11%	(25)	79%	(174)	219
Relig: Jewish	9%	(5)	5%	(3)	5%	(3)	81%	(47)	58
Relig: Evangelical	2%	(20)	8%	(64)	10%	(82)	80%	(663)	830
Relig: Non-Evang. Catholics	4%	(11)	7%	(20)	12%	(37)	78%	(240)	309
Relig: All Christian	3%	(32)	7%	(85)	10%	(119)	79%	(904)	1140
Relig: All Non-Christian	5%	(13)	10%	(26)	17%	(45)	67%	(174)	258
Community: Urban	5%	(27)	10%	(55)	13%	(71)	71%	(378)	532
Community: Suburban	4%	(46)	8%	(88)	12%	(131)	75%	(793)	1058
Community: Rural	3%	(20)	5%	(30)	12%	(72)	80%	(492)	614
Employ: Private Sector	4%	(28)	9%	(64)	11%	(72)	76%	(513)	678
Employ: Government	6%	(9)	7%	(11)	10%	(17)	77%	(123)	160
Employ: Self-Employed	5%	(11)	7%	(14)	12%	(25)	76%	(158)	208
Employ: Homemaker	3%	(4)	9%	(10)	14%	(17)	74%	(86)	117
Employ: Student	8%	(8)	13%	(12)	18%	(17)	61%	(59)	96
Employ: Retired	1%	(6)	4%	(23)	9%	(46)	86%	(444)	520
Employ: Unemployed	4%	(9)	6%	(12)	18%	(36)	71%	(139)	196
Employ: Other	8%	(18)	12%	(27)	19%	(44)	61%	(139)	228
Military HH: Yes	3%	(15)	6%	(24)	13%	(55)	78%	(338)	432
Military HH: No	4%	(78)	8%	(149)	12%	(219)	75%	(1325)	1771
RD/WT: Right Direction	4%	(33)	7%	(53)	12%	(89)	76%	(569)	744
RD/WT: Wrong Track	4%	(60)	8%	(120)	13%	(185)	75%	(1094)	1459

Continued on next page

**Table HR1\_1: How much have you seen, read or heard about the each of the following?**  
*The 'Mani Cam,' a red carpet feature where celebrities would show off their manicures for award shows*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(93)	8%	(173)	12%	(274)	75%	(1663)	2203
Trump Job Approve	3%	(30)	6%	(53)	12%	(104)	79%	(683)	870
Trump Job Disapprove	5%	(60)	9%	(115)	13%	(158)	73%	(894)	1227
Trump Job Strongly Approve	4%	(17)	6%	(25)	13%	(56)	78%	(342)	439
Trump Job Somewhat Approve	3%	(13)	7%	(28)	11%	(48)	79%	(342)	430
Trump Job Somewhat Disapprove	4%	(10)	9%	(25)	15%	(40)	72%	(191)	265
Trump Job Strongly Disapprove	5%	(50)	9%	(90)	12%	(118)	73%	(703)	962
#1 Issue: Economy	5%	(30)	9%	(56)	13%	(78)	73%	(447)	612
#1 Issue: Security	3%	(16)	5%	(26)	11%	(54)	80%	(385)	480
#1 Issue: Health Care	2%	(6)	9%	(24)	13%	(36)	76%	(205)	270
#1 Issue: Medicare / Social Security	3%	(11)	6%	(20)	10%	(32)	80%	(257)	319
#1 Issue: Women's Issues	10%	(13)	16%	(22)	10%	(14)	65%	(88)	137
#1 Issue: Education	4%	(6)	9%	(13)	17%	(25)	69%	(100)	145
#1 Issue: Energy	6%	(6)	8%	(8)	12%	(12)	73%	(71)	97
#1 Issue: Other	4%	(5)	3%	(5)	17%	(24)	76%	(109)	143
2018 House Vote: Democrat	5%	(40)	8%	(70)	13%	(104)	74%	(619)	833
2018 House Vote: Republican	3%	(19)	6%	(45)	12%	(82)	79%	(560)	706
2018 House Vote: Someone else	5%	(7)	4%	(5)	14%	(17)	76%	(91)	120
2018 House Vote: Didn't Vote	5%	(27)	10%	(52)	13%	(71)	72%	(392)	543
2016 Vote: Hillary Clinton	5%	(33)	9%	(69)	13%	(96)	73%	(534)	731
2016 Vote: Donald Trump	2%	(17)	5%	(37)	10%	(74)	82%	(581)	709
2016 Vote: Someone else	5%	(9)	6%	(12)	13%	(26)	76%	(145)	192
2016 Vote: Didn't Vote	6%	(33)	9%	(53)	14%	(79)	71%	(402)	568
Voted in 2014: Yes	4%	(52)	7%	(100)	12%	(168)	78%	(1120)	1440
Voted in 2014: No	5%	(41)	10%	(73)	14%	(106)	71%	(543)	763
2012 Vote: Barack Obama	5%	(42)	8%	(73)	14%	(125)	74%	(675)	915
2012 Vote: Mitt Romney	2%	(12)	5%	(26)	8%	(40)	84%	(424)	503
2012 Vote: Other	—	(0)	6%	(6)	15%	(16)	79%	(87)	110
2012 Vote: Didn't Vote	6%	(39)	10%	(67)	14%	(93)	70%	(476)	675

Continued on next page

**Table HR1\_1:** How much have you seen, read or heard about the each of the following?  
 The 'Mani Cam,' a red carpet feature where celebrities would show off their manicures for award shows

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(93)	8%	(173)	12%	(274)	75%	(1663)	2203
4-Region: Northeast	5%	(19)	6%	(23)	12%	(49)	77%	(302)	393
4-Region: Midwest	5%	(25)	7%	(36)	11%	(53)	77%	(392)	506
4-Region: South	4%	(36)	9%	(74)	15%	(127)	71%	(585)	823
4-Region: West	3%	(14)	8%	(39)	9%	(45)	80%	(384)	481
TV shows: Every day	5%	(55)	8%	(89)	14%	(151)	73%	(793)	1088
TV shows: Several times per week	3%	(17)	9%	(44)	11%	(55)	77%	(395)	510
TV shows: About once per week	2%	(3)	7%	(10)	16%	(22)	74%	(97)	132
TV shows: Several times per month	4%	(5)	7%	(8)	18%	(21)	71%	(85)	120
TV shows: About once per month	3%	(2)	12%	(6)	4%	(2)	80%	(40)	50
TV shows: Less often than once per month	3%	(3)	5%	(4)	7%	(6)	85%	(75)	88
TV shows: Never	4%	(8)	5%	(12)	8%	(17)	83%	(177)	214
Movies: Every day	10%	(41)	10%	(40)	15%	(63)	65%	(266)	410
Movies: Several times per week	3%	(14)	9%	(47)	14%	(76)	75%	(410)	547
Movies: About once per week	3%	(10)	9%	(33)	14%	(48)	74%	(262)	352
Movies: Several times per month	3%	(9)	6%	(18)	11%	(32)	79%	(225)	284
Movies: About once per month	4%	(8)	7%	(13)	10%	(20)	80%	(158)	198
Movies: Less often than once per month	4%	(7)	3%	(7)	11%	(22)	82%	(164)	200
Movies: Never	2%	(5)	7%	(15)	7%	(15)	84%	(178)	213
Sporting events: Every day	8%	(12)	15%	(22)	16%	(24)	61%	(89)	147
Sporting events: Several times per week	5%	(17)	8%	(25)	12%	(39)	75%	(246)	327
Sporting events: About once per week	5%	(16)	8%	(27)	15%	(50)	72%	(245)	338
Sporting events: Several times per month	3%	(6)	7%	(12)	19%	(36)	71%	(133)	187
Sporting events: About once per month	4%	(7)	9%	(15)	14%	(23)	72%	(116)	161
Sporting events: Less often than once per month	5%	(17)	7%	(23)	11%	(35)	77%	(255)	329
Sporting events: Never	3%	(18)	7%	(49)	10%	(68)	81%	(578)	714
Cable television: I currently subscribe	5%	(57)	8%	(90)	13%	(153)	74%	(838)	1138
Cable television: I subscribed in the past	3%	(23)	8%	(57)	11%	(81)	78%	(569)	731
Cable television: I have never subscribed	4%	(13)	8%	(26)	12%	(40)	76%	(255)	334
Satellite television: I currently subscribe	5%	(27)	10%	(51)	16%	(79)	69%	(349)	507
Satellite television: I subscribed in the past	5%	(34)	7%	(47)	13%	(80)	75%	(475)	637
Satellite television: I have never subscribed	3%	(31)	7%	(74)	11%	(115)	79%	(839)	1059

Continued on next page

**Table HR1\_1: How much have you seen, read or heard about the each of the following?**  
The 'Mani Cam,' a red carpet feature where celebrities would show off their manicures for award shows

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	4%	(93)	8%	(173)	12%	(274)	75%	(1663)	2203
Streaming service: I currently subscribe	5%	(60)	8%	(109)	12%	(159)	75%	(992)	1320
Streaming service: I subscribed in the past	8%	(18)	12%	(29)	18%	(43)	62%	(145)	234
Streaming service: I have never subscribed	2%	(15)	5%	(36)	11%	(72)	81%	(526)	649
Film: An avid fan	8%	(54)	11%	(75)	14%	(99)	68%	(478)	707
Film: A casual fan	3%	(34)	7%	(87)	13%	(153)	77%	(941)	1215
Film: Not a fan	1%	(2)	3%	(8)	7%	(19)	89%	(235)	264
Television: An avid fan	6%	(64)	10%	(101)	15%	(156)	69%	(723)	1043
Television: A casual fan	2%	(23)	6%	(61)	11%	(104)	81%	(786)	975
Television: Not a fan	1%	(2)	6%	(10)	7%	(11)	86%	(145)	168
Music: An avid fan	6%	(65)	9%	(101)	15%	(161)	70%	(749)	1075
Music: A casual fan	2%	(24)	7%	(66)	10%	(101)	80%	(783)	973
Music: Not a fan	1%	(2)	5%	(7)	7%	(10)	87%	(125)	144
Fashion: An avid fan	15%	(43)	17%	(50)	20%	(60)	49%	(145)	299
Fashion: A casual fan	4%	(33)	9%	(79)	15%	(126)	72%	(603)	840
Fashion: Not a fan	1%	(14)	4%	(42)	8%	(83)	87%	(907)	1046

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\_2:** How much have you seen, read or heard about the each of the following?*Model Kelleth Cuthbert, also known as the 'Fiji Water Girl,' who was photographed holding a platter of Fiji water at the Golden Globes*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	18%	(388)	16%	(344)	60%	(1316)	2203
Gender: Male	6%	(63)	17%	(179)	18%	(183)	59%	(607)	1031
Gender: Female	8%	(92)	18%	(209)	14%	(162)	61%	(710)	1172
Age: 18-29	9%	(38)	15%	(60)	20%	(82)	56%	(230)	411
Age: 30-44	9%	(45)	20%	(97)	15%	(73)	55%	(262)	477
Age: 45-54	7%	(27)	16%	(60)	16%	(60)	61%	(232)	379
Age: 55-64	7%	(30)	16%	(69)	17%	(73)	60%	(252)	423
Age: 65+	3%	(14)	20%	(101)	11%	(56)	66%	(340)	513
Generation Z: 18-21	8%	(14)	17%	(30)	20%	(36)	54%	(96)	176
Millennial: Age 22-37	10%	(48)	17%	(82)	17%	(84)	56%	(273)	487
Generation X: Age 38-53	8%	(42)	17%	(92)	16%	(91)	59%	(330)	555
Boomers: Age 54-72	6%	(48)	20%	(167)	14%	(115)	61%	(510)	841
PID: Dem (no lean)	10%	(70)	21%	(152)	16%	(114)	54%	(396)	732
PID: Ind (no lean)	6%	(47)	15%	(124)	17%	(137)	63%	(514)	822
PID: Rep (no lean)	6%	(37)	17%	(112)	14%	(94)	63%	(405)	649
PID/Gender: Dem Men	9%	(29)	20%	(66)	18%	(59)	52%	(169)	323
PID/Gender: Dem Women	10%	(41)	21%	(86)	13%	(55)	56%	(228)	409
PID/Gender: Ind Men	4%	(16)	12%	(45)	18%	(66)	65%	(242)	369
PID/Gender: Ind Women	7%	(31)	17%	(79)	16%	(71)	60%	(273)	454
PID/Gender: Rep Men	5%	(17)	20%	(68)	17%	(58)	58%	(196)	339
PID/Gender: Rep Women	6%	(20)	14%	(45)	12%	(36)	68%	(209)	309
Ideo: Liberal (1-3)	9%	(59)	25%	(166)	16%	(108)	50%	(336)	668
Ideo: Moderate (4)	8%	(39)	17%	(79)	16%	(75)	59%	(277)	470
Ideo: Conservative (5-7)	5%	(40)	16%	(118)	15%	(111)	64%	(481)	749
Educ: < College	7%	(99)	16%	(215)	16%	(220)	61%	(852)	1386
Educ: Bachelors degree	6%	(32)	22%	(116)	17%	(89)	55%	(285)	521
Educ: Post-grad	8%	(24)	19%	(57)	12%	(36)	61%	(180)	296

Continued on next page

**Table HR1\_2: How much have you seen, read or heard about the each of the following?**  
*Model Kelleth Cuthbert, also known as the 'Fiji Water Girl,' who was photographed holding a platter of Fiji water at the Golden Globes*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	18%	(388)	16%	(344)	60%	(1316)	2203
Income: Under 50k	7%	(82)	16%	(188)	16%	(196)	61%	(727)	1194
Income: 50k-100k	6%	(40)	21%	(140)	15%	(100)	59%	(400)	680
Income: 100k+	10%	(31)	18%	(60)	15%	(48)	58%	(189)	329
Ethnicity: White	6%	(113)	17%	(308)	14%	(256)	62%	(1104)	1782
Ethnicity: Hispanic	7%	(15)	19%	(41)	19%	(41)	54%	(116)	213
Ethnicity: Afr. Am.	11%	(32)	20%	(57)	20%	(56)	48%	(134)	279
Ethnicity: Other	7%	(9)	16%	(23)	22%	(32)	55%	(78)	142
Relig: Protestant	7%	(37)	19%	(100)	14%	(72)	60%	(315)	523
Relig: Roman Catholic	7%	(29)	20%	(79)	12%	(47)	61%	(243)	397
Relig: Something Else	7%	(15)	18%	(39)	13%	(29)	62%	(137)	219
Relig: Jewish	3%	(2)	22%	(12)	12%	(7)	63%	(36)	58
Relig: Evangelical	7%	(62)	20%	(163)	13%	(105)	60%	(500)	830
Relig: Non-Evang. Catholics	6%	(19)	17%	(53)	14%	(43)	63%	(194)	309
Relig: All Christian	7%	(81)	19%	(217)	13%	(148)	61%	(694)	1140
Relig: All Non-Christian	7%	(19)	12%	(31)	16%	(43)	64%	(166)	258
Community: Urban	8%	(41)	20%	(104)	17%	(89)	56%	(297)	532
Community: Suburban	7%	(79)	19%	(198)	15%	(157)	59%	(624)	1058
Community: Rural	6%	(34)	14%	(86)	16%	(98)	64%	(396)	614
Employ: Private Sector	8%	(56)	20%	(138)	16%	(106)	56%	(378)	678
Employ: Government	4%	(6)	14%	(23)	21%	(34)	61%	(97)	160
Employ: Self-Employed	9%	(19)	16%	(33)	18%	(38)	57%	(119)	208
Employ: Homemaker	11%	(12)	18%	(21)	15%	(18)	57%	(66)	117
Employ: Student	8%	(8)	20%	(20)	16%	(15)	56%	(54)	96
Employ: Retired	4%	(21)	20%	(103)	11%	(56)	65%	(340)	520
Employ: Unemployed	7%	(14)	8%	(16)	19%	(37)	66%	(130)	196
Employ: Other	8%	(19)	15%	(34)	18%	(41)	58%	(133)	228
Military HH: Yes	4%	(19)	17%	(72)	16%	(69)	63%	(272)	432
Military HH: No	8%	(135)	18%	(316)	16%	(275)	59%	(1044)	1771
RD/WT: Right Direction	6%	(42)	16%	(118)	15%	(110)	64%	(475)	744
RD/WT: Wrong Track	8%	(113)	19%	(270)	16%	(235)	58%	(842)	1459

Continued on next page

**Table HR1\_2:** How much have you seen, read or heard about the each of the following?*Model Kelleth Cuthbert, also known as the 'Fiji Water Girl,' who was photographed holding a platter of Fiji water at the Golden Globes*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	18%	(388)	16%	(344)	60%	(1316)	2203
Trump Job Approve	6%	(49)	16%	(138)	15%	(128)	64%	(554)	870
Trump Job Disapprove	8%	(103)	20%	(244)	16%	(197)	56%	(683)	1227
Trump Job Strongly Approve	5%	(22)	16%	(70)	13%	(56)	67%	(292)	439
Trump Job Somewhat Approve	6%	(28)	16%	(69)	17%	(72)	61%	(262)	430
Trump Job Somewhat Disapprove	7%	(19)	17%	(44)	15%	(40)	61%	(163)	265
Trump Job Strongly Disapprove	9%	(84)	21%	(200)	16%	(158)	54%	(520)	962
#1 Issue: Economy	9%	(56)	19%	(115)	16%	(96)	57%	(346)	612
#1 Issue: Security	5%	(25)	18%	(88)	12%	(58)	64%	(309)	480
#1 Issue: Health Care	6%	(17)	16%	(44)	18%	(50)	59%	(160)	270
#1 Issue: Medicare / Social Security	6%	(20)	19%	(60)	13%	(42)	62%	(197)	319
#1 Issue: Women's Issues	7%	(10)	19%	(26)	16%	(22)	57%	(78)	137
#1 Issue: Education	7%	(11)	17%	(24)	18%	(25)	58%	(85)	145
#1 Issue: Energy	7%	(7)	12%	(12)	22%	(21)	59%	(58)	97
#1 Issue: Other	7%	(10)	13%	(19)	21%	(30)	59%	(85)	143
2018 House Vote: Democrat	10%	(82)	21%	(175)	16%	(132)	53%	(444)	833
2018 House Vote: Republican	5%	(35)	17%	(123)	15%	(105)	63%	(443)	706
2018 House Vote: Someone else	4%	(4)	14%	(17)	20%	(24)	62%	(74)	120
2018 House Vote: Didnt Vote	6%	(32)	13%	(73)	15%	(83)	65%	(355)	543
2016 Vote: Hillary Clinton	9%	(66)	21%	(157)	16%	(119)	53%	(390)	731
2016 Vote: Donald Trump	4%	(30)	17%	(124)	14%	(100)	64%	(455)	709
2016 Vote: Someone else	7%	(14)	14%	(28)	18%	(35)	60%	(115)	192
2016 Vote: Didnt Vote	8%	(44)	14%	(79)	16%	(89)	63%	(355)	568
Voted in 2014: Yes	7%	(98)	19%	(280)	15%	(219)	58%	(842)	1440
Voted in 2014: No	7%	(56)	14%	(107)	16%	(125)	62%	(474)	763
2012 Vote: Barack Obama	8%	(78)	20%	(184)	16%	(148)	55%	(505)	915
2012 Vote: Mitt Romney	4%	(22)	17%	(87)	12%	(62)	66%	(331)	503
2012 Vote: Other	3%	(3)	16%	(18)	17%	(19)	63%	(69)	110
2012 Vote: Didn't Vote	8%	(51)	15%	(99)	17%	(115)	61%	(411)	675

Continued on next page

**Table HR1\_2: How much have you seen, read or heard about the each of the following?**  
*Model Kelleth Cuthbert, also known as the 'Fiji Water Girl,' who was photographed holding a platter of Fiji water at the Golden Globes*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	18%	(388)	16%	(344)	60%	(1316)	2203
4-Region: Northeast	8%	(30)	17%	(66)	15%	(58)	61%	(239)	393
4-Region: Midwest	9%	(44)	17%	(86)	15%	(74)	60%	(302)	506
4-Region: South	6%	(53)	19%	(156)	18%	(147)	57%	(466)	823
4-Region: West	6%	(27)	17%	(80)	14%	(66)	64%	(308)	481
TV shows: Every day	8%	(90)	19%	(206)	17%	(180)	56%	(612)	1088
TV shows: Several times per week	7%	(34)	20%	(103)	16%	(80)	57%	(293)	510
TV shows: About once per week	5%	(7)	20%	(27)	17%	(23)	57%	(76)	132
TV shows: Several times per month	7%	(9)	16%	(19)	16%	(20)	60%	(72)	120
TV shows: About once per month	5%	(3)	15%	(8)	11%	(5)	69%	(34)	50
TV shows: Less often than once per month	6%	(5)	14%	(12)	19%	(17)	61%	(54)	88
TV shows: Never	3%	(6)	6%	(13)	9%	(20)	82%	(175)	214
Movies: Every day	11%	(45)	17%	(68)	17%	(68)	56%	(228)	410
Movies: Several times per week	7%	(40)	21%	(116)	16%	(89)	55%	(302)	547
Movies: About once per week	6%	(22)	19%	(67)	18%	(65)	56%	(199)	352
Movies: Several times per month	7%	(20)	19%	(54)	16%	(45)	58%	(165)	284
Movies: About once per month	5%	(10)	18%	(35)	16%	(32)	61%	(121)	198
Movies: Less often than once per month	5%	(11)	14%	(28)	14%	(29)	66%	(132)	200
Movies: Never	3%	(7)	9%	(20)	8%	(17)	79%	(169)	213
Sporting events: Every day	10%	(15)	17%	(24)	25%	(37)	49%	(72)	147
Sporting events: Several times per week	9%	(29)	23%	(75)	16%	(54)	52%	(169)	327
Sporting events: About once per week	8%	(25)	24%	(82)	18%	(62)	50%	(169)	338
Sporting events: Several times per month	7%	(13)	14%	(25)	19%	(35)	61%	(113)	187
Sporting events: About once per month	6%	(9)	17%	(27)	18%	(29)	60%	(97)	161
Sporting events: Less often than once per month	7%	(23)	19%	(61)	14%	(46)	60%	(198)	329
Sporting events: Never	5%	(39)	13%	(94)	11%	(82)	70%	(498)	714
Cable television: I currently subscribe	9%	(98)	19%	(213)	14%	(161)	58%	(665)	1138
Cable television: I subscribed in the past	6%	(44)	17%	(125)	17%	(124)	60%	(438)	731
Cable television: I have never subscribed	4%	(12)	15%	(50)	18%	(59)	64%	(213)	334
Satellite television: I currently subscribe	11%	(55)	20%	(102)	17%	(88)	52%	(262)	507
Satellite television: I subscribed in the past	7%	(43)	14%	(87)	16%	(105)	63%	(403)	637
Satellite television: I have never subscribed	5%	(56)	19%	(199)	14%	(152)	62%	(652)	1059

Continued on next page

**Table HR1\_2:** How much have you seen, read or heard about the each of the following?*Model Kelleth Cuthbert, also known as the 'Fiji Water Girl,' who was photographed holding a platter of Fiji water at the Golden Globes*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	7%	(154)	18%	(388)	16%	(344)	60%	(1316)	2203
Streaming service: I currently subscribe	8%	(100)	19%	(252)	14%	(187)	59%	(781)	1320
Streaming service: I subscribed in the past	9%	(20)	18%	(42)	26%	(62)	47%	(111)	234
Streaming service: I have never subscribed	5%	(34)	15%	(95)	15%	(96)	65%	(425)	649
Film: An avid fan	11%	(76)	22%	(156)	17%	(119)	50%	(356)	707
Film: A casual fan	5%	(63)	17%	(210)	16%	(190)	62%	(752)	1215
Film: Not a fan	5%	(14)	8%	(20)	11%	(29)	76%	(201)	264
Television: An avid fan	10%	(107)	19%	(203)	17%	(180)	53%	(554)	1043
Television: A casual fan	4%	(43)	18%	(176)	14%	(137)	63%	(618)	975
Television: Not a fan	2%	(3)	6%	(9)	11%	(18)	82%	(138)	168
Music: An avid fan	9%	(98)	18%	(192)	16%	(173)	57%	(612)	1075
Music: A casual fan	5%	(52)	19%	(183)	15%	(149)	61%	(590)	973
Music: Not a fan	2%	(3)	9%	(13)	12%	(17)	78%	(111)	144
Fashion: An avid fan	17%	(50)	19%	(58)	21%	(64)	42%	(127)	299
Fashion: A casual fan	8%	(70)	19%	(162)	15%	(127)	57%	(481)	840
Fashion: Not a fan	3%	(31)	16%	(165)	14%	(145)	67%	(704)	1046

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: About how often do you watch red carpet coverage before the awards show starts?**

Demographic	Never	Rarely	Sometimes	Often	Always	Don't know / No opinion	Total N
Adults	44% (967)	25% (560)	20% (436)	4% (80)	2% (40)	5% (120)	2203
Gender: Male	53% (544)	21% (215)	16% (169)	2% (24)	2% (17)	6% (61)	1031
Gender: Female	36% (423)	29% (344)	23% (267)	5% (56)	2% (22)	5% (59)	1172
Age: 18-29	41% (167)	22% (90)	16% (67)	6% (24)	3% (12)	12% (51)	411
Age: 30-44	40% (192)	24% (112)	23% (109)	5% (22)	3% (12)	6% (29)	477
Age: 45-54	42% (160)	28% (107)	21% (81)	2% (9)	2% (8)	4% (15)	379
Age: 55-64	47% (199)	29% (121)	17% (72)	4% (16)	1% (4)	3% (12)	423
Age: 65+	49% (249)	25% (129)	21% (108)	2% (8)	1% (4)	3% (14)	513
Generation Z: 18-21	35% (62)	21% (37)	18% (31)	9% (15)	2% (4)	15% (27)	176
Millennial: Age 22-37	42% (203)	24% (116)	18% (89)	4% (19)	3% (15)	9% (45)	487
Generation X: Age 38-53	43% (237)	26% (144)	22% (121)	4% (22)	2% (9)	4% (22)	555
Boomers: Age 54-72	46% (389)	27% (228)	20% (171)	3% (24)	1% (10)	2% (20)	841
PID: Dem (no lean)	32% (236)	26% (187)	28% (206)	5% (39)	3% (20)	6% (44)	732
PID: Ind (no lean)	48% (398)	25% (206)	16% (132)	3% (23)	1% (9)	6% (53)	822
PID: Rep (no lean)	51% (332)	26% (166)	15% (99)	3% (18)	2% (11)	4% (23)	649
PID/Gender: Dem Men	39% (126)	21% (69)	25% (82)	3% (11)	3% (9)	8% (26)	323
PID/Gender: Dem Women	27% (110)	29% (118)	30% (124)	7% (28)	3% (11)	4% (18)	409
PID/Gender: Ind Men	60% (221)	20% (75)	10% (37)	2% (6)	1% (3)	8% (28)	369
PID/Gender: Ind Women	39% (177)	29% (131)	21% (95)	4% (18)	1% (7)	6% (26)	454
PID/Gender: Rep Men	58% (196)	21% (71)	15% (51)	2% (8)	2% (6)	2% (7)	339
PID/Gender: Rep Women	44% (136)	31% (95)	15% (48)	3% (10)	2% (5)	5% (16)	309
Ideo: Liberal (1-3)	33% (221)	28% (185)	27% (177)	6% (37)	2% (14)	5% (34)	668
Ideo: Moderate (4)	39% (184)	28% (134)	23% (110)	2% (11)	3% (12)	4% (19)	470
Ideo: Conservative (5-7)	55% (409)	24% (178)	13% (99)	3% (24)	2% (12)	4% (28)	749
Educ: < College	45% (620)	24% (327)	19% (270)	3% (44)	2% (22)	7% (103)	1386
Educ: Bachelors degree	43% (223)	28% (147)	20% (105)	5% (24)	2% (10)	2% (12)	521
Educ: Post-grad	42% (124)	29% (86)	21% (61)	4% (12)	3% (8)	2% (5)	296
Income: Under 50k	44% (530)	23% (277)	20% (237)	3% (40)	2% (22)	7% (88)	1194
Income: 50k-100k	45% (304)	26% (178)	21% (143)	3% (22)	1% (10)	3% (24)	680
Income: 100k+	40% (133)	32% (104)	17% (57)	6% (19)	2% (7)	3% (9)	329

Continued on next page

**Table HR2:** About how often do you watch red carpet coverage before the awards show starts?

Demographic	Never	Rarely	Sometimes	Often	Always	Don't know / No opinion	Total N
Adults	44% (967)	25% (560)	20% (436)	4% (80)	2% (40)	5% (120)	2203
Ethnicity: White	47% (845)	26% (458)	18% (325)	3% (54)	1% (23)	4% (77)	1782
Ethnicity: Hispanic	31% (67)	23% (49)	29% (62)	9% (19)	2% (5)	6% (12)	213
Ethnicity: Afr. Am.	26% (72)	24% (66)	28% (77)	6% (16)	5% (14)	12% (34)	279
Ethnicity: Other	35% (50)	25% (36)	24% (34)	7% (10)	1% (2)	7% (10)	142
Relig: Protestant	48% (251)	26% (137)	18% (95)	3% (18)	1% (7)	3% (15)	523
Relig: Roman Catholic	36% (142)	27% (106)	27% (109)	5% (21)	2% (9)	3% (11)	397
Relig: Something Else	43% (95)	29% (63)	18% (41)	2% (5)	1% (1)	7% (15)	219
Relig: Jewish	38% (22)	41% (24)	14% (8)	1% (1)	— (0)	6% (3)	58
Relig: Evangelical	40% (332)	28% (233)	23% (191)	4% (35)	1% (9)	4% (31)	830
Relig: Non-Evang. Catholics	50% (156)	23% (72)	17% (54)	3% (9)	3% (9)	3% (9)	309
Relig: All Christian	43% (488)	27% (306)	21% (244)	4% (44)	2% (17)	4% (40)	1140
Relig: All Non-Christian	44% (114)	21% (54)	21% (55)	3% (7)	4% (10)	7% (18)	258
Community: Urban	38% (204)	25% (130)	23% (124)	5% (28)	2% (8)	7% (38)	532
Community: Suburban	40% (428)	27% (286)	21% (220)	4% (45)	3% (27)	5% (53)	1058
Community: Rural	54% (334)	23% (144)	15% (93)	1% (8)	1% (5)	5% (30)	614
Employ: Private Sector	42% (288)	29% (197)	20% (134)	4% (30)	2% (13)	2% (16)	678
Employ: Government	44% (70)	22% (36)	21% (34)	4% (6)	2% (3)	8% (13)	160
Employ: Self-Employed	47% (97)	25% (51)	17% (36)	3% (6)	3% (6)	6% (12)	208
Employ: Homemaker	46% (54)	24% (28)	21% (24)	2% (3)	3% (3)	5% (5)	117
Employ: Student	41% (39)	20% (19)	19% (18)	10% (10)	1% (1)	10% (9)	96
Employ: Retired	48% (250)	25% (129)	20% (105)	3% (14)	1% (7)	3% (16)	520
Employ: Unemployed	36% (70)	27% (53)	20% (39)	2% (4)	1% (2)	14% (27)	196
Employ: Other	44% (100)	20% (47)	21% (47)	3% (8)	2% (5)	10% (22)	228
Military HH: Yes	50% (218)	26% (112)	14% (62)	2% (8)	2% (9)	5% (23)	432
Military HH: No	42% (749)	25% (447)	21% (375)	4% (72)	2% (30)	5% (97)	1771
RD/WT: Right Direction	51% (376)	24% (176)	15% (115)	3% (21)	2% (17)	5% (39)	744
RD/WT: Wrong Track	40% (590)	26% (384)	22% (322)	4% (59)	2% (23)	6% (81)	1459
Trump Job Approve	53% (464)	24% (212)	15% (128)	2% (20)	2% (17)	3% (28)	870
Trump Job Disapprove	37% (454)	27% (329)	24% (298)	5% (60)	2% (22)	5% (64)	1227

Continued on next page

**Table HR2:** About how often do you watch red carpet coverage before the awards show starts?

Demographic	Never	Rarely	Sometimes	Often	Always	Don't know / No opinion	Total N
Adults	44% (967)	25% (560)	20% (436)	4% (80)	2% (40)	5% (120)	2203
Trump Job Strongly Approve	57% (251)	22% (98)	12% (54)	2% (10)	1% (6)	5% (20)	439
Trump Job Somewhat Approve	49% (213)	27% (114)	17% (74)	2% (10)	3% (12)	2% (8)	430
Trump Job Somewhat Disapprove	35% (92)	30% (80)	23% (60)	5% (13)	2% (6)	6% (15)	265
Trump Job Strongly Disapprove	38% (362)	26% (250)	25% (238)	5% (47)	2% (16)	5% (49)	962
#1 Issue: Economy	41% (253)	25% (154)	22% (134)	4% (25)	2% (14)	5% (32)	612
#1 Issue: Security	51% (244)	25% (121)	16% (79)	2% (11)	2% (11)	3% (16)	480
#1 Issue: Health Care	46% (125)	25% (68)	17% (46)	5% (15)	1% (2)	5% (14)	270
#1 Issue: Medicare / Social Security	45% (144)	25% (79)	24% (77)	3% (10)	1% (2)	3% (8)	319
#1 Issue: Women's Issues	29% (39)	34% (46)	23% (32)	7% (9)	2% (2)	6% (8)	137
#1 Issue: Education	42% (60)	23% (33)	19% (27)	4% (6)	3% (5)	9% (13)	145
#1 Issue: Energy	45% (43)	26% (25)	13% (12)	3% (3)	2% (2)	12% (12)	97
#1 Issue: Other	41% (59)	24% (35)	20% (29)	2% (3)	1% (1)	12% (17)	143
2018 House Vote: Democrat	35% (295)	27% (228)	26% (219)	4% (35)	2% (19)	4% (37)	833
2018 House Vote: Republican	51% (363)	28% (194)	15% (104)	3% (18)	2% (11)	2% (16)	706
2018 House Vote: Someone else	48% (58)	20% (25)	20% (24)	4% (5)	1% (1)	7% (9)	120
2018 House Vote: Didn't Vote	46% (251)	21% (112)	16% (89)	4% (23)	2% (9)	11% (59)	543
2016 Vote: Hillary Clinton	33% (241)	28% (202)	28% (201)	4% (30)	3% (22)	5% (35)	731
2016 Vote: Donald Trump	53% (376)	26% (184)	15% (106)	2% (16)	1% (10)	2% (17)	709
2016 Vote: Someone else	49% (93)	26% (50)	16% (31)	4% (7)	1% (1)	5% (10)	192
2016 Vote: Didn't Vote	45% (256)	21% (122)	17% (98)	5% (27)	1% (7)	10% (58)	568
Voted in 2014: Yes	43% (616)	27% (384)	22% (315)	3% (46)	2% (29)	3% (50)	1440
Voted in 2014: No	46% (351)	23% (176)	16% (121)	4% (34)	1% (10)	9% (71)	763
2012 Vote: Barack Obama	35% (324)	26% (237)	28% (254)	4% (37)	2% (23)	4% (41)	915
2012 Vote: Mitt Romney	52% (260)	30% (149)	13% (66)	3% (13)	2% (9)	1% (5)	503
2012 Vote: Other	61% (68)	19% (21)	13% (14)	1% (1)	— (0)	6% (7)	110
2012 Vote: Didn't Vote	47% (315)	23% (153)	15% (102)	4% (29)	1% (8)	10% (68)	675
4-Region: Northeast	44% (174)	22% (88)	23% (91)	4% (14)	1% (5)	5% (20)	393
4-Region: Midwest	44% (222)	25% (126)	19% (98)	4% (20)	2% (12)	6% (28)	506
4-Region: South	43% (357)	26% (215)	20% (168)	3% (27)	2% (15)	5% (41)	823
4-Region: West	44% (213)	27% (131)	16% (79)	4% (19)	2% (7)	6% (31)	481

Continued on next page



**Table HR2:** About how often do you watch red carpet coverage before the awards show starts?

Demographic	Never	Rarely	Sometimes	Often	Always	Don't know / No opinion	Total N
Adults	44% (967)	25% (560)	20% (436)	4% (80)	2% (40)	5% (120)	2203
TV shows: Every day	39% (420)	27% (298)	24% (262)	4% (49)	2% (25)	3% (34)	1088
TV shows: Several times per week	44% (222)	29% (148)	20% (101)	3% (18)	1% (6)	3% (15)	510
TV shows: About once per week	47% (61)	26% (35)	14% (18)	4% (5)	3% (3)	7% (9)	132
TV shows: Several times per month	49% (59)	22% (26)	19% (23)	2% (2)	2% (2)	6% (7)	120
TV shows: About once per month	57% (28)	11% (6)	16% (8)	2% (1)	— (0)	14% (7)	50
TV shows: Less often than once per month	59% (52)	17% (15)	16% (14)	5% (4)	— (0)	3% (3)	88
TV shows: Never	58% (123)	15% (32)	5% (10)	1% (1)	1% (3)	21% (45)	214
Movies: Every day	37% (153)	26% (108)	23% (92)	4% (15)	4% (17)	6% (24)	410
Movies: Several times per week	41% (224)	26% (144)	25% (135)	4% (22)	1% (8)	3% (15)	547
Movies: About once per week	43% (152)	26% (91)	22% (77)	5% (19)	1% (5)	3% (9)	352
Movies: Several times per month	46% (131)	26% (75)	17% (49)	4% (10)	2% (6)	4% (12)	284
Movies: About once per month	49% (98)	27% (53)	18% (36)	2% (5)	— (1)	3% (6)	198
Movies: Less often than once per month	47% (93)	30% (60)	13% (26)	3% (7)	1% (1)	6% (13)	200
Movies: Never	54% (116)	14% (29)	10% (20)	1% (3)	1% (3)	20% (42)	213
Sporting events: Every day	32% (47)	22% (33)	28% (41)	3% (5)	3% (4)	12% (17)	147
Sporting events: Several times per week	43% (141)	26% (84)	20% (66)	5% (17)	4% (14)	2% (5)	327
Sporting events: About once per week	38% (127)	29% (99)	25% (84)	4% (14)	2% (8)	2% (6)	338
Sporting events: Several times per month	37% (69)	26% (48)	26% (48)	5% (9)	2% (4)	4% (8)	187
Sporting events: About once per month	42% (68)	31% (51)	20% (32)	4% (6)	1% (1)	3% (4)	161
Sporting events: Less often than once per month	41% (135)	28% (91)	24% (80)	4% (12)	1% (2)	3% (10)	329
Sporting events: Never	53% (380)	22% (155)	12% (86)	2% (18)	1% (6)	10% (70)	714
Cable television: I currently subscribe	39% (444)	27% (306)	23% (266)	4% (48)	2% (27)	4% (47)	1138
Cable television: I subscribed in the past	49% (357)	25% (186)	18% (131)	3% (22)	1% (10)	3% (25)	731
Cable television: I have never subscribed	50% (166)	20% (68)	12% (39)	3% (10)	1% (3)	15% (48)	334
Satellite television: I currently subscribe	44% (222)	25% (126)	20% (99)	5% (26)	3% (13)	4% (21)	507
Satellite television: I subscribed in the past	44% (279)	27% (170)	21% (131)	4% (23)	1% (9)	4% (24)	637
Satellite television: I have never subscribed	44% (466)	25% (264)	20% (207)	3% (31)	2% (17)	7% (75)	1059
Streaming service: I currently subscribe	42% (558)	28% (365)	20% (262)	4% (58)	2% (25)	4% (51)	1320
Streaming service: I subscribed in the past	37% (87)	23% (53)	26% (61)	5% (11)	3% (8)	6% (14)	234
Streaming service: I have never subscribed	50% (322)	22% (142)	17% (113)	2% (11)	1% (7)	9% (55)	649

Continued on next page

**Table HR2:** About how often do you watch red carpet coverage before the awards show starts?

Demographic	Never	Rarely	Sometimes	Often	Always	Don't know / No opinion	Total N
Adults	44% (967)	25% (560)	20% (436)	4% (80)	2% (40)	5% (120)	2203
Film: An avid fan	33% (237)	26% (184)	28% (198)	5% (37)	3% (20)	4% (30)	707
Film: A casual fan	47% (569)	28% (339)	17% (202)	3% (38)	1% (15)	4% (51)	1215
Film: Not a fan	59% (157)	14% (36)	11% (28)	2% (5)	1% (2)	13% (35)	264
Television: An avid fan	33% (348)	29% (303)	25% (264)	5% (52)	3% (30)	4% (46)	1043
Television: A casual fan	51% (499)	25% (241)	16% (156)	3% (26)	1% (8)	5% (44)	975
Television: Not a fan	68% (114)	9% (16)	7% (12)	1% (2)	— (0)	15% (25)	168
Music: An avid fan	41% (444)	24% (256)	22% (240)	5% (50)	3% (33)	5% (52)	1075
Music: A casual fan	45% (440)	28% (276)	19% (182)	3% (27)	— (5)	5% (44)	973
Music: Not a fan	56% (80)	19% (28)	6% (9)	2% (3)	— (1)	17% (24)	144
Fashion: An avid fan	20% (60)	21% (64)	36% (109)	7% (21)	8% (25)	7% (21)	299
Fashion: A casual fan	30% (254)	32% (265)	26% (216)	5% (46)	1% (11)	6% (48)	840
Fashion: Not a fan	62% (648)	22% (229)	10% (104)	1% (14)	— (2)	5% (49)	1046

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:** Thinking about watching award show coverage on TV, which of the following statements is closest to your opinion even if neither is exactly right?

Demographic	I watch award show coverage for the award show.	I watch award show coverage for the red carpet coverage.	Don't know / No opinion	Total N
Adults	31% (683)	11% (236)	58% (1284)	2203
Gender: Male	31% (319)	8% (83)	61% (629)	1031
Gender: Female	31% (363)	13% (153)	56% (655)	1172
Age: 18-29	29% (117)	14% (56)	58% (238)	411
Age: 30-44	33% (156)	14% (66)	54% (255)	477
Age: 45-54	31% (119)	12% (47)	56% (213)	379
Age: 55-64	28% (118)	6% (24)	66% (281)	423
Age: 65+	34% (173)	8% (43)	58% (297)	513
Generation Z: 18-21	28% (50)	16% (28)	56% (99)	176
Millennial: Age 22-37	30% (146)	13% (64)	57% (277)	487
Generation X: Age 38-53	32% (176)	13% (70)	56% (309)	555
Boomers: Age 54-72	32% (269)	8% (64)	60% (508)	841
PID: Dem (no lean)	43% (312)	14% (105)	43% (315)	732
PID: Ind (no lean)	24% (197)	9% (73)	67% (553)	822
PID: Rep (no lean)	27% (174)	9% (59)	64% (416)	649
PID/Gender: Dem Men	43% (140)	11% (37)	45% (146)	323
PID/Gender: Dem Women	42% (172)	17% (68)	41% (169)	409
PID/Gender: Ind Men	22% (81)	6% (22)	72% (266)	369
PID/Gender: Ind Women	25% (115)	11% (51)	63% (287)	454
PID/Gender: Rep Men	29% (98)	7% (24)	64% (217)	339
PID/Gender: Rep Women	25% (76)	11% (35)	64% (199)	309
Ideo: Liberal (1-3)	43% (288)	15% (98)	42% (283)	668
Ideo: Moderate (4)	35% (163)	12% (56)	53% (251)	470
Ideo: Conservative (5-7)	24% (178)	8% (61)	68% (510)	749
Educ: < College	27% (374)	11% (148)	62% (863)	1386
Educ: Bachelors degree	38% (197)	10% (53)	52% (271)	521
Educ: Post-grad	38% (111)	12% (35)	51% (151)	296

Continued on next page

**Table HR3:** Thinking about watching award show coverage on TV, which of the following statements is closest to your opinion even if neither is exactly right?

Demographic	I watch award show coverage for the award show.	I watch award show coverage for the red carpet coverage.	Don't know / No opinion	Total N
Adults	31% (683)	11% (236)	58% (1284)	2203
Income: Under 50k	28% (332)	11% (127)	62% (735)	1194
Income: 50k-100k	34% (231)	10% (69)	56% (380)	680
Income: 100k+	36% (119)	12% (40)	52% (170)	329
Ethnicity: White	30% (535)	9% (166)	61% (1080)	1782
Ethnicity: Hispanic	36% (78)	14% (30)	49% (106)	213
Ethnicity: Afr. Am.	34% (95)	19% (53)	47% (131)	279
Ethnicity: Other	37% (52)	12% (17)	51% (72)	142
Relig: Protestant	31% (162)	10% (52)	59% (309)	523
Relig: Roman Catholic	39% (157)	13% (53)	47% (188)	397
Relig: Something Else	33% (72)	8% (19)	59% (129)	219
Relig: Jewish	35% (20)	3% (2)	62% (36)	58
Relig: Evangelical	35% (292)	11% (94)	54% (445)	830
Relig: Non-Evang. Catholics	32% (99)	10% (30)	58% (181)	309
Relig: All Christian	34% (391)	11% (123)	55% (625)	1140
Relig: All Non-Christian	24% (61)	13% (34)	63% (163)	258
Community: Urban	38% (204)	11% (57)	51% (271)	532
Community: Suburban	32% (341)	13% (139)	55% (578)	1058
Community: Rural	22% (138)	7% (40)	71% (436)	614
Employ: Private Sector	35% (235)	11% (75)	54% (368)	678
Employ: Government	27% (44)	12% (19)	61% (97)	160
Employ: Self-Employed	32% (67)	14% (30)	54% (112)	208
Employ: Homemaker	26% (31)	15% (17)	59% (69)	117
Employ: Student	31% (29)	16% (15)	54% (52)	96
Employ: Retired	34% (175)	8% (42)	58% (303)	520
Employ: Unemployed	26% (52)	7% (14)	66% (130)	196
Employ: Other	22% (51)	10% (24)	67% (154)	228
Military HH: Yes	26% (112)	10% (42)	64% (278)	432
Military HH: No	32% (571)	11% (194)	57% (1006)	1771

Continued on next page

**Table HR3:** Thinking about watching award show coverage on TV, which of the following statements is closest to your opinion even if neither is exactly right?

Demographic	I watch award show coverage for the award show.	I watch award show coverage for the red carpet coverage.	Don't know / No opinion	Total N
Adults	31% (683)	11% (236)	58% (1284)	2203
RD/WT: Right Direction	24% (181)	10% (76)	65% (487)	744
RD/WT: Wrong Track	34% (501)	11% (160)	55% (798)	1459
Trump Job Approve	24% (205)	10% (84)	67% (581)	870
Trump Job Disapprove	38% (463)	12% (147)	50% (617)	1227
Trump Job Strongly Approve	20% (89)	7% (31)	73% (319)	439
Trump Job Somewhat Approve	27% (115)	12% (53)	61% (262)	430
Trump Job Somewhat Disapprove	31% (82)	14% (36)	56% (147)	265
Trump Job Strongly Disapprove	40% (381)	12% (111)	49% (470)	962
#1 Issue: Economy	30% (182)	14% (85)	56% (345)	612
#1 Issue: Security	26% (125)	9% (43)	65% (313)	480
#1 Issue: Health Care	36% (97)	11% (29)	54% (145)	270
#1 Issue: Medicare / Social Security	34% (110)	8% (26)	58% (184)	319
#1 Issue: Women's Issues	36% (49)	13% (18)	51% (70)	137
#1 Issue: Education	30% (43)	11% (16)	59% (85)	145
#1 Issue: Energy	34% (33)	15% (14)	51% (50)	97
#1 Issue: Other	30% (43)	4% (6)	66% (94)	143
2018 House Vote: Democrat	43% (361)	12% (99)	45% (374)	833
2018 House Vote: Republican	24% (171)	10% (70)	66% (464)	706
2018 House Vote: Someone else	23% (28)	7% (8)	70% (85)	120
2018 House Vote: Didnt Vote	22% (122)	11% (59)	67% (362)	543
2016 Vote: Hillary Clinton	46% (337)	12% (89)	42% (305)	731
2016 Vote: Donald Trump	25% (174)	9% (62)	67% (473)	709
2016 Vote: Someone else	24% (47)	9% (18)	66% (127)	192
2016 Vote: Didnt Vote	22% (122)	12% (67)	67% (378)	568
Voted in 2014: Yes	34% (490)	11% (153)	55% (797)	1440
Voted in 2014: No	25% (192)	11% (83)	64% (488)	763

Continued on next page

**Table HR3:** Thinking about watching award show coverage on TV, which of the following statements is closest to your opinion even if neither is exactly right?

Demographic	I watch award show coverage for the award show.	I watch award show coverage for the red carpet coverage.	Don't know / No opinion	Total N
Adults	31% (683)	11% (236)	58% (1284)	2203
2012 Vote: Barack Obama	41% (374)	13% (118)	46% (424)	915
2012 Vote: Mitt Romney	28% (139)	9% (43)	64% (320)	503
2012 Vote: Other	13% (14)	8% (9)	79% (87)	110
2012 Vote: Didn't Vote	23% (156)	10% (67)	67% (453)	675
4-Region: Northeast	29% (113)	12% (47)	59% (233)	393
4-Region: Midwest	33% (166)	11% (56)	56% (284)	506
4-Region: South	29% (241)	12% (96)	59% (485)	823
4-Region: West	34% (162)	8% (37)	59% (282)	481
TV shows: Every day	36% (393)	12% (125)	52% (569)	1088
TV shows: Several times per week	32% (162)	13% (64)	56% (284)	510
TV shows: About once per week	23% (30)	11% (15)	66% (87)	132
TV shows: Several times per month	29% (35)	10% (12)	61% (73)	120
TV shows: About once per month	31% (16)	4% (2)	65% (32)	50
TV shows: Less often than once per month	20% (18)	7% (6)	73% (65)	88
TV shows: Never	13% (28)	6% (12)	81% (173)	214
Movies: Every day	34% (140)	13% (53)	53% (217)	410
Movies: Several times per week	36% (196)	11% (60)	53% (291)	547
Movies: About once per week	33% (115)	13% (46)	54% (191)	352
Movies: Several times per month	30% (85)	10% (28)	60% (171)	284
Movies: About once per month	33% (65)	8% (17)	59% (117)	198
Movies: Less often than once per month	24% (48)	7% (14)	69% (137)	200
Movies: Never	16% (34)	8% (18)	75% (160)	213
Sporting events: Every day	40% (59)	13% (20)	47% (69)	147
Sporting events: Several times per week	41% (135)	10% (33)	49% (159)	327
Sporting events: About once per week	37% (124)	14% (47)	49% (166)	338
Sporting events: Several times per month	42% (78)	11% (20)	47% (89)	187
Sporting events: About once per month	25% (41)	12% (20)	62% (101)	161
Sporting events: Less often than once per month	29% (94)	13% (41)	59% (194)	329
Sporting events: Never	21% (151)	8% (56)	71% (507)	714

Continued on next page

**Table HR3:** Thinking about watching award show coverage on TV, which of the following statements is closest to your opinion even if neither is exactly right?

Demographic	I watch award show coverage for the award show.	I watch award show coverage for the red carpet coverage.	Don't know / No opinion	Total N
Adults	31% (683)	11% (236)	58% (1284)	2203
Cable television: I currently subscribe	34% (383)	13% (143)	54% (612)	1138
Cable television: I subscribed in the past	31% (229)	9% (68)	59% (434)	731
Cable television: I have never subscribed	21% (71)	8% (25)	71% (238)	334
Satellite television: I currently subscribe	31% (155)	13% (63)	57% (289)	507
Satellite television: I subscribed in the past	32% (202)	12% (73)	57% (362)	637
Satellite television: I have never subscribed	31% (326)	9% (99)	60% (634)	1059
Streaming service: I currently subscribe	34% (449)	12% (156)	54% (714)	1320
Streaming service: I subscribed in the past	32% (74)	14% (33)	54% (127)	234
Streaming service: I have never subscribed	24% (159)	7% (47)	68% (443)	649
Film: An avid fan	40% (286)	14% (98)	46% (323)	707
Film: A casual fan	30% (359)	10% (117)	61% (738)	1215
Film: Not a fan	11% (30)	6% (17)	82% (217)	264
Television: An avid fan	37% (387)	13% (138)	50% (518)	1043
Television: A casual fan	28% (271)	9% (88)	63% (615)	975
Television: Not a fan	11% (19)	5% (8)	84% (142)	168
Music: An avid fan	34% (362)	12% (133)	54% (581)	1075
Music: A casual fan	31% (298)	9% (87)	60% (589)	973
Music: Not a fan	12% (17)	11% (15)	78% (111)	144
Fashion: An avid fan	29% (86)	26% (78)	45% (135)	299
Fashion: A casual fan	38% (322)	13% (105)	49% (413)	840
Fashion: Not a fan	26% (268)	5% (51)	70% (727)	1046

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

**Table HR4\_1:** Please indicated whether you agree or disagree with the following statements:  
I am interested in what women wear on the red carpet at awards shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	12%	(261)	22%	(494)	12%	(260)	37%	(817)	17%	(371)	2203
Gender: Male	7%	(73)	15%	(160)	12%	(121)	47%	(484)	19%	(193)	1031
Gender: Female	16%	(188)	29%	(334)	12%	(139)	28%	(333)	15%	(178)	1172
Age: 18-29	19%	(76)	22%	(90)	13%	(53)	22%	(92)	24%	(99)	411
Age: 30-44	15%	(70)	24%	(112)	10%	(48)	29%	(139)	23%	(109)	477
Age: 45-54	13%	(50)	21%	(78)	17%	(64)	37%	(140)	12%	(47)	379
Age: 55-64	9%	(36)	23%	(98)	10%	(43)	41%	(175)	17%	(70)	423
Age: 65+	6%	(28)	22%	(115)	10%	(52)	53%	(271)	9%	(46)	513
Generation Z: 18-21	22%	(39)	24%	(43)	12%	(22)	18%	(32)	23%	(41)	176
Millennial: Age 22-37	16%	(76)	21%	(102)	12%	(57)	27%	(130)	25%	(123)	487
Generation X: Age 38-53	13%	(72)	23%	(128)	14%	(79)	35%	(196)	14%	(79)	555
Boomers: Age 54-72	8%	(69)	23%	(192)	11%	(91)	45%	(377)	13%	(112)	841
PID: Dem (no lean)	16%	(115)	28%	(205)	13%	(92)	31%	(223)	13%	(96)	732
PID: Ind (no lean)	11%	(93)	18%	(150)	12%	(98)	37%	(304)	22%	(178)	822
PID: Rep (no lean)	8%	(53)	21%	(139)	11%	(70)	45%	(290)	15%	(97)	649
PID/Gender: Dem Men	10%	(33)	21%	(69)	12%	(38)	39%	(127)	18%	(57)	323
PID/Gender: Dem Women	20%	(82)	33%	(136)	13%	(54)	24%	(97)	10%	(39)	409
PID/Gender: Ind Men	5%	(19)	10%	(37)	12%	(43)	49%	(180)	25%	(90)	369
PID/Gender: Ind Women	16%	(74)	25%	(113)	12%	(55)	27%	(124)	19%	(88)	454
PID/Gender: Rep Men	6%	(21)	16%	(54)	12%	(40)	52%	(178)	13%	(45)	339
PID/Gender: Rep Women	10%	(32)	27%	(85)	10%	(30)	36%	(112)	17%	(51)	309
Ideo: Liberal (1-3)	16%	(109)	27%	(178)	13%	(88)	30%	(201)	14%	(93)	668
Ideo: Moderate (4)	10%	(49)	26%	(122)	12%	(57)	37%	(173)	15%	(69)	470
Ideo: Conservative (5-7)	9%	(65)	18%	(136)	12%	(89)	49%	(367)	12%	(92)	749
Educ: < College	12%	(165)	21%	(294)	11%	(153)	36%	(494)	20%	(280)	1386
Educ: Bachelors degree	11%	(60)	26%	(133)	13%	(67)	40%	(207)	10%	(54)	521
Educ: Post-grad	12%	(36)	23%	(68)	14%	(40)	39%	(116)	12%	(37)	296

Continued on next page



**Table HR4\_1:** Please indicated whether you agree or disagree with the following statements:  
*I am interested in what women wear on the red carpet at awards shows*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (261)	22% (494)	12% (260)	37% (817)	17% (371)	2203
Income: Under 50k	13% (154)	21% (251)	11% (137)	34% (408)	20% (244)	1194
Income: 50k-100k	9% (61)	25% (169)	12% (80)	42% (287)	12% (83)	680
Income: 100k+	14% (45)	23% (75)	13% (43)	37% (122)	13% (44)	329
Ethnicity: White	10% (174)	22% (392)	11% (196)	41% (727)	16% (293)	1782
Ethnicity: Hispanic	24% (51)	22% (48)	13% (27)	28% (59)	14% (29)	213
Ethnicity: Afr. Am.	22% (63)	26% (72)	16% (44)	19% (52)	18% (49)	279
Ethnicity: Other	17% (24)	22% (31)	14% (20)	27% (38)	21% (29)	142
Relig: Protestant	10% (53)	22% (114)	11% (58)	48% (249)	10% (50)	523
Relig: Roman Catholic	14% (57)	27% (106)	12% (49)	36% (143)	11% (42)	397
Relig: Something Else	11% (24)	21% (46)	13% (29)	33% (73)	22% (48)	219
Relig: Jewish	4% (2)	22% (13)	14% (8)	40% (23)	20% (12)	58
Relig: Evangelical	11% (94)	25% (212)	12% (98)	37% (311)	14% (116)	830
Relig: Non-Evang. Catholics	13% (39)	18% (55)	12% (37)	50% (155)	8% (23)	309
Relig: All Christian	12% (133)	23% (266)	12% (135)	41% (466)	12% (139)	1140
Relig: All Non-Christian	16% (41)	19% (48)	8% (20)	31% (81)	27% (69)	258
Community: Urban	14% (73)	23% (123)	16% (84)	32% (170)	15% (82)	532
Community: Suburban	14% (143)	24% (249)	10% (106)	37% (391)	16% (168)	1058
Community: Rural	7% (45)	20% (122)	11% (70)	42% (257)	20% (120)	614
Employ: Private Sector	13% (85)	24% (160)	12% (83)	38% (260)	13% (89)	678
Employ: Government	14% (23)	15% (25)	9% (14)	39% (63)	22% (35)	160
Employ: Self-Employed	13% (27)	22% (46)	11% (23)	35% (73)	19% (39)	208
Employ: Homemaker	13% (15)	29% (34)	16% (19)	25% (29)	17% (20)	117
Employ: Student	20% (19)	29% (28)	7% (7)	22% (21)	22% (22)	96
Employ: Retired	7% (34)	22% (113)	11% (59)	50% (260)	10% (54)	520
Employ: Unemployed	15% (30)	23% (45)	12% (23)	23% (45)	28% (54)	196
Employ: Other	12% (28)	19% (44)	14% (32)	29% (66)	26% (58)	228
Military HH: Yes	8% (33)	21% (90)	11% (47)	45% (196)	15% (67)	432
Military HH: No	13% (228)	23% (404)	12% (213)	35% (621)	17% (304)	1771
RD/WT: Right Direction	10% (75)	19% (140)	11% (78)	43% (322)	17% (129)	744
RD/WT: Wrong Track	13% (186)	24% (354)	12% (182)	34% (495)	17% (242)	1459

Continued on next page

**Table HR4\_1:** Please indicated whether you agree or disagree with the following statements:  
I am interested in what women wear on the red carpet at awards shows

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (261)	22% (494)	12% (260)	37% (817)	17% (371)	2203
Trump Job Approve	9% (82)	20% (172)	10% (84)	45% (394)	16% (138)	870
Trump Job Disapprove	14% (172)	25% (308)	14% (167)	33% (401)	15% (179)	1227
Trump Job Strongly Approve	9% (41)	16% (72)	7% (30)	50% (221)	17% (76)	439
Trump Job Somewhat Approve	10% (42)	23% (100)	12% (54)	40% (174)	14% (62)	430
Trump Job Somewhat Disapprove	11% (29)	26% (70)	17% (46)	30% (79)	16% (41)	265
Trump Job Strongly Disapprove	15% (143)	25% (238)	13% (121)	33% (322)	14% (138)	962
#1 Issue: Economy	14% (84)	22% (137)	13% (82)	32% (196)	18% (113)	612
#1 Issue: Security	10% (46)	19% (90)	9% (43)	50% (239)	13% (62)	480
#1 Issue: Health Care	13% (34)	21% (58)	15% (40)	36% (98)	15% (41)	270
#1 Issue: Medicare / Social Security	10% (32)	23% (74)	11% (35)	43% (136)	13% (42)	319
#1 Issue: Women's Issues	22% (30)	30% (41)	13% (17)	19% (26)	17% (23)	137
#1 Issue: Education	13% (18)	24% (35)	10% (15)	31% (45)	22% (32)	145
#1 Issue: Energy	8% (7)	21% (20)	16% (15)	34% (33)	22% (21)	97
#1 Issue: Other	7% (10)	27% (39)	9% (13)	31% (44)	26% (37)	143
2018 House Vote: Democrat	14% (117)	27% (221)	13% (105)	34% (285)	13% (105)	833
2018 House Vote: Republican	9% (61)	20% (144)	11% (75)	46% (324)	14% (101)	706
2018 House Vote: Someone else	8% (9)	18% (22)	11% (14)	43% (52)	19% (23)	120
2018 House Vote: Didnt Vote	13% (73)	20% (107)	12% (66)	29% (156)	26% (142)	543
2016 Vote: Hillary Clinton	15% (110)	27% (198)	13% (94)	33% (240)	12% (89)	731
2016 Vote: Donald Trump	7% (51)	20% (145)	11% (78)	47% (337)	14% (99)	709
2016 Vote: Someone else	7% (14)	19% (36)	12% (22)	43% (84)	19% (36)	192
2016 Vote: Didnt Vote	15% (86)	20% (114)	11% (65)	27% (156)	26% (147)	568
Voted in 2014: Yes	10% (151)	24% (344)	12% (170)	41% (587)	13% (188)	1440
Voted in 2014: No	14% (110)	20% (150)	12% (90)	30% (230)	24% (183)	763
2012 Vote: Barack Obama	13% (119)	27% (246)	12% (107)	35% (321)	13% (122)	915
2012 Vote: Mitt Romney	7% (35)	20% (102)	12% (61)	50% (249)	11% (55)	503
2012 Vote: Other	6% (7)	12% (13)	10% (11)	51% (56)	21% (23)	110
2012 Vote: Didn't Vote	15% (100)	20% (132)	12% (82)	28% (190)	25% (171)	675

Continued on next page

**Table HR4\_1:** Please indicated whether you agree or disagree with the following statements:  
*I am interested in what women wear on the red carpet at awards shows*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (261)	22% (494)	12% (260)	37% (817)	17% (371)	2203
4-Region: Northeast	13% (52)	21% (81)	12% (48)	39% (153)	15% (59)	393
4-Region: Midwest	11% (55)	23% (116)	13% (64)	35% (176)	19% (95)	506
4-Region: South	13% (107)	23% (185)	11% (90)	36% (299)	17% (141)	823
4-Region: West	10% (46)	23% (112)	12% (58)	39% (190)	16% (76)	481
TV shows: Every day	15% (166)	26% (278)	12% (132)	33% (358)	14% (154)	1088
TV shows: Several times per week	11% (54)	24% (123)	13% (68)	39% (201)	13% (64)	510
TV shows: About once per week	12% (16)	21% (28)	8% (11)	39% (51)	20% (26)	132
TV shows: Several times per month	8% (10)	22% (27)	12% (14)	43% (51)	15% (18)	120
TV shows: About once per month	7% (3)	8% (4)	14% (7)	48% (24)	24% (12)	50
TV shows: Less often than once per month	5% (4)	15% (13)	16% (14)	44% (39)	21% (18)	88
TV shows: Never	3% (7)	10% (22)	7% (14)	43% (92)	36% (78)	214
Movies: Every day	21% (85)	23% (94)	12% (47)	26% (105)	19% (79)	410
Movies: Several times per week	11% (60)	26% (142)	13% (68)	37% (204)	13% (73)	547
Movies: About once per week	12% (41)	25% (89)	13% (46)	37% (132)	13% (44)	352
Movies: Several times per month	12% (35)	22% (62)	12% (33)	39% (111)	15% (43)	284
Movies: About once per month	9% (18)	25% (49)	13% (25)	41% (82)	12% (24)	198
Movies: Less often than once per month	8% (16)	13% (26)	12% (24)	49% (97)	18% (36)	200
Movies: Never	3% (6)	15% (32)	7% (15)	41% (86)	34% (73)	213
Sporting events: Every day	21% (30)	20% (30)	11% (16)	35% (52)	13% (19)	147
Sporting events: Several times per week	11% (36)	25% (82)	13% (42)	38% (123)	13% (44)	327
Sporting events: About once per week	13% (44)	25% (84)	16% (53)	35% (119)	11% (37)	338
Sporting events: Several times per month	12% (22)	25% (46)	15% (28)	35% (66)	13% (25)	187
Sporting events: About once per month	14% (22)	23% (38)	10% (16)	36% (57)	17% (27)	161
Sporting events: Less often than once per month	12% (39)	25% (84)	12% (38)	33% (108)	18% (60)	329
Sporting events: Never	9% (67)	18% (130)	9% (67)	41% (291)	22% (158)	714
Cable television: I currently subscribe	14% (162)	24% (271)	12% (137)	36% (411)	14% (157)	1138
Cable television: I subscribed in the past	9% (69)	22% (163)	13% (95)	39% (288)	16% (115)	731
Cable television: I have never subscribed	9% (30)	18% (60)	8% (28)	35% (118)	29% (99)	334

Continued on next page

**Table HR4\_1:** Please indicated whether you agree or disagree with the following statements:  
I am interested in what women wear on the red carpet at awards shows

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	12% (261)	22% (494)	12% (260)	37% (817)	17% (371)	2203
Satellite television: I currently subscribe	15% (75)	22% (112)	11% (56)	35% (179)	17% (84)	507
Satellite television: I subscribed in the past	12% (79)	23% (144)	11% (72)	39% (247)	15% (96)	637
Satellite television: I have never subscribed	10% (107)	22% (237)	12% (132)	37% (391)	18% (192)	1059
Streaming service: I currently subscribe	13% (169)	25% (328)	12% (153)	36% (480)	14% (190)	1320
Streaming service: I subscribed in the past	16% (37)	23% (53)	16% (38)	27% (64)	18% (43)	234
Streaming service: I have never subscribed	9% (55)	17% (113)	11% (69)	42% (273)	21% (139)	649
Film: An avid fan	19% (132)	26% (183)	11% (79)	29% (202)	16% (110)	707
Film: A casual fan	9% (109)	23% (277)	14% (166)	40% (487)	14% (176)	1215
Film: Not a fan	6% (16)	10% (28)	6% (15)	47% (125)	31% (81)	264
Television: An avid fan	16% (166)	27% (279)	11% (117)	31% (324)	15% (157)	1043
Television: A casual fan	9% (85)	20% (196)	13% (128)	43% (414)	16% (151)	975
Television: Not a fan	4% (7)	9% (15)	8% (13)	45% (76)	34% (57)	168
Music: An avid fan	16% (177)	23% (246)	12% (129)	32% (348)	16% (175)	1075
Music: A casual fan	8% (76)	23% (226)	13% (122)	42% (406)	15% (143)	973
Music: Not a fan	4% (6)	12% (17)	6% (8)	42% (61)	36% (51)	144
Fashion: An avid fan	38% (113)	29% (86)	10% (30)	10% (30)	13% (40)	299
Fashion: A casual fan	14% (114)	31% (263)	15% (123)	26% (216)	15% (125)	840
Fashion: Not a fan	3% (33)	13% (138)	10% (106)	54% (568)	19% (202)	1046

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

**Table HR4\_2:** Please indicated whether you agree or disagree with the following statements:  
*I am interested in what men wear on the red carpet at awards shows*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(97)	15%	(329)	16%	(356)	45%	(993)	19%	(428)	2203
Gender: Male	5%	(52)	9%	(96)	13%	(130)	53%	(548)	20%	(206)	1031
Gender: Female	4%	(45)	20%	(233)	19%	(226)	38%	(445)	19%	(222)	1172
Age: 18-29	9%	(37)	20%	(82)	17%	(71)	28%	(114)	26%	(107)	411
Age: 30-44	6%	(27)	17%	(82)	14%	(69)	37%	(176)	26%	(122)	477
Age: 45-54	5%	(18)	13%	(50)	18%	(68)	48%	(182)	16%	(61)	379
Age: 55-64	3%	(14)	15%	(64)	14%	(59)	49%	(208)	19%	(79)	423
Age: 65+	—	(1)	10%	(50)	17%	(89)	61%	(313)	12%	(59)	513
Generation Z: 18-21	11%	(19)	24%	(42)	17%	(29)	23%	(41)	25%	(45)	176
Millennial: Age 22-37	7%	(33)	18%	(86)	16%	(79)	32%	(157)	27%	(132)	487
Generation X: Age 38-53	5%	(29)	14%	(79)	17%	(94)	46%	(254)	18%	(98)	555
Boomers: Age 54-72	2%	(16)	13%	(109)	16%	(131)	54%	(450)	16%	(135)	841
PID: Dem (no lean)	6%	(41)	21%	(150)	20%	(144)	39%	(283)	16%	(115)	732
PID: Ind (no lean)	4%	(36)	14%	(111)	14%	(112)	44%	(366)	24%	(198)	822
PID: Rep (no lean)	3%	(20)	10%	(68)	15%	(100)	53%	(345)	18%	(115)	649
PID/Gender: Dem Men	7%	(22)	15%	(48)	15%	(49)	45%	(146)	18%	(58)	323
PID/Gender: Dem Women	5%	(19)	25%	(102)	23%	(94)	33%	(137)	14%	(57)	409
PID/Gender: Ind Men	4%	(13)	7%	(27)	9%	(32)	54%	(199)	26%	(97)	369
PID/Gender: Ind Women	5%	(22)	19%	(85)	18%	(80)	37%	(167)	22%	(100)	454
PID/Gender: Rep Men	5%	(16)	6%	(21)	14%	(48)	60%	(203)	15%	(51)	339
PID/Gender: Rep Women	1%	(4)	15%	(47)	17%	(52)	46%	(142)	21%	(65)	309
Ideo: Liberal (1-3)	7%	(44)	23%	(152)	18%	(119)	37%	(245)	16%	(107)	668
Ideo: Moderate (4)	4%	(19)	15%	(68)	19%	(89)	44%	(209)	18%	(85)	470
Ideo: Conservative (5-7)	3%	(23)	9%	(68)	15%	(114)	58%	(435)	15%	(110)	749
Educ: < College	5%	(67)	15%	(214)	15%	(203)	42%	(585)	23%	(317)	1386
Educ: Bachelors degree	3%	(15)	16%	(83)	20%	(104)	48%	(250)	13%	(69)	521
Educ: Post-grad	5%	(15)	11%	(32)	17%	(49)	53%	(158)	14%	(42)	296

Continued on next page

**Table HR4\_2:** Please indicated whether you agree or disagree with the following statements:  
I am interested in what men wear on the red carpet at awards shows

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	4%	(97)	15%	(329)	16%	(356)	45%	(993)	19%	(428)	2203
Income: Under 50k	6%	(70)	15%	(182)	15%	(175)	41%	(494)	23%	(274)	1194
Income: 50k-100k	2%	(14)	15%	(104)	18%	(121)	50%	(338)	15%	(103)	680
Income: 100k+	4%	(13)	13%	(43)	18%	(60)	49%	(162)	16%	(51)	329
Ethnicity: White	3%	(60)	13%	(239)	16%	(281)	48%	(863)	19%	(339)	1782
Ethnicity: Hispanic	8%	(17)	22%	(47)	20%	(43)	32%	(69)	18%	(38)	213
Ethnicity: Afr. Am.	10%	(28)	23%	(64)	17%	(46)	31%	(88)	19%	(53)	279
Ethnicity: Other	7%	(9)	19%	(26)	20%	(29)	30%	(42)	25%	(36)	142
Relig: Protestant	2%	(8)	13%	(70)	15%	(80)	58%	(302)	12%	(63)	523
Relig: Roman Catholic	5%	(18)	17%	(66)	18%	(71)	47%	(187)	14%	(54)	397
Relig: Something Else	4%	(9)	12%	(27)	20%	(44)	39%	(86)	24%	(53)	219
Relig: Jewish	2%	(1)	14%	(8)	16%	(9)	46%	(27)	23%	(13)	58
Relig: Evangelical	3%	(24)	15%	(126)	18%	(146)	48%	(397)	17%	(137)	830
Relig: Non-Evang. Catholics	4%	(12)	12%	(37)	16%	(50)	58%	(178)	11%	(33)	309
Relig: All Christian	3%	(35)	14%	(163)	17%	(196)	50%	(575)	15%	(170)	1140
Relig: All Non-Christian	10%	(26)	12%	(32)	10%	(27)	38%	(99)	29%	(74)	258
Community: Urban	6%	(32)	19%	(102)	16%	(86)	39%	(209)	19%	(103)	532
Community: Suburban	5%	(49)	16%	(171)	16%	(168)	45%	(472)	19%	(196)	1058
Community: Rural	3%	(16)	9%	(56)	17%	(102)	51%	(311)	21%	(129)	614
Employ: Private Sector	5%	(35)	17%	(114)	17%	(115)	46%	(314)	15%	(100)	678
Employ: Government	4%	(7)	15%	(24)	15%	(24)	43%	(69)	23%	(36)	160
Employ: Self-Employed	5%	(10)	10%	(21)	16%	(33)	44%	(92)	25%	(52)	208
Employ: Homemaker	5%	(6)	18%	(21)	16%	(19)	39%	(46)	22%	(26)	117
Employ: Student	10%	(10)	29%	(28)	14%	(13)	25%	(24)	22%	(22)	96
Employ: Retired	1%	(4)	11%	(56)	16%	(81)	60%	(312)	13%	(68)	520
Employ: Unemployed	7%	(14)	17%	(33)	18%	(35)	28%	(56)	29%	(58)	196
Employ: Other	6%	(13)	14%	(33)	15%	(35)	36%	(81)	29%	(67)	228
Military HH: Yes	3%	(13)	8%	(34)	18%	(80)	54%	(234)	17%	(72)	432
Military HH: No	5%	(84)	17%	(295)	16%	(276)	43%	(760)	20%	(356)	1771
RD/WT: Right Direction	5%	(34)	11%	(78)	14%	(106)	51%	(379)	20%	(147)	744
RD/WT: Wrong Track	4%	(62)	17%	(251)	17%	(250)	42%	(615)	19%	(281)	1459

Continued on next page

**Table HR4\_2:** Please indicated whether you agree or disagree with the following statements:  
*I am interested in what men wear on the red carpet at awards shows*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	4% (97)	15% (329)	16% (356)	45% (993)	19% (428)	2203
Trump Job Approve	4% (32)	11% (95)	13% (117)	53% (464)	19% (161)	870
Trump Job Disapprove	5% (64)	18% (225)	19% (229)	41% (499)	17% (210)	1227
Trump Job Strongly Approve	5% (21)	10% (43)	10% (46)	56% (248)	19% (82)	439
Trump Job Somewhat Approve	3% (11)	12% (52)	17% (71)	50% (216)	18% (80)	430
Trump Job Somewhat Disapprove	5% (12)	19% (51)	20% (53)	37% (99)	19% (50)	265
Trump Job Strongly Disapprove	5% (52)	18% (174)	18% (176)	42% (400)	17% (160)	962
#1 Issue: Economy	6% (35)	16% (96)	18% (109)	40% (247)	21% (125)	612
#1 Issue: Security	4% (20)	11% (54)	11% (55)	58% (281)	15% (72)	480
#1 Issue: Health Care	4% (10)	11% (31)	19% (51)	46% (125)	20% (53)	270
#1 Issue: Medicare / Social Security	3% (9)	14% (43)	17% (53)	51% (161)	16% (53)	319
#1 Issue: Women's Issues	7% (10)	26% (35)	24% (32)	25% (34)	19% (26)	137
#1 Issue: Education	5% (7)	16% (22)	18% (26)	38% (55)	24% (35)	145
#1 Issue: Energy	2% (2)	25% (24)	11% (10)	39% (38)	24% (24)	97
#1 Issue: Other	4% (6)	17% (24)	14% (20)	37% (53)	29% (41)	143
2018 House Vote: Democrat	5% (40)	18% (147)	20% (169)	42% (348)	16% (130)	833
2018 House Vote: Republican	3% (24)	11% (77)	14% (101)	55% (387)	17% (117)	706
2018 House Vote: Someone else	1% (2)	14% (17)	16% (20)	48% (58)	21% (25)	120
2018 House Vote: Didnt Vote	6% (31)	16% (89)	12% (66)	37% (200)	29% (156)	543
2016 Vote: Hillary Clinton	6% (42)	18% (131)	19% (142)	42% (309)	15% (108)	731
2016 Vote: Donald Trump	3% (20)	10% (70)	15% (108)	57% (402)	15% (110)	709
2016 Vote: Someone else	2% (5)	14% (27)	14% (27)	48% (92)	22% (42)	192
2016 Vote: Didnt Vote	5% (30)	18% (101)	14% (79)	33% (190)	30% (168)	568
Voted in 2014: Yes	4% (55)	14% (197)	17% (246)	50% (721)	15% (221)	1440
Voted in 2014: No	6% (42)	17% (132)	14% (110)	36% (272)	27% (207)	763
2012 Vote: Barack Obama	5% (43)	17% (160)	19% (171)	44% (399)	16% (142)	915
2012 Vote: Mitt Romney	3% (13)	10% (50)	14% (71)	61% (305)	13% (64)	503
2012 Vote: Other	3% (3)	7% (8)	10% (11)	56% (62)	24% (27)	110
2012 Vote: Didn't Vote	6% (38)	17% (112)	15% (104)	34% (227)	29% (195)	675

Continued on next page

**Table HR4\_2:** Please indicated whether you agree or disagree with the following statements:  
I am interested in what men wear on the red carpet at awards shows

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	4% (97)	15% (329)	16% (356)	45% (993)	19% (428)	2203
4-Region: Northeast	4% (16)	17% (67)	15% (58)	47% (186)	17% (67)	393
4-Region: Midwest	4% (20)	12% (60)	18% (92)	43% (219)	23% (115)	506
4-Region: South	6% (48)	14% (115)	16% (131)	45% (366)	20% (162)	823
4-Region: West	3% (13)	18% (88)	16% (75)	46% (222)	17% (84)	481
TV shows: Every day	6% (64)	17% (183)	17% (183)	43% (467)	18% (191)	1088
TV shows: Several times per week	4% (19)	17% (85)	18% (93)	47% (241)	14% (72)	510
TV shows: About once per week	4% (5)	13% (18)	16% (21)	45% (59)	22% (29)	132
TV shows: Several times per month	3% (3)	18% (22)	13% (16)	51% (61)	15% (18)	120
TV shows: About once per month	— (0)	10% (5)	13% (6)	54% (27)	23% (12)	50
TV shows: Less often than once per month	1% (1)	11% (9)	19% (17)	44% (39)	25% (23)	88
TV shows: Never	2% (5)	3% (7)	9% (19)	47% (100)	39% (83)	214
Movies: Every day	10% (42)	17% (71)	14% (58)	35% (145)	23% (93)	410
Movies: Several times per week	3% (19)	18% (100)	17% (92)	45% (246)	17% (91)	547
Movies: About once per week	5% (18)	15% (51)	18% (64)	46% (162)	16% (57)	352
Movies: Several times per month	2% (6)	15% (42)	17% (49)	48% (137)	17% (49)	284
Movies: About once per month	2% (3)	14% (27)	21% (41)	51% (102)	13% (25)	198
Movies: Less often than once per month	2% (3)	11% (22)	13% (26)	56% (111)	19% (37)	200
Movies: Never	2% (5)	7% (15)	12% (26)	43% (91)	36% (76)	213
Sporting events: Every day	11% (17)	17% (25)	12% (18)	43% (64)	15% (23)	147
Sporting events: Several times per week	6% (20)	16% (52)	13% (41)	51% (165)	15% (48)	327
Sporting events: About once per week	5% (18)	14% (48)	24% (83)	43% (146)	13% (44)	338
Sporting events: Several times per month	4% (7)	20% (38)	19% (36)	43% (80)	14% (27)	187
Sporting events: About once per month	3% (6)	17% (28)	16% (26)	44% (72)	19% (30)	161
Sporting events: Less often than once per month	4% (13)	18% (59)	16% (54)	42% (137)	20% (66)	329
Sporting events: Never	2% (17)	11% (79)	14% (99)	46% (329)	27% (190)	714
Cable television: I currently subscribe	6% (65)	16% (186)	17% (193)	45% (512)	16% (182)	1138
Cable television: I subscribed in the past	3% (26)	14% (100)	18% (130)	47% (344)	18% (132)	731
Cable television: I have never subscribed	2% (7)	13% (44)	10% (32)	41% (138)	34% (114)	334

Continued on next page



**Table HR4\_2:** Please indicated whether you agree or disagree with the following statements:  
*I am interested in what men wear on the red carpet at awards shows*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	4% (97)	15% (329)	16% (356)	45% (993)	19% (428)	2203
Satellite television: I currently subscribe	7% (34)	15% (76)	16% (81)	43% (218)	19% (97)	507
Satellite television: I subscribed in the past	5% (35)	15% (95)	17% (109)	46% (293)	17% (105)	637
Satellite television: I have never subscribed	3% (28)	15% (158)	16% (165)	46% (483)	21% (225)	1059
Streaming service: I currently subscribe	5% (68)	16% (209)	18% (235)	44% (584)	17% (223)	1320
Streaming service: I subscribed in the past	6% (15)	21% (50)	15% (35)	39% (91)	18% (43)	234
Streaming service: I have never subscribed	2% (14)	11% (70)	13% (85)	49% (318)	25% (162)	649
Film: An avid fan	9% (61)	21% (147)	17% (121)	36% (258)	17% (121)	707
Film: A casual fan	3% (32)	14% (166)	17% (210)	49% (595)	17% (212)	1215
Film: Not a fan	1% (3)	6% (15)	9% (25)	51% (134)	33% (88)	264
Television: An avid fan	7% (74)	17% (181)	18% (183)	40% (421)	18% (184)	1043
Television: A casual fan	2% (19)	14% (134)	17% (166)	50% (484)	18% (171)	975
Television: Not a fan	2% (3)	8% (13)	4% (6)	48% (81)	39% (65)	168
Music: An avid fan	8% (82)	18% (190)	17% (180)	40% (427)	18% (197)	1075
Music: A casual fan	1% (11)	14% (132)	16% (160)	51% (497)	18% (174)	973
Music: Not a fan	2% (2)	4% (6)	11% (16)	46% (65)	37% (54)	144
Fashion: An avid fan	20% (59)	28% (85)	14% (42)	21% (63)	17% (50)	299
Fashion: A casual fan	3% (28)	22% (183)	23% (190)	35% (290)	18% (149)	840
Fashion: Not a fan	1% (8)	6% (61)	12% (124)	60% (631)	21% (223)	1046

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

**Table HR5:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Award show red carpet coverage is sexist for focusing on what women, and not men, are wearing.		Award show red carpet coverage is not sexist for focusing on what women, and not men, are wearing.		Don't know / No opinion	Total N
Adults	21%	(456)	28%	(611)	52% (1136)	2203
Gender: Male	18%	(190)	28%	(289)	54% (552)	1031
Gender: Female	23%	(266)	27%	(321)	50% (585)	1172
Age: 18-29	28%	(115)	28%	(114)	44% (182)	411
Age: 30-44	19%	(91)	29%	(137)	52% (250)	477
Age: 45-54	23%	(85)	27%	(102)	51% (191)	379
Age: 55-64	20%	(85)	26%	(110)	54% (228)	423
Age: 65+	16%	(80)	29%	(148)	56% (285)	513
Generation Z: 18-21	27%	(47)	28%	(49)	45% (80)	176
Millennial: Age 22-37	23%	(112)	27%	(133)	50% (242)	487
Generation X: Age 38-53	21%	(118)	29%	(158)	50% (279)	555
Boomers: Age 54-72	19%	(158)	29%	(244)	52% (438)	841
PID: Dem (no lean)	26%	(191)	29%	(209)	45% (332)	732
PID: Ind (no lean)	18%	(150)	23%	(187)	59% (486)	822
PID: Rep (no lean)	18%	(115)	33%	(215)	49% (318)	649
PID/Gender: Dem Men	22%	(71)	30%	(97)	48% (156)	323
PID/Gender: Dem Women	29%	(120)	28%	(112)	43% (177)	409
PID/Gender: Ind Men	19%	(69)	22%	(80)	60% (221)	369
PID/Gender: Ind Women	18%	(81)	24%	(107)	58% (265)	454
PID/Gender: Rep Men	15%	(50)	33%	(113)	52% (175)	339
PID/Gender: Rep Women	21%	(65)	33%	(102)	46% (143)	309
Ideo: Liberal (1-3)	28%	(187)	28%	(185)	44% (296)	668
Ideo: Moderate (4)	19%	(91)	33%	(154)	48% (225)	470
Ideo: Conservative (5-7)	18%	(135)	30%	(225)	52% (389)	749
Educ: < College	19%	(270)	25%	(352)	55% (764)	1386
Educ: Bachelors degree	21%	(112)	33%	(170)	46% (239)	521
Educ: Post-grad	25%	(74)	30%	(89)	45% (133)	296

Continued on next page

**Table HR5:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Award show red carpet coverage is sexist for focusing on what women, and not men, are wearing.		Award show red carpet coverage is not sexist for focusing on what women, and not men, are wearing.		Don't know / No opinion	Total N	
Adults	21%	(456)	28%	(611)	52%	(1136)	2203
Income: Under 50k	20%	(239)	25%	(303)	55%	(652)	1194
Income: 50k-100k	21%	(144)	31%	(210)	48%	(325)	680
Income: 100k+	22%	(72)	30%	(98)	48%	(159)	329
Ethnicity: White	19%	(346)	28%	(497)	53%	(939)	1782
Ethnicity: Hispanic	26%	(55)	29%	(62)	45%	(96)	213
Ethnicity: Afr. Am.	25%	(70)	27%	(76)	48%	(133)	279
Ethnicity: Other	28%	(40)	26%	(37)	45%	(64)	142
Relig: Protestant	18%	(92)	30%	(156)	53%	(275)	523
Relig: Roman Catholic	21%	(83)	31%	(123)	48%	(191)	397
Relig: Something Else	18%	(38)	29%	(63)	54%	(117)	219
Relig: Jewish	23%	(13)	33%	(19)	45%	(26)	58
Relig: Evangelical	19%	(157)	31%	(258)	50%	(415)	830
Relig: Non-Evang. Catholics	18%	(57)	27%	(84)	55%	(169)	309
Relig: All Christian	19%	(214)	30%	(342)	51%	(584)	1140
Relig: All Non-Christian	18%	(48)	27%	(69)	55%	(142)	258
Community: Urban	22%	(119)	32%	(168)	46%	(245)	532
Community: Suburban	20%	(212)	29%	(310)	51%	(535)	1058
Community: Rural	20%	(125)	22%	(133)	58%	(356)	614
Employ: Private Sector	24%	(164)	28%	(193)	47%	(320)	678
Employ: Government	23%	(37)	27%	(44)	50%	(80)	160
Employ: Self-Employed	13%	(28)	33%	(68)	54%	(112)	208
Employ: Homemaker	18%	(22)	24%	(28)	57%	(67)	117
Employ: Student	21%	(21)	35%	(34)	43%	(42)	96
Employ: Retired	18%	(92)	30%	(157)	52%	(270)	520
Employ: Unemployed	18%	(36)	22%	(43)	59%	(117)	196
Employ: Other	25%	(57)	19%	(44)	56%	(128)	228
Military HH: Yes	20%	(85)	27%	(115)	54%	(233)	432
Military HH: No	21%	(371)	28%	(496)	51%	(904)	1771

Continued on next page

**Table HR5:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Award show red carpet coverage is sexist for focusing on what women, and not men, are wearing.		Award show red carpet coverage is not sexist for focusing on what women, and not men, are wearing.		Don't know / No opinion	Total N	
Adults	21%	(456)	28%	(611)	52%	(1136)	2203
RD/WT: Right Direction	16%	(122)	31%	(228)	53%	(393)	744
RD/WT: Wrong Track	23%	(334)	26%	(382)	51%	(743)	1459
Trump Job Approve	17%	(149)	32%	(274)	51%	(446)	870
Trump Job Disapprove	24%	(300)	27%	(328)	49%	(599)	1227
Trump Job Strongly Approve	17%	(75)	30%	(131)	53%	(232)	439
Trump Job Somewhat Approve	17%	(73)	33%	(143)	50%	(214)	430
Trump Job Somewhat Disapprove	22%	(59)	30%	(79)	48%	(127)	265
Trump Job Strongly Disapprove	25%	(241)	26%	(249)	49%	(472)	962
#1 Issue: Economy	19%	(116)	30%	(183)	51%	(313)	612
#1 Issue: Security	23%	(109)	27%	(128)	51%	(244)	480
#1 Issue: Health Care	21%	(57)	30%	(80)	49%	(133)	270
#1 Issue: Medicare / Social Security	15%	(47)	29%	(94)	56%	(179)	319
#1 Issue: Women's Issues	32%	(43)	26%	(36)	42%	(58)	137
#1 Issue: Education	19%	(27)	28%	(40)	54%	(78)	145
#1 Issue: Energy	31%	(31)	23%	(22)	46%	(45)	97
#1 Issue: Other	18%	(26)	20%	(29)	61%	(88)	143
2018 House Vote: Democrat	26%	(215)	29%	(239)	46%	(379)	833
2018 House Vote: Republican	18%	(128)	31%	(221)	51%	(357)	706
2018 House Vote: Someone else	12%	(15)	26%	(31)	62%	(75)	120
2018 House Vote: Didnt Vote	18%	(99)	22%	(119)	60%	(325)	543
2016 Vote: Hillary Clinton	24%	(176)	29%	(215)	47%	(341)	731
2016 Vote: Donald Trump	19%	(133)	30%	(210)	52%	(366)	709
2016 Vote: Someone else	22%	(42)	26%	(50)	52%	(100)	192
2016 Vote: Didnt Vote	18%	(104)	24%	(135)	58%	(329)	568
Voted in 2014: Yes	21%	(296)	29%	(420)	50%	(724)	1440
Voted in 2014: No	21%	(160)	25%	(191)	54%	(412)	763

Continued on next page

**Table HR5:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Award show red carpet coverage is sexist for focusing on what women, and not men, are wearing.		Award show red carpet coverage is not sexist for focusing on what women, and not men, are wearing.		Don't know / No opinion	Total N	
Adults	21%	(456)	28%	(611)	52%	(1136)	2203
2012 Vote: Barack Obama	22%	(205)	30%	(272)	48%	(438)	915
2012 Vote: Mitt Romney	17%	(87)	30%	(149)	53%	(266)	503
2012 Vote: Other	16%	(18)	22%	(24)	62%	(68)	110
2012 Vote: Didn't Vote	22%	(147)	24%	(165)	54%	(363)	675
4-Region: Northeast	21%	(83)	28%	(111)	51%	(200)	393
4-Region: Midwest	20%	(103)	28%	(144)	51%	(260)	506
4-Region: South	20%	(162)	28%	(228)	53%	(432)	823
4-Region: West	23%	(109)	26%	(128)	51%	(244)	481
TV shows: Every day	21%	(230)	32%	(347)	47%	(511)	1088
TV shows: Several times per week	22%	(113)	29%	(145)	49%	(251)	510
TV shows: About once per week	25%	(33)	26%	(34)	49%	(65)	132
TV shows: Several times per month	26%	(31)	21%	(25)	53%	(64)	120
TV shows: About once per month	23%	(11)	24%	(12)	53%	(27)	50
TV shows: Less often than once per month	19%	(17)	20%	(17)	61%	(54)	88
TV shows: Never	10%	(21)	14%	(29)	77%	(164)	214
Movies: Every day	24%	(100)	29%	(121)	46%	(189)	410
Movies: Several times per week	22%	(119)	32%	(174)	46%	(254)	547
Movies: About once per week	19%	(67)	34%	(120)	47%	(165)	352
Movies: Several times per month	25%	(71)	23%	(66)	51%	(146)	284
Movies: About once per month	20%	(40)	29%	(58)	51%	(100)	198
Movies: Less often than once per month	20%	(41)	19%	(39)	60%	(120)	200
Movies: Never	9%	(19)	16%	(33)	76%	(161)	213
Sporting events: Every day	18%	(26)	35%	(51)	47%	(69)	147
Sporting events: Several times per week	20%	(65)	34%	(110)	46%	(152)	327
Sporting events: About once per week	23%	(78)	33%	(113)	44%	(147)	338
Sporting events: Several times per month	31%	(57)	25%	(47)	44%	(83)	187
Sporting events: About once per month	15%	(24)	31%	(50)	54%	(87)	161
Sporting events: Less often than once per month	21%	(68)	30%	(100)	49%	(162)	329
Sporting events: Never	19%	(138)	20%	(139)	61%	(436)	714

Continued on next page

**Table HR5:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Award show red carpet coverage is sexist for focusing on what women, and not men, are wearing.		Award show red carpet coverage is not sexist for focusing on what women, and not men, are wearing.		Don't know / No opinion	Total N	
Adults	21%	(456)	28%	(611)	52%	(1136)	2203
Cable television: I currently subscribe	21%	(242)	30%	(345)	48%	(551)	1138
Cable television: I subscribed in the past	21%	(155)	27%	(198)	52%	(377)	731
Cable television: I have never subscribed	18%	(59)	20%	(67)	62%	(208)	334
Satellite television: I currently subscribe	20%	(104)	26%	(130)	54%	(273)	507
Satellite television: I subscribed in the past	22%	(140)	31%	(196)	47%	(301)	637
Satellite television: I have never subscribed	20%	(213)	27%	(284)	53%	(562)	1059
Streaming service: I currently subscribe	22%	(285)	31%	(405)	48%	(629)	1320
Streaming service: I subscribed in the past	24%	(57)	31%	(71)	45%	(106)	234
Streaming service: I have never subscribed	17%	(113)	21%	(134)	62%	(402)	649
Film: An avid fan	24%	(169)	32%	(227)	44%	(310)	707
Film: A casual fan	20%	(239)	27%	(326)	53%	(650)	1215
Film: Not a fan	16%	(44)	19%	(49)	65%	(171)	264
Television: An avid fan	21%	(222)	32%	(335)	47%	(486)	1043
Television: A casual fan	20%	(198)	25%	(246)	54%	(530)	975
Television: Not a fan	19%	(33)	15%	(25)	66%	(111)	168
Music: An avid fan	22%	(235)	29%	(309)	49%	(531)	1075
Music: A casual fan	20%	(195)	28%	(274)	52%	(505)	973
Music: Not a fan	17%	(25)	15%	(22)	67%	(97)	144
Fashion: An avid fan	24%	(72)	31%	(93)	45%	(134)	299
Fashion: A casual fan	22%	(189)	33%	(274)	45%	(378)	840
Fashion: Not a fan	18%	(193)	23%	(236)	59%	(617)	1046

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

**Table HR6:** Do you agree or disagree that it is old fashioned to ask women what they're wearing on the red carpet?

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	8%	(183)	14%	(306)	18%	(396)	20%	(434)	40%	(884)	2203
Gender: Male	8%	(85)	12%	(124)	18%	(184)	17%	(174)	45%	(464)	1031
Gender: Female	8%	(98)	15%	(182)	18%	(213)	22%	(260)	36%	(420)	1172
Age: 18-29	8%	(32)	17%	(69)	20%	(80)	16%	(66)	40%	(163)	411
Age: 30-44	8%	(38)	13%	(64)	17%	(79)	22%	(105)	40%	(191)	477
Age: 45-54	8%	(31)	10%	(39)	19%	(72)	24%	(90)	39%	(147)	379
Age: 55-64	9%	(38)	14%	(59)	16%	(69)	19%	(80)	42%	(178)	423
Age: 65+	9%	(45)	15%	(74)	19%	(96)	18%	(92)	40%	(205)	513
Generation Z: 18-21	6%	(11)	20%	(35)	16%	(27)	16%	(29)	42%	(74)	176
Millennial: Age 22-37	9%	(42)	13%	(63)	20%	(96)	19%	(90)	40%	(196)	487
Generation X: Age 38-53	8%	(43)	12%	(67)	18%	(101)	24%	(132)	38%	(211)	555
Boomers: Age 54-72	10%	(80)	14%	(120)	17%	(145)	19%	(161)	40%	(334)	841
PID: Dem (no lean)	12%	(85)	19%	(138)	21%	(153)	18%	(133)	30%	(223)	732
PID: Ind (no lean)	7%	(55)	12%	(99)	15%	(122)	17%	(143)	49%	(403)	822
PID: Rep (no lean)	7%	(44)	11%	(69)	19%	(121)	24%	(158)	40%	(257)	649
PID/Gender: Dem Men	10%	(33)	18%	(58)	22%	(70)	15%	(49)	35%	(113)	323
PID/Gender: Dem Women	13%	(52)	20%	(80)	20%	(83)	21%	(84)	27%	(110)	409
PID/Gender: Ind Men	9%	(33)	10%	(37)	14%	(50)	13%	(49)	54%	(200)	369
PID/Gender: Ind Women	5%	(21)	14%	(62)	16%	(73)	21%	(93)	45%	(204)	454
PID/Gender: Rep Men	6%	(19)	9%	(30)	19%	(64)	22%	(75)	45%	(151)	339
PID/Gender: Rep Women	8%	(24)	13%	(39)	18%	(57)	27%	(83)	34%	(106)	309
Ideo: Liberal (1-3)	13%	(84)	18%	(119)	20%	(132)	17%	(112)	33%	(221)	668
Ideo: Moderate (4)	9%	(42)	16%	(77)	21%	(99)	20%	(96)	33%	(157)	470
Ideo: Conservative (5-7)	6%	(46)	11%	(79)	17%	(127)	24%	(182)	42%	(315)	749
Educ: < College	6%	(81)	13%	(182)	17%	(229)	20%	(277)	45%	(617)	1386
Educ: Bachelors degree	13%	(66)	15%	(77)	21%	(107)	19%	(98)	33%	(173)	521
Educ: Post-grad	12%	(36)	16%	(47)	20%	(61)	20%	(59)	32%	(94)	296
Income: Under 50k	7%	(84)	12%	(147)	17%	(208)	19%	(230)	44%	(525)	1194
Income: 50k-100k	8%	(54)	16%	(110)	20%	(134)	20%	(133)	36%	(248)	680
Income: 100k+	14%	(45)	15%	(48)	16%	(54)	21%	(70)	34%	(111)	329

Continued on next page

**Table HR6:** Do you agree or disagree that it is old fashioned to ask women what they're wearing on the red carpet?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (183)	14% (306)	18% (396)	20% (434)	40% (884)	2203
Ethnicity: White	9% (155)	14% (246)	17% (309)	19% (345)	41% (727)	1782
Ethnicity: Hispanic	10% (20)	12% (25)	27% (58)	21% (45)	30% (65)	213
Ethnicity: Afr. Am.	6% (18)	13% (36)	20% (57)	22% (62)	38% (107)	279
Ethnicity: Other	7% (10)	17% (24)	21% (30)	19% (27)	35% (50)	142
Relig: Protestant	8% (40)	12% (64)	22% (116)	22% (114)	36% (189)	523
Relig: Roman Catholic	9% (37)	15% (61)	21% (83)	22% (88)	32% (128)	397
Relig: Something Else	5% (11)	10% (23)	18% (40)	22% (48)	44% (97)	219
Relig: Jewish	10% (6)	18% (10)	16% (9)	16% (9)	40% (23)	58
Relig: Evangelical	8% (68)	13% (109)	22% (185)	21% (177)	35% (291)	830
Relig: Non-Evang. Catholics	6% (20)	12% (38)	17% (54)	24% (73)	40% (123)	309
Relig: All Christian	8% (88)	13% (148)	21% (239)	22% (250)	36% (415)	1140
Relig: All Non-Christian	4% (10)	13% (33)	16% (40)	22% (57)	46% (118)	258
Community: Urban	8% (44)	17% (89)	18% (97)	19% (102)	38% (201)	532
Community: Suburban	9% (97)	14% (149)	19% (206)	20% (208)	38% (397)	1058
Community: Rural	7% (42)	11% (68)	15% (94)	20% (124)	47% (286)	614
Employ: Private Sector	13% (88)	14% (93)	18% (120)	21% (143)	34% (233)	678
Employ: Government	9% (14)	15% (24)	20% (31)	17% (28)	39% (62)	160
Employ: Self-Employed	4% (8)	10% (21)	23% (48)	21% (44)	42% (87)	208
Employ: Homemaker	3% (4)	11% (12)	19% (22)	24% (28)	43% (50)	117
Employ: Student	5% (5)	21% (20)	18% (17)	18% (17)	38% (37)	96
Employ: Retired	9% (45)	16% (82)	17% (89)	18% (92)	41% (212)	520
Employ: Unemployed	4% (8)	12% (24)	19% (36)	19% (37)	46% (91)	196
Employ: Other	5% (12)	12% (28)	14% (31)	20% (46)	49% (111)	228
Military HH: Yes	9% (39)	13% (58)	15% (64)	21% (91)	42% (181)	432
Military HH: No	8% (144)	14% (248)	19% (333)	19% (343)	40% (703)	1771
RD/WT: Right Direction	7% (53)	10% (72)	19% (144)	22% (165)	42% (311)	744
RD/WT: Wrong Track	9% (130)	16% (234)	17% (253)	18% (269)	39% (573)	1459
Trump Job Approve	8% (66)	9% (80)	17% (151)	23% (200)	43% (372)	870
Trump Job Disapprove	9% (114)	18% (220)	19% (239)	18% (218)	36% (436)	1227

Continued on next page



**Table HR6:** Do you agree or disagree that it is old fashioned to ask women what they're wearing on the red carpet?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (183)	14% (306)	18% (396)	20% (434)	40% (884)	2203
Trump Job Strongly Approve	8% (35)	8% (34)	14% (61)	26% (115)	44% (194)	439
Trump Job Somewhat Approve	7% (31)	11% (46)	21% (91)	20% (85)	41% (178)	430
Trump Job Somewhat Disapprove	5% (12)	17% (44)	25% (65)	20% (53)	34% (91)	265
Trump Job Strongly Disapprove	11% (101)	18% (176)	18% (174)	17% (166)	36% (345)	962
#1 Issue: Economy	8% (50)	13% (77)	17% (101)	21% (131)	41% (252)	612
#1 Issue: Security	11% (52)	9% (43)	18% (87)	24% (114)	39% (185)	480
#1 Issue: Health Care	8% (21)	14% (38)	22% (60)	19% (51)	38% (102)	270
#1 Issue: Medicare / Social Security	7% (22)	20% (63)	15% (49)	16% (51)	42% (135)	319
#1 Issue: Women's Issues	13% (17)	24% (33)	16% (21)	20% (27)	28% (38)	137
#1 Issue: Education	3% (4)	12% (17)	20% (29)	21% (30)	44% (64)	145
#1 Issue: Energy	10% (9)	24% (23)	18% (18)	9% (9)	39% (38)	97
#1 Issue: Other	5% (8)	9% (13)	22% (31)	15% (21)	49% (70)	143
2018 House Vote: Democrat	12% (102)	19% (160)	19% (159)	17% (139)	33% (272)	833
2018 House Vote: Republican	7% (51)	10% (71)	19% (132)	25% (176)	39% (277)	706
2018 House Vote: Someone else	6% (7)	9% (11)	15% (18)	18% (22)	52% (63)	120
2018 House Vote: Didnt Vote	4% (22)	12% (64)	16% (88)	18% (97)	50% (272)	543
2016 Vote: Hillary Clinton	12% (89)	18% (133)	21% (154)	17% (126)	31% (229)	731
2016 Vote: Donald Trump	7% (50)	10% (68)	18% (131)	24% (168)	41% (292)	709
2016 Vote: Someone else	9% (18)	14% (26)	16% (31)	20% (38)	41% (80)	192
2016 Vote: Didnt Vote	5% (27)	14% (77)	14% (80)	18% (101)	50% (283)	568
Voted in 2014: Yes	10% (139)	15% (214)	19% (270)	21% (301)	36% (516)	1440
Voted in 2014: No	6% (44)	12% (92)	17% (126)	17% (133)	48% (368)	763
2012 Vote: Barack Obama	11% (97)	18% (166)	18% (164)	19% (178)	34% (310)	915
2012 Vote: Mitt Romney	7% (35)	10% (51)	20% (100)	24% (119)	39% (197)	503
2012 Vote: Other	8% (9)	8% (9)	10% (11)	19% (22)	54% (60)	110
2012 Vote: Didn't Vote	6% (42)	12% (80)	18% (122)	17% (115)	47% (316)	675
4-Region: Northeast	10% (38)	12% (48)	20% (80)	20% (78)	38% (148)	393
4-Region: Midwest	6% (32)	13% (68)	19% (97)	19% (97)	42% (212)	506
4-Region: South	8% (68)	13% (109)	16% (136)	21% (175)	41% (335)	823
4-Region: West	9% (44)	17% (81)	17% (83)	17% (84)	39% (189)	481

Continued on next page

**Table HR6:** Do you agree or disagree that it is old fashioned to ask women what they're wearing on the red carpet?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (183)	14% (306)	18% (396)	20% (434)	40% (884)	2203
TV shows: Every day	8% (85)	14% (154)	19% (206)	24% (258)	35% (385)	1088
TV shows: Several times per week	9% (48)	17% (85)	23% (116)	16% (81)	35% (180)	510
TV shows: About once per week	11% (14)	15% (19)	14% (19)	16% (22)	44% (58)	132
TV shows: Several times per month	12% (15)	14% (17)	12% (15)	18% (21)	44% (53)	120
TV shows: About once per month	7% (3)	18% (9)	15% (8)	11% (6)	48% (24)	50
TV shows: Less often than once per month	11% (10)	10% (9)	15% (13)	21% (18)	43% (38)	88
TV shows: Never	4% (8)	6% (12)	9% (20)	13% (28)	69% (147)	214
Movies: Every day	8% (32)	13% (53)	18% (76)	24% (97)	37% (153)	410
Movies: Several times per week	10% (55)	15% (81)	20% (107)	22% (119)	34% (184)	547
Movies: About once per week	8% (28)	15% (53)	20% (69)	20% (70)	37% (132)	352
Movies: Several times per month	9% (25)	17% (49)	19% (53)	18% (51)	37% (106)	284
Movies: About once per month	8% (15)	18% (36)	23% (46)	17% (34)	34% (67)	198
Movies: Less often than once per month	9% (18)	11% (22)	14% (28)	15% (29)	51% (103)	200
Movies: Never	5% (10)	6% (13)	8% (17)	16% (33)	66% (140)	213
Sporting events: Every day	10% (15)	11% (16)	20% (29)	18% (26)	42% (62)	147
Sporting events: Several times per week	9% (28)	15% (49)	20% (66)	23% (75)	34% (110)	327
Sporting events: About once per week	8% (26)	16% (53)	21% (72)	22% (75)	33% (112)	338
Sporting events: Several times per month	12% (23)	19% (36)	22% (41)	15% (27)	32% (60)	187
Sporting events: About once per month	7% (12)	13% (21)	27% (43)	19% (30)	34% (55)	161
Sporting events: Less often than once per month	8% (27)	17% (56)	19% (62)	18% (58)	38% (126)	329
Sporting events: Never	7% (52)	11% (76)	12% (84)	20% (142)	50% (359)	714
Cable television: I currently subscribe	9% (102)	13% (144)	19% (218)	22% (254)	37% (420)	1138
Cable television: I subscribed in the past	8% (55)	17% (124)	18% (133)	17% (124)	40% (294)	731
Cable television: I have never subscribed	8% (25)	11% (38)	13% (45)	17% (56)	51% (169)	334
Satellite television: I currently subscribe	10% (49)	14% (72)	17% (87)	20% (100)	39% (198)	507
Satellite television: I subscribed in the past	7% (43)	15% (94)	19% (123)	20% (126)	39% (250)	637
Satellite television: I have never subscribed	9% (91)	13% (139)	18% (186)	20% (207)	41% (435)	1059
Streaming service: I currently subscribe	9% (114)	14% (187)	20% (266)	21% (272)	36% (481)	1320
Streaming service: I subscribed in the past	10% (23)	18% (42)	20% (47)	20% (48)	32% (74)	234
Streaming service: I have never subscribed	7% (46)	12% (77)	13% (84)	18% (115)	51% (328)	649

Continued on next page

**Table HR6:** Do you agree or disagree that it is old fashioned to ask women what they're wearing on the red carpet?

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	8% (183)	14% (306)	18% (396)	20% (434)	40% (884)	2203
Film: An avid fan	10% (69)	14% (97)	21% (149)	27% (190)	29% (202)	707
Film: A casual fan	8% (94)	15% (187)	17% (211)	17% (211)	42% (511)	1215
Film: Not a fan	8% (20)	7% (19)	13% (33)	11% (30)	61% (162)	264
Television: An avid fan	9% (94)	13% (136)	21% (217)	24% (252)	33% (345)	1043
Television: A casual fan	8% (75)	16% (154)	16% (159)	16% (161)	44% (426)	975
Television: Not a fan	8% (13)	9% (15)	10% (17)	11% (19)	61% (103)	168
Music: An avid fan	8% (87)	13% (145)	19% (202)	22% (238)	37% (403)	1075
Music: A casual fan	9% (89)	15% (145)	18% (174)	18% (172)	40% (393)	973
Music: Not a fan	5% (7)	11% (16)	12% (18)	15% (21)	57% (82)	144
Fashion: An avid fan	9% (27)	14% (42)	19% (58)	27% (80)	31% (92)	299
Fashion: A casual fan	8% (65)	18% (149)	19% (163)	23% (192)	32% (270)	840
Fashion: Not a fan	9% (90)	11% (113)	16% (170)	15% (159)	49% (514)	1046

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

**Table HR7\_1:** *Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
After seeing a celebrity wearing or using a certain brand on the red carpet or at an award show*

Demographic	Yes	No	Total N
Adults	10% (223)	90% (1980)	2203
Gender: Male	10% (101)	90% (930)	1031
Gender: Female	10% (122)	90% (1050)	1172
Age: 18-29	22% (92)	78% (319)	411
Age: 30-44	11% (55)	89% (423)	477
Age: 45-54	8% (32)	92% (347)	379
Age: 55-64	6% (24)	94% (400)	423
Age: 65+	4% (21)	96% (492)	513
Generation Z: 18-21	29% (52)	71% (125)	176
Millennial: Age 22-37	15% (73)	85% (415)	487
Generation X: Age 38-53	9% (52)	91% (503)	555
Boomers: Age 54-72	5% (42)	95% (798)	841
PID: Dem (no lean)	13% (96)	87% (636)	732
PID: Ind (no lean)	9% (77)	91% (745)	822
PID: Rep (no lean)	8% (50)	92% (599)	649
PID/Gender: Dem Men	16% (52)	84% (272)	323
PID/Gender: Dem Women	11% (45)	89% (364)	409
PID/Gender: Ind Men	7% (27)	93% (342)	369
PID/Gender: Ind Women	11% (50)	89% (404)	454
PID/Gender: Rep Men	7% (22)	93% (317)	339
PID/Gender: Rep Women	9% (27)	91% (282)	309
Ideo: Liberal (1-3)	13% (84)	87% (584)	668
Ideo: Moderate (4)	11% (53)	89% (417)	470
Ideo: Conservative (5-7)	8% (56)	92% (693)	749
Educ: < College	11% (150)	89% (1236)	1386
Educ: Bachelors degree	7% (38)	93% (483)	521
Educ: Post-grad	12% (35)	88% (262)	296

Continued on next page

**Table HR7\_1:** Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
 After seeing a celebrity wearing or using a certain brand on the red carpet or at an award show

Demographic	Yes	No	Total N
Adults	10% (223)	90% (1980)	2203
Income: Under 50k	12% (149)	88% (1046)	1194
Income: 50k-100k	6% (44)	94% (636)	680
Income: 100k+	9% (30)	91% (299)	329
Ethnicity: White	8% (145)	92% (1637)	1782
Ethnicity: Hispanic	15% (32)	85% (181)	213
Ethnicity: Afr. Am.	22% (60)	78% (219)	279
Ethnicity: Other	12% (18)	88% (124)	142
Relig: Protestant	7% (36)	93% (487)	523
Relig: Roman Catholic	8% (31)	92% (366)	397
Relig: Something Else	9% (19)	91% (200)	219
Relig: Jewish	5% (3)	95% (54)	58
Relig: Evangelical	7% (58)	93% (772)	830
Relig: Non-Evang. Catholics	9% (28)	91% (281)	309
Relig: All Christian	8% (86)	92% (1053)	1140
Relig: All Non-Christian	14% (37)	86% (222)	258
Community: Urban	13% (69)	87% (462)	532
Community: Suburban	10% (111)	90% (947)	1058
Community: Rural	7% (43)	93% (571)	614
Employ: Private Sector	10% (70)	90% (608)	678
Employ: Government	11% (17)	89% (143)	160
Employ: Self-Employed	14% (29)	86% (179)	208
Employ: Homemaker	9% (10)	91% (106)	117
Employ: Student	18% (18)	82% (79)	96
Employ: Retired	5% (27)	95% (493)	520
Employ: Unemployed	12% (23)	88% (173)	196
Employ: Other	13% (29)	87% (199)	228
Military HH: Yes	10% (44)	90% (388)	432
Military HH: No	10% (179)	90% (1592)	1771
RD/WT: Right Direction	11% (79)	89% (665)	744
RD/WT: Wrong Track	10% (144)	90% (1315)	1459

Continued on next page

**Table HR7\_1:** Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
After seeing a celebrity wearing or using a certain brand on the red carpet or at an award show

Demographic	Yes	No	Total N
Adults	10% (223)	90% (1980)	2203
Trump Job Approve	9% (81)	91% (789)	870
Trump Job Disapprove	11% (133)	89% (1093)	1227
Trump Job Strongly Approve	8% (37)	92% (402)	439
Trump Job Somewhat Approve	10% (43)	90% (387)	430
Trump Job Somewhat Disapprove	11% (29)	89% (236)	265
Trump Job Strongly Disapprove	11% (104)	89% (858)	962
#1 Issue: Economy	10% (62)	90% (549)	612
#1 Issue: Security	11% (52)	89% (428)	480
#1 Issue: Health Care	10% (27)	90% (243)	270
#1 Issue: Medicare / Social Security	6% (21)	94% (299)	319
#1 Issue: Women's Issues	16% (22)	84% (115)	137
#1 Issue: Education	12% (17)	88% (127)	145
#1 Issue: Energy	13% (12)	87% (85)	97
#1 Issue: Other	6% (9)	94% (134)	143
2018 House Vote: Democrat	12% (100)	88% (733)	833
2018 House Vote: Republican	7% (49)	93% (657)	706
2018 House Vote: Someone else	10% (11)	90% (109)	120
2018 House Vote: Didn't Vote	11% (62)	89% (481)	543
2016 Vote: Hillary Clinton	12% (86)	88% (645)	731
2016 Vote: Donald Trump	6% (44)	94% (665)	709
2016 Vote: Someone else	6% (12)	94% (180)	192
2016 Vote: Didn't Vote	14% (81)	86% (487)	568
Voted in 2014: Yes	8% (119)	92% (1321)	1440
Voted in 2014: No	14% (104)	86% (659)	763
2012 Vote: Barack Obama	11% (99)	89% (816)	915
2012 Vote: Mitt Romney	5% (24)	95% (479)	503
2012 Vote: Other	7% (7)	93% (103)	110
2012 Vote: Didn't Vote	14% (93)	86% (583)	675

Continued on next page

**Table HR7\_1:** Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
After seeing a celebrity wearing or using a certain brand on the red carpet or at an award show

Demographic	Yes	No	Total N
Adults	10% (223)	90% (1980)	2203
4-Region: Northeast	9% (34)	91% (359)	393
4-Region: Midwest	10% (51)	90% (455)	506
4-Region: South	12% (99)	88% (724)	823
4-Region: West	8% (40)	92% (441)	481
TV shows: Every day	11% (124)	89% (965)	1088
TV shows: Several times per week	8% (39)	92% (472)	510
TV shows: About once per week	12% (15)	88% (117)	132
TV shows: Several times per month	11% (13)	89% (107)	120
TV shows: About once per month	12% (6)	88% (44)	50
TV shows: Less often than once per month	5% (5)	95% (84)	88
TV shows: Never	10% (22)	90% (192)	214
Movies: Every day	18% (75)	82% (335)	410
Movies: Several times per week	9% (48)	91% (499)	547
Movies: About once per week	10% (36)	90% (316)	352
Movies: Several times per month	8% (22)	92% (262)	284
Movies: About once per month	5% (10)	95% (188)	198
Movies: Less often than once per month	5% (10)	95% (190)	200
Movies: Never	11% (23)	89% (189)	213
Sporting events: Every day	21% (30)	79% (117)	147
Sporting events: Several times per week	12% (38)	88% (289)	327
Sporting events: About once per week	10% (33)	90% (305)	338
Sporting events: Several times per month	12% (23)	88% (164)	187
Sporting events: About once per month	9% (15)	91% (147)	161
Sporting events: Less often than once per month	8% (27)	92% (302)	329
Sporting events: Never	8% (57)	92% (656)	714
Cable television: I currently subscribe	11% (125)	89% (1013)	1138
Cable television: I subscribed in the past	9% (66)	91% (665)	731
Cable television: I have never subscribed	10% (32)	90% (302)	334
Satellite television: I currently subscribe	13% (67)	87% (439)	507
Satellite television: I subscribed in the past	10% (64)	90% (573)	637
Satellite television: I have never subscribed	9% (92)	91% (968)	1059

Continued on next page

**Table HR7\_1:** *Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
After seeing a celebrity wearing or using a certain brand on the red carpet or at an award show*

Demographic	Yes	No	Total N
Adults	10% (223)	90% (1980)	2203
Streaming service: I currently subscribe	10% (132)	90% (1187)	1320
Streaming service: I subscribed in the past	17% (40)	83% (194)	234
Streaming service: I have never subscribed	8% (51)	92% (598)	649
Film: An avid fan	14% (100)	86% (606)	707
Film: A casual fan	7% (91)	93% (1124)	1215
Film: Not a fan	10% (26)	90% (238)	264
Television: An avid fan	12% (128)	88% (915)	1043
Television: A casual fan	8% (76)	92% (899)	975
Television: Not a fan	8% (14)	92% (154)	168
Music: An avid fan	13% (143)	87% (933)	1075
Music: A casual fan	7% (64)	93% (910)	973
Music: Not a fan	9% (13)	91% (131)	144
Fashion: An avid fan	32% (95)	68% (204)	299
Fashion: A casual fan	9% (73)	91% (767)	840
Fashion: Not a fan	5% (52)	95% (994)	1046

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



**Table HR7\_2:** *Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
 After seeing a celebrity wearing or using a certain brand in a paparazzi photo*

Demographic	Yes	No	Total N
Adults	12% (262)	88% (1941)	2203
Gender: Male	11% (115)	89% (916)	1031
Gender: Female	13% (147)	87% (1025)	1172
Age: 18-29	28% (113)	72% (298)	411
Age: 30-44	13% (60)	87% (417)	477
Age: 45-54	11% (40)	89% (339)	379
Age: 55-64	7% (28)	93% (395)	423
Age: 65+	4% (20)	96% (493)	513
Generation Z: 18-21	37% (65)	63% (111)	176
Millennial: Age 22-37	17% (81)	83% (406)	487
Generation X: Age 38-53	11% (62)	89% (493)	555
Boomers: Age 54-72	6% (52)	94% (789)	841
PID: Dem (no lean)	15% (112)	85% (620)	732
PID: Ind (no lean)	11% (93)	89% (729)	822
PID: Rep (no lean)	9% (57)	91% (592)	649
PID/Gender: Dem Men	16% (53)	84% (271)	323
PID/Gender: Dem Women	15% (59)	85% (349)	409
PID/Gender: Ind Men	10% (38)	90% (331)	369
PID/Gender: Ind Women	12% (55)	88% (398)	454
PID/Gender: Rep Men	7% (25)	93% (314)	339
PID/Gender: Rep Women	10% (32)	90% (277)	309
Ideo: Liberal (1-3)	15% (101)	85% (567)	668
Ideo: Moderate (4)	12% (58)	88% (412)	470
Ideo: Conservative (5-7)	9% (68)	91% (681)	749
Educ: < College	12% (167)	88% (1219)	1386
Educ: Bachelors degree	11% (59)	89% (462)	521
Educ: Post-grad	12% (35)	88% (261)	296

Continued on next page

**Table HR7\_2:** *Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
After seeing a celebrity wearing or using a certain brand in a paparazzi photo*

Demographic	Yes	No	Total N
Adults	12% (262)	88% (1941)	2203
Income: Under 50k	14% (170)	86% (1024)	1194
Income: 50k-100k	8% (54)	92% (625)	680
Income: 100k+	11% (38)	89% (291)	329
Ethnicity: White	9% (163)	91% (1619)	1782
Ethnicity: Hispanic	16% (35)	84% (178)	213
Ethnicity: Afr. Am.	26% (73)	74% (206)	279
Ethnicity: Other	18% (26)	82% (116)	142
Relig: Protestant	7% (37)	93% (486)	523
Relig: Roman Catholic	10% (39)	90% (358)	397
Relig: Something Else	11% (24)	89% (196)	219
Relig: Jewish	11% (6)	89% (51)	58
Relig: Evangelical	9% (71)	91% (759)	830
Relig: Non-Evang. Catholics	9% (29)	91% (280)	309
Relig: All Christian	9% (100)	91% (1040)	1140
Relig: All Non-Christian	19% (50)	81% (209)	258
Community: Urban	15% (79)	85% (453)	532
Community: Suburban	13% (137)	87% (921)	1058
Community: Rural	8% (46)	92% (567)	614
Employ: Private Sector	13% (85)	87% (592)	678
Employ: Government	15% (24)	85% (137)	160
Employ: Self-Employed	15% (30)	85% (178)	208
Employ: Homemaker	11% (12)	89% (105)	117
Employ: Student	28% (27)	72% (69)	96
Employ: Retired	5% (26)	95% (494)	520
Employ: Unemployed	12% (24)	88% (172)	196
Employ: Other	14% (33)	86% (195)	228
Military HH: Yes	10% (41)	90% (391)	432
Military HH: No	12% (221)	88% (1550)	1771
RD/WT: Right Direction	12% (86)	88% (658)	744
RD/WT: Wrong Track	12% (176)	88% (1283)	1459

Continued on next page

**Table HR7\_2:** Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
After seeing a celebrity wearing or using a certain brand in a paparazzi photo

Demographic	Yes	No	Total N
Adults	12% (262)	88% (1941)	2203
Trump Job Approve	10% (85)	90% (785)	870
Trump Job Disapprove	14% (168)	86% (1058)	1227
Trump Job Strongly Approve	8% (35)	92% (404)	439
Trump Job Somewhat Approve	12% (50)	88% (381)	430
Trump Job Somewhat Disapprove	14% (37)	86% (228)	265
Trump Job Strongly Disapprove	14% (131)	86% (831)	962
#1 Issue: Economy	13% (81)	87% (531)	612
#1 Issue: Security	10% (49)	90% (432)	480
#1 Issue: Health Care	10% (28)	90% (242)	270
#1 Issue: Medicare / Social Security	9% (28)	91% (292)	319
#1 Issue: Women's Issues	19% (26)	81% (111)	137
#1 Issue: Education	17% (24)	83% (120)	145
#1 Issue: Energy	17% (16)	83% (81)	97
#1 Issue: Other	7% (10)	93% (133)	143
2018 House Vote: Democrat	12% (101)	88% (733)	833
2018 House Vote: Republican	8% (56)	92% (650)	706
2018 House Vote: Someone else	11% (13)	89% (108)	120
2018 House Vote: Didn't Vote	17% (92)	83% (451)	543
2016 Vote: Hillary Clinton	13% (96)	87% (636)	731
2016 Vote: Donald Trump	7% (47)	93% (662)	709
2016 Vote: Someone else	10% (19)	90% (173)	192
2016 Vote: Didn't Vote	17% (99)	83% (469)	568
Voted in 2014: Yes	9% (135)	91% (1305)	1440
Voted in 2014: No	17% (126)	83% (637)	763
2012 Vote: Barack Obama	12% (109)	88% (806)	915
2012 Vote: Mitt Romney	6% (30)	94% (473)	503
2012 Vote: Other	8% (9)	92% (101)	110
2012 Vote: Didn't Vote	17% (113)	83% (562)	675

Continued on next page

**Table HR7\_2:** *Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
After seeing a celebrity wearing or using a certain brand in a paparazzi photo*

Demographic	Yes	No	Total N
Adults	12% (262)	88% (1941)	2203
4-Region: Northeast	11% (43)	89% (350)	393
4-Region: Midwest	12% (61)	88% (446)	506
4-Region: South	13% (110)	87% (712)	823
4-Region: West	10% (48)	90% (434)	481
TV shows: Every day	13% (137)	87% (951)	1088
TV shows: Several times per week	11% (55)	89% (455)	510
TV shows: About once per week	15% (20)	85% (112)	132
TV shows: Several times per month	13% (16)	87% (104)	120
TV shows: About once per month	17% (8)	83% (42)	50
TV shows: Less often than once per month	5% (5)	95% (84)	88
TV shows: Never	9% (20)	91% (194)	214
Movies: Every day	19% (77)	81% (333)	410
Movies: Several times per week	11% (60)	89% (487)	547
Movies: About once per week	12% (42)	88% (310)	352
Movies: Several times per month	13% (37)	87% (247)	284
Movies: About once per month	7% (14)	93% (184)	198
Movies: Less often than once per month	5% (11)	95% (189)	200
Movies: Never	10% (21)	90% (192)	213
Sporting events: Every day	19% (27)	81% (120)	147
Sporting events: Several times per week	13% (44)	87% (283)	327
Sporting events: About once per week	14% (47)	86% (291)	338
Sporting events: Several times per month	13% (25)	87% (162)	187
Sporting events: About once per month	10% (16)	90% (145)	161
Sporting events: Less often than once per month	11% (35)	89% (294)	329
Sporting events: Never	9% (67)	91% (646)	714
Cable television: I currently subscribe	12% (137)	88% (1001)	1138
Cable television: I subscribed in the past	12% (87)	88% (644)	731
Cable television: I have never subscribed	11% (38)	89% (296)	334
Satellite television: I currently subscribe	14% (70)	86% (437)	507
Satellite television: I subscribed in the past	13% (84)	87% (553)	637
Satellite television: I have never subscribed	10% (108)	90% (951)	1059

Continued on next page

**Table HR7\_2:** Thinking about your shopping habits in general, have you ever purchased a product or service because of the following situations:  
After seeing a celebrity wearing or using a certain brand in a paparazzi photo

Demographic	Yes	No	Total N
Adults	12% (262)	88% (1941)	2203
Streaming service: I currently subscribe	12% (165)	88% (1155)	1320
Streaming service: I subscribed in the past	17% (41)	83% (193)	234
Streaming service: I have never subscribed	9% (56)	91% (593)	649
Film: An avid fan	15% (109)	85% (598)	707
Film: A casual fan	10% (124)	90% (1090)	1215
Film: Not a fan	9% (24)	91% (240)	264
Television: An avid fan	13% (139)	87% (905)	1043
Television: A casual fan	11% (105)	89% (870)	975
Television: Not a fan	8% (14)	92% (154)	168
Music: An avid fan	17% (178)	83% (897)	1075
Music: A casual fan	8% (73)	92% (900)	973
Music: Not a fan	6% (9)	94% (135)	144
Fashion: An avid fan	32% (95)	68% (204)	299
Fashion: A casual fan	14% (114)	86% (726)	840
Fashion: Not a fan	5% (51)	95% (995)	1046

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

**Table HR8\_1:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity wears a certain brand on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(142)	57%	(1262)	16%	(343)	21%	(456)	2203
Gender: Male	5%	(56)	56%	(580)	15%	(156)	23%	(239)	1031
Gender: Female	7%	(87)	58%	(682)	16%	(187)	18%	(216)	1172
Age: 18-29	13%	(54)	46%	(191)	15%	(60)	26%	(106)	411
Age: 30-44	9%	(45)	55%	(263)	13%	(61)	23%	(108)	477
Age: 45-54	7%	(28)	64%	(242)	14%	(52)	15%	(56)	379
Age: 55-64	3%	(11)	58%	(246)	17%	(70)	23%	(96)	423
Age: 65+	1%	(4)	63%	(320)	19%	(100)	17%	(89)	513
Generation Z: 18-21	16%	(27)	42%	(75)	15%	(26)	28%	(49)	176
Millennial: Age 22-37	11%	(52)	51%	(249)	13%	(65)	25%	(121)	487
Generation X: Age 38-53	9%	(48)	61%	(340)	13%	(75)	17%	(93)	555
Boomers: Age 54-72	2%	(16)	61%	(509)	17%	(146)	20%	(170)	841
PID: Dem (no lean)	8%	(60)	62%	(456)	13%	(97)	16%	(119)	732
PID: Ind (no lean)	6%	(47)	53%	(435)	16%	(131)	25%	(209)	822
PID: Rep (no lean)	5%	(35)	57%	(371)	18%	(114)	20%	(128)	649
PID/Gender: Dem Men	8%	(26)	59%	(192)	11%	(35)	22%	(70)	323
PID/Gender: Dem Women	8%	(34)	65%	(264)	15%	(62)	12%	(49)	409
PID/Gender: Ind Men	4%	(15)	52%	(193)	16%	(59)	27%	(101)	369
PID/Gender: Ind Women	7%	(33)	53%	(242)	16%	(72)	24%	(107)	454
PID/Gender: Rep Men	4%	(15)	57%	(194)	18%	(61)	20%	(69)	339
PID/Gender: Rep Women	7%	(20)	57%	(176)	17%	(53)	19%	(60)	309
Ideo: Liberal (1-3)	9%	(60)	62%	(412)	12%	(80)	17%	(117)	668
Ideo: Moderate (4)	6%	(28)	61%	(288)	13%	(63)	19%	(91)	470
Ideo: Conservative (5-7)	5%	(39)	59%	(442)	19%	(142)	17%	(126)	749
Educ: < College	7%	(97)	51%	(704)	18%	(246)	24%	(338)	1386
Educ: Bachelors degree	5%	(27)	71%	(369)	12%	(60)	12%	(64)	521
Educ: Post-grad	6%	(18)	64%	(188)	12%	(37)	18%	(54)	296

Continued on next page

**Table HR8\_1:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:*After a celebrity wears a certain brand on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(142)	57%	(1262)	16%	(343)	21%	(456)	2203
Income: Under 50k	8%	(95)	50%	(595)	17%	(201)	25%	(303)	1194
Income: 50k-100k	4%	(28)	66%	(446)	15%	(99)	16%	(106)	680
Income: 100k+	6%	(19)	67%	(221)	13%	(42)	14%	(46)	329
Ethnicity: White	5%	(91)	60%	(1060)	15%	(259)	21%	(372)	1782
Ethnicity: Hispanic	13%	(27)	55%	(117)	15%	(31)	18%	(38)	213
Ethnicity: Afr. Am.	13%	(37)	46%	(127)	21%	(59)	20%	(55)	279
Ethnicity: Other	10%	(14)	52%	(74)	18%	(25)	20%	(29)	142
Relig: Protestant	4%	(21)	64%	(335)	16%	(86)	16%	(81)	523
Relig: Roman Catholic	7%	(27)	58%	(231)	18%	(73)	17%	(66)	397
Relig: Something Else	6%	(14)	58%	(126)	15%	(33)	21%	(46)	219
Relig: Jewish	5%	(3)	66%	(38)	16%	(9)	13%	(7)	58
Relig: Evangelical	5%	(44)	61%	(509)	16%	(136)	17%	(141)	830
Relig: Non-Evang. Catholics	6%	(18)	59%	(183)	18%	(57)	17%	(52)	309
Relig: All Christian	5%	(62)	61%	(692)	17%	(192)	17%	(194)	1140
Relig: All Non-Christian	7%	(19)	46%	(119)	18%	(46)	29%	(74)	258
Community: Urban	10%	(56)	54%	(288)	16%	(85)	19%	(102)	532
Community: Suburban	6%	(66)	61%	(647)	15%	(159)	17%	(185)	1058
Community: Rural	3%	(20)	53%	(326)	16%	(99)	27%	(168)	614
Employ: Private Sector	8%	(51)	63%	(426)	14%	(97)	15%	(103)	678
Employ: Government	6%	(9)	51%	(81)	16%	(25)	28%	(44)	160
Employ: Self-Employed	10%	(20)	53%	(110)	15%	(32)	22%	(46)	208
Employ: Homemaker	5%	(6)	67%	(78)	8%	(9)	21%	(24)	117
Employ: Student	16%	(15)	48%	(46)	13%	(12)	23%	(23)	96
Employ: Retired	2%	(8)	61%	(317)	20%	(102)	18%	(92)	520
Employ: Unemployed	8%	(16)	47%	(92)	10%	(20)	35%	(68)	196
Employ: Other	7%	(16)	49%	(111)	20%	(45)	25%	(57)	228
Military HH: Yes	5%	(20)	56%	(243)	18%	(76)	21%	(93)	432
Military HH: No	7%	(122)	58%	(1019)	15%	(267)	21%	(363)	1771

Continued on next page

**Table HR8\_1:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity wears a certain brand on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(142)	57%	(1262)	16%	(343)	21%	(456)	2203
RD/WT: Right Direction	7%	(52)	52%	(391)	19%	(142)	21%	(160)	744
RD/WT: Wrong Track	6%	(91)	60%	(871)	14%	(201)	20%	(296)	1459
Trump Job Approve	7%	(57)	55%	(483)	18%	(158)	20%	(171)	870
Trump Job Disapprove	7%	(82)	61%	(747)	14%	(172)	18%	(226)	1227
Trump Job Strongly Approve	6%	(27)	51%	(226)	23%	(100)	20%	(86)	439
Trump Job Somewhat Approve	7%	(30)	60%	(256)	14%	(58)	20%	(85)	430
Trump Job Somewhat Disapprove	7%	(19)	56%	(148)	15%	(39)	22%	(58)	265
Trump Job Strongly Disapprove	6%	(62)	62%	(599)	14%	(133)	17%	(167)	962
#1 Issue: Economy	9%	(55)	58%	(357)	13%	(80)	20%	(120)	612
#1 Issue: Security	6%	(29)	56%	(267)	20%	(95)	19%	(89)	480
#1 Issue: Health Care	4%	(11)	66%	(179)	12%	(31)	18%	(48)	270
#1 Issue: Medicare / Social Security	2%	(7)	52%	(167)	23%	(74)	22%	(72)	319
#1 Issue: Women's Issues	10%	(13)	62%	(84)	10%	(14)	18%	(25)	137
#1 Issue: Education	10%	(15)	51%	(74)	15%	(22)	24%	(34)	145
#1 Issue: Energy	11%	(10)	58%	(56)	8%	(8)	24%	(23)	97
#1 Issue: Other	1%	(1)	54%	(78)	14%	(20)	31%	(44)	143
2018 House Vote: Democrat	7%	(60)	65%	(539)	12%	(102)	16%	(133)	833
2018 House Vote: Republican	5%	(38)	57%	(405)	19%	(137)	18%	(126)	706
2018 House Vote: Someone else	6%	(8)	48%	(58)	22%	(26)	23%	(28)	120
2018 House Vote: Didnt Vote	7%	(36)	48%	(260)	14%	(78)	31%	(169)	543
2016 Vote: Hillary Clinton	7%	(54)	66%	(479)	11%	(80)	16%	(118)	731
2016 Vote: Donald Trump	4%	(31)	57%	(405)	19%	(136)	19%	(138)	709
2016 Vote: Someone else	4%	(8)	58%	(111)	17%	(32)	21%	(40)	192
2016 Vote: Didnt Vote	9%	(49)	47%	(265)	17%	(95)	28%	(160)	568
Voted in 2014: Yes	5%	(76)	61%	(874)	16%	(229)	18%	(261)	1440
Voted in 2014: No	9%	(67)	51%	(387)	15%	(115)	25%	(194)	763

Continued on next page



**Table HR8\_1:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity wears a certain brand on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(142)	57%	(1262)	16%	(343)	21%	(456)	2203
2012 Vote: Barack Obama	7%	(60)	64%	(583)	12%	(107)	18%	(165)	915
2012 Vote: Mitt Romney	3%	(15)	62%	(312)	19%	(97)	16%	(78)	503
2012 Vote: Other	5%	(5)	47%	(51)	25%	(27)	24%	(26)	110
2012 Vote: Didn't Vote	9%	(62)	47%	(315)	17%	(112)	28%	(186)	675
4-Region: Northeast	7%	(27)	60%	(234)	17%	(65)	17%	(67)	393
4-Region: Midwest	5%	(28)	57%	(290)	16%	(79)	21%	(109)	506
4-Region: South	7%	(61)	53%	(434)	18%	(144)	22%	(184)	823
4-Region: West	6%	(27)	63%	(304)	11%	(55)	20%	(96)	481
TV shows: Every day	9%	(95)	61%	(659)	11%	(121)	20%	(214)	1088
TV shows: Several times per week	5%	(27)	65%	(330)	16%	(80)	14%	(73)	510
TV shows: About once per week	6%	(8)	52%	(69)	25%	(34)	16%	(22)	132
TV shows: Several times per month	4%	(5)	58%	(70)	18%	(22)	19%	(23)	120
TV shows: About once per month	7%	(3)	53%	(27)	17%	(8)	23%	(12)	50
TV shows: Less often than once per month	2%	(1)	50%	(44)	27%	(23)	22%	(20)	88
TV shows: Never	1%	(3)	30%	(63)	26%	(55)	43%	(93)	214
Movies: Every day	14%	(58)	49%	(203)	14%	(58)	22%	(91)	410
Movies: Several times per week	6%	(32)	63%	(346)	15%	(82)	16%	(86)	547
Movies: About once per week	5%	(18)	64%	(224)	15%	(53)	16%	(56)	352
Movies: Several times per month	5%	(15)	64%	(183)	12%	(34)	18%	(52)	284
Movies: About once per month	5%	(10)	69%	(136)	8%	(16)	18%	(36)	198
Movies: Less often than once per month	3%	(7)	52%	(104)	21%	(42)	23%	(47)	200
Movies: Never	1%	(2)	31%	(66)	27%	(58)	41%	(88)	213
Sporting events: Every day	15%	(22)	55%	(81)	14%	(20)	16%	(24)	147
Sporting events: Several times per week	8%	(25)	62%	(204)	14%	(44)	16%	(54)	327
Sporting events: About once per week	8%	(27)	65%	(219)	12%	(39)	16%	(53)	338
Sporting events: Several times per month	7%	(14)	62%	(116)	13%	(24)	17%	(32)	187
Sporting events: About once per month	7%	(11)	54%	(88)	18%	(29)	21%	(35)	161
Sporting events: Less often than once per month	5%	(17)	62%	(203)	13%	(42)	20%	(67)	329
Sporting events: Never	4%	(27)	49%	(351)	20%	(144)	27%	(192)	714

Continued on next page

**Table HR8\_1:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity wears a certain brand on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(142)	57%	(1262)	16%	(343)	21%	(456)	2203
Cable television: I currently subscribe	8%	(89)	61%	(689)	15%	(172)	17%	(188)	1138
Cable television: I subscribed in the past	5%	(39)	58%	(426)	16%	(114)	21%	(151)	731
Cable television: I have never subscribed	4%	(14)	44%	(147)	17%	(57)	35%	(117)	334
Satellite television: I currently subscribe	11%	(54)	53%	(268)	16%	(81)	21%	(104)	507
Satellite television: I subscribed in the past	7%	(45)	58%	(372)	15%	(95)	20%	(127)	637
Satellite television: I have never subscribed	4%	(44)	59%	(622)	16%	(168)	21%	(225)	1059
Streaming service: I currently subscribe	7%	(96)	63%	(832)	13%	(170)	17%	(222)	1320
Streaming service: I subscribed in the past	12%	(27)	51%	(119)	18%	(43)	19%	(45)	234
Streaming service: I have never subscribed	3%	(19)	48%	(311)	20%	(131)	29%	(188)	649
Film: An avid fan	11%	(76)	59%	(414)	14%	(102)	16%	(115)	707
Film: A casual fan	5%	(57)	61%	(742)	15%	(179)	19%	(236)	1215
Film: Not a fan	3%	(7)	36%	(94)	23%	(61)	38%	(101)	264
Television: An avid fan	9%	(92)	56%	(586)	16%	(162)	19%	(203)	1043
Television: A casual fan	5%	(45)	61%	(598)	15%	(147)	19%	(184)	975
Television: Not a fan	3%	(4)	41%	(68)	19%	(32)	38%	(63)	168
Music: An avid fan	9%	(100)	55%	(590)	15%	(164)	21%	(222)	1075
Music: A casual fan	4%	(37)	62%	(600)	16%	(160)	18%	(176)	973
Music: Not a fan	3%	(4)	44%	(63)	14%	(20)	40%	(57)	144
Fashion: An avid fan	23%	(68)	42%	(127)	16%	(47)	19%	(58)	299
Fashion: A casual fan	7%	(56)	64%	(541)	13%	(108)	16%	(134)	840
Fashion: Not a fan	2%	(17)	55%	(580)	18%	(188)	25%	(261)	1046

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

**Table HR8\_2:** *Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:  
 After a celebrity uses a certain product on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(136)	58%	(1279)	15%	(337)	20%	(450)	2203
Gender: Male	5%	(54)	57%	(591)	16%	(160)	22%	(226)	1031
Gender: Female	7%	(82)	59%	(689)	15%	(177)	19%	(224)	1172
Age: 18-29	14%	(58)	45%	(183)	15%	(62)	26%	(107)	411
Age: 30-44	8%	(36)	57%	(271)	13%	(62)	23%	(108)	477
Age: 45-54	6%	(22)	67%	(256)	13%	(48)	14%	(54)	379
Age: 55-64	3%	(12)	58%	(247)	17%	(71)	22%	(93)	423
Age: 65+	2%	(8)	63%	(322)	18%	(94)	17%	(88)	513
Generation Z: 18-21	15%	(27)	41%	(73)	17%	(29)	27%	(47)	176
Millennial: Age 22-37	11%	(53)	51%	(247)	13%	(64)	25%	(124)	487
Generation X: Age 38-53	6%	(35)	64%	(358)	13%	(75)	16%	(87)	555
Boomers: Age 54-72	2%	(21)	61%	(512)	16%	(138)	20%	(171)	841
PID: Dem (no lean)	7%	(54)	64%	(466)	13%	(96)	16%	(115)	732
PID: Ind (no lean)	6%	(47)	53%	(439)	16%	(129)	25%	(208)	822
PID: Rep (no lean)	5%	(35)	58%	(375)	17%	(112)	20%	(127)	649
PID/Gender: Dem Men	7%	(22)	62%	(199)	12%	(39)	19%	(63)	323
PID/Gender: Dem Women	8%	(32)	65%	(267)	14%	(57)	13%	(53)	409
PID/Gender: Ind Men	5%	(17)	53%	(197)	16%	(60)	26%	(95)	369
PID/Gender: Ind Women	7%	(30)	53%	(242)	15%	(69)	25%	(113)	454
PID/Gender: Rep Men	5%	(16)	57%	(195)	18%	(61)	20%	(68)	339
PID/Gender: Rep Women	6%	(19)	58%	(180)	17%	(51)	19%	(59)	309
Ideo: Liberal (1-3)	7%	(50)	63%	(418)	12%	(82)	18%	(118)	668
Ideo: Moderate (4)	6%	(31)	61%	(287)	14%	(65)	19%	(88)	470
Ideo: Conservative (5-7)	5%	(37)	60%	(446)	18%	(132)	18%	(135)	749
Educ: < College	7%	(92)	52%	(719)	17%	(242)	24%	(333)	1386
Educ: Bachelors degree	5%	(27)	71%	(370)	11%	(59)	12%	(64)	521
Educ: Post-grad	6%	(17)	64%	(190)	12%	(36)	18%	(52)	296

Continued on next page

**Table HR8\_2:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity uses a certain product on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(136)	58%	(1279)	15%	(337)	20%	(450)	2203
Income: Under 50k	7%	(89)	51%	(608)	17%	(201)	25%	(296)	1194
Income: 50k-100k	4%	(28)	66%	(448)	14%	(93)	16%	(111)	680
Income: 100k+	6%	(20)	68%	(223)	13%	(43)	13%	(43)	329
Ethnicity: White	5%	(93)	60%	(1074)	14%	(254)	20%	(360)	1782
Ethnicity: Hispanic	13%	(27)	52%	(110)	15%	(32)	21%	(44)	213
Ethnicity: Afr. Am.	11%	(31)	46%	(128)	21%	(58)	22%	(62)	279
Ethnicity: Other	9%	(12)	54%	(77)	17%	(25)	20%	(28)	142
Relig: Protestant	4%	(23)	65%	(338)	15%	(80)	16%	(81)	523
Relig: Roman Catholic	8%	(31)	57%	(226)	19%	(74)	17%	(66)	397
Relig: Something Else	6%	(13)	59%	(130)	12%	(27)	23%	(49)	219
Relig: Jewish	4%	(2)	70%	(40)	18%	(11)	8%	(5)	58
Relig: Evangelical	5%	(44)	61%	(506)	16%	(133)	18%	(147)	830
Relig: Non-Evang. Catholics	7%	(23)	61%	(188)	16%	(49)	16%	(50)	309
Relig: All Christian	6%	(67)	61%	(694)	16%	(182)	17%	(196)	1140
Relig: All Non-Christian	6%	(16)	48%	(125)	17%	(45)	28%	(72)	258
Community: Urban	8%	(43)	57%	(300)	16%	(84)	19%	(104)	532
Community: Suburban	7%	(70)	61%	(650)	15%	(156)	17%	(182)	1058
Community: Rural	4%	(23)	54%	(329)	16%	(98)	27%	(164)	614
Employ: Private Sector	7%	(49)	64%	(433)	14%	(96)	15%	(99)	678
Employ: Government	5%	(8)	50%	(81)	15%	(23)	30%	(48)	160
Employ: Self-Employed	7%	(14)	57%	(118)	14%	(29)	22%	(47)	208
Employ: Homemaker	4%	(4)	68%	(80)	9%	(11)	19%	(22)	117
Employ: Student	15%	(15)	43%	(41)	16%	(15)	26%	(25)	96
Employ: Retired	2%	(11)	62%	(323)	18%	(95)	18%	(91)	520
Employ: Unemployed	8%	(16)	47%	(93)	10%	(19)	35%	(68)	196
Employ: Other	8%	(19)	49%	(111)	21%	(48)	22%	(50)	228
Military HH: Yes	5%	(20)	58%	(250)	17%	(75)	20%	(88)	432
Military HH: No	7%	(116)	58%	(1029)	15%	(263)	20%	(362)	1771

Continued on next page

**Table HR8\_2:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity uses a certain product on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(136)	58%	(1279)	15%	(337)	20%	(450)	2203
RD/WT: Right Direction	7%	(53)	54%	(402)	19%	(143)	20%	(147)	744
RD/WT: Wrong Track	6%	(84)	60%	(878)	13%	(194)	21%	(303)	1459
Trump Job Approve	7%	(57)	57%	(493)	18%	(156)	19%	(165)	870
Trump Job Disapprove	6%	(78)	61%	(754)	13%	(165)	19%	(230)	1227
Trump Job Strongly Approve	6%	(29)	53%	(233)	22%	(98)	18%	(80)	439
Trump Job Somewhat Approve	7%	(28)	60%	(260)	13%	(58)	20%	(85)	430
Trump Job Somewhat Disapprove	5%	(14)	60%	(159)	14%	(36)	21%	(56)	265
Trump Job Strongly Disapprove	7%	(64)	62%	(595)	13%	(129)	18%	(174)	962
#1 Issue: Economy	7%	(41)	60%	(370)	14%	(86)	19%	(115)	612
#1 Issue: Security	7%	(32)	57%	(273)	19%	(93)	17%	(83)	480
#1 Issue: Health Care	5%	(14)	64%	(174)	10%	(27)	20%	(55)	270
#1 Issue: Medicare / Social Security	2%	(7)	55%	(175)	21%	(67)	22%	(70)	319
#1 Issue: Women's Issues	12%	(16)	59%	(81)	10%	(13)	19%	(26)	137
#1 Issue: Education	10%	(15)	50%	(72)	16%	(23)	24%	(35)	145
#1 Issue: Energy	8%	(7)	63%	(61)	7%	(7)	22%	(22)	97
#1 Issue: Other	3%	(4)	51%	(73)	15%	(21)	31%	(44)	143
2018 House Vote: Democrat	6%	(53)	66%	(551)	11%	(96)	16%	(133)	833
2018 House Vote: Republican	5%	(37)	58%	(413)	19%	(135)	17%	(121)	706
2018 House Vote: Someone else	6%	(7)	49%	(59)	19%	(23)	26%	(31)	120
2018 House Vote: Didnt Vote	7%	(38)	47%	(257)	15%	(84)	30%	(164)	543
2016 Vote: Hillary Clinton	7%	(52)	66%	(486)	10%	(74)	16%	(119)	731
2016 Vote: Donald Trump	5%	(33)	58%	(411)	19%	(135)	18%	(131)	709
2016 Vote: Someone else	4%	(7)	60%	(115)	17%	(32)	20%	(38)	192
2016 Vote: Didnt Vote	8%	(43)	47%	(266)	17%	(96)	29%	(162)	568
Voted in 2014: Yes	5%	(72)	62%	(894)	15%	(216)	18%	(258)	1440
Voted in 2014: No	8%	(64)	50%	(385)	16%	(122)	25%	(192)	763

Continued on next page

**Table HR8\_2:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity uses a certain product on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(136)	58%	(1279)	15%	(337)	20%	(450)	2203
2012 Vote: Barack Obama	6%	(56)	65%	(592)	11%	(102)	18%	(164)	915
2012 Vote: Mitt Romney	3%	(14)	64%	(323)	18%	(91)	15%	(75)	503
2012 Vote: Other	3%	(3)	48%	(53)	26%	(29)	23%	(25)	110
2012 Vote: Didn't Vote	9%	(62)	46%	(311)	17%	(115)	28%	(186)	675
4-Region: Northeast	6%	(22)	61%	(240)	18%	(73)	15%	(58)	393
4-Region: Midwest	5%	(25)	58%	(293)	15%	(78)	22%	(110)	506
4-Region: South	7%	(58)	54%	(445)	16%	(136)	22%	(184)	823
4-Region: West	7%	(32)	63%	(301)	11%	(51)	20%	(97)	481
TV shows: Every day	8%	(90)	61%	(666)	11%	(124)	19%	(208)	1088
TV shows: Several times per week	5%	(24)	66%	(336)	15%	(78)	14%	(73)	510
TV shows: About once per week	6%	(8)	54%	(71)	24%	(32)	16%	(21)	132
TV shows: Several times per month	3%	(4)	55%	(66)	20%	(24)	22%	(26)	120
TV shows: About once per month	7%	(3)	52%	(26)	17%	(8)	24%	(12)	50
TV shows: Less often than once per month	2%	(1)	53%	(46)	24%	(21)	22%	(20)	88
TV shows: Never	3%	(6)	32%	(68)	24%	(51)	42%	(90)	214
Movies: Every day	12%	(50)	50%	(205)	15%	(62)	23%	(92)	410
Movies: Several times per week	6%	(31)	64%	(352)	16%	(86)	14%	(78)	547
Movies: About once per week	6%	(21)	65%	(228)	12%	(43)	17%	(60)	352
Movies: Several times per month	6%	(16)	62%	(176)	13%	(36)	20%	(55)	284
Movies: About once per month	5%	(10)	69%	(136)	9%	(18)	18%	(35)	198
Movies: Less often than once per month	2%	(4)	56%	(112)	19%	(37)	23%	(47)	200
Movies: Never	2%	(4)	33%	(71)	26%	(55)	39%	(82)	213
Sporting events: Every day	14%	(21)	57%	(85)	14%	(20)	15%	(21)	147
Sporting events: Several times per week	8%	(25)	62%	(201)	14%	(46)	17%	(55)	327
Sporting events: About once per week	7%	(22)	64%	(215)	14%	(48)	16%	(53)	338
Sporting events: Several times per month	8%	(15)	62%	(116)	9%	(16)	21%	(39)	187
Sporting events: About once per month	7%	(11)	58%	(93)	16%	(26)	19%	(31)	161
Sporting events: Less often than once per month	4%	(14)	62%	(204)	14%	(46)	20%	(65)	329
Sporting events: Never	4%	(28)	51%	(366)	19%	(134)	26%	(186)	714

Continued on next page

**Table HR8\_2:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity uses a certain product on the red carpet or at an award show*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	6%	(136)	58%	(1279)	15%	(337)	20%	(450)	2203
Cable television: I currently subscribe	7%	(82)	61%	(696)	16%	(179)	16%	(180)	1138
Cable television: I subscribed in the past	6%	(41)	60%	(437)	15%	(108)	20%	(145)	731
Cable television: I have never subscribed	4%	(13)	44%	(147)	15%	(49)	37%	(125)	334
Satellite television: I currently subscribe	9%	(47)	53%	(271)	17%	(88)	20%	(100)	507
Satellite television: I subscribed in the past	7%	(44)	61%	(387)	14%	(89)	18%	(117)	637
Satellite television: I have never subscribed	4%	(45)	59%	(621)	15%	(160)	22%	(233)	1059
Streaming service: I currently subscribe	7%	(94)	64%	(841)	13%	(165)	17%	(219)	1320
Streaming service: I subscribed in the past	9%	(22)	53%	(124)	17%	(40)	21%	(49)	234
Streaming service: I have never subscribed	3%	(20)	49%	(315)	20%	(132)	28%	(182)	649
Film: An avid fan	11%	(77)	58%	(413)	14%	(97)	17%	(120)	707
Film: A casual fan	4%	(50)	62%	(759)	15%	(177)	19%	(229)	1215
Film: Not a fan	2%	(5)	37%	(99)	23%	(62)	37%	(98)	264
Television: An avid fan	9%	(99)	55%	(579)	16%	(165)	19%	(201)	1043
Television: A casual fan	3%	(31)	64%	(621)	15%	(144)	18%	(178)	975
Television: Not a fan	2%	(3)	43%	(73)	16%	(26)	39%	(66)	168
Music: An avid fan	9%	(92)	55%	(595)	16%	(174)	20%	(215)	1075
Music: A casual fan	4%	(40)	63%	(610)	15%	(142)	19%	(181)	973
Music: Not a fan	1%	(2)	47%	(68)	15%	(21)	37%	(53)	144
Fashion: An avid fan	21%	(63)	42%	(124)	20%	(59)	18%	(53)	299
Fashion: A casual fan	6%	(52)	66%	(552)	12%	(97)	17%	(139)	840
Fashion: Not a fan	2%	(16)	57%	(594)	17%	(181)	24%	(255)	1046

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

**Table HR8\_3:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity is seen wearing a certain brand in a paparazzi photo*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	8%	(172)	57%	(1251)	15%	(333)	20%	(448)	2203
Gender: Male	6%	(64)	56%	(572)	14%	(149)	24%	(246)	1031
Gender: Female	9%	(108)	58%	(678)	16%	(184)	17%	(202)	1172
Age: 18-29	20%	(80)	42%	(172)	13%	(54)	25%	(104)	411
Age: 30-44	10%	(46)	55%	(262)	13%	(62)	22%	(107)	477
Age: 45-54	6%	(24)	67%	(254)	14%	(52)	13%	(48)	379
Age: 55-64	3%	(14)	58%	(245)	16%	(69)	23%	(96)	423
Age: 65+	1%	(8)	62%	(318)	18%	(95)	18%	(93)	513
Generation Z: 18-21	26%	(46)	32%	(57)	15%	(27)	26%	(46)	176
Millennial: Age 22-37	12%	(60)	51%	(248)	12%	(60)	25%	(120)	487
Generation X: Age 38-53	8%	(43)	63%	(351)	14%	(75)	15%	(86)	555
Boomers: Age 54-72	3%	(23)	61%	(511)	16%	(138)	20%	(169)	841
PID: Dem (no lean)	9%	(69)	61%	(445)	14%	(101)	16%	(117)	732
PID: Ind (no lean)	8%	(63)	52%	(432)	15%	(123)	25%	(205)	822
PID: Rep (no lean)	6%	(40)	58%	(374)	17%	(109)	19%	(126)	649
PID/Gender: Dem Men	9%	(29)	56%	(182)	12%	(39)	23%	(73)	323
PID/Gender: Dem Women	10%	(39)	64%	(263)	15%	(62)	11%	(44)	409
PID/Gender: Ind Men	5%	(18)	52%	(193)	14%	(52)	29%	(106)	369
PID/Gender: Ind Women	10%	(45)	53%	(239)	16%	(71)	22%	(99)	454
PID/Gender: Rep Men	5%	(17)	58%	(198)	17%	(58)	20%	(67)	339
PID/Gender: Rep Women	8%	(24)	57%	(176)	16%	(51)	19%	(59)	309
Ideo: Liberal (1-3)	11%	(71)	60%	(401)	12%	(79)	17%	(117)	668
Ideo: Moderate (4)	8%	(37)	61%	(285)	13%	(61)	19%	(87)	470
Ideo: Conservative (5-7)	6%	(43)	59%	(440)	19%	(141)	17%	(126)	749
Educ: < College	9%	(118)	50%	(696)	17%	(240)	24%	(332)	1386
Educ: Bachelors degree	7%	(39)	70%	(363)	11%	(55)	12%	(63)	521
Educ: Post-grad	5%	(15)	65%	(191)	13%	(37)	18%	(53)	296

Continued on next page



**Table HR8\_3:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:*After a celebrity is seen wearing a certain brand in a paparazzi photo*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	8%	(172)	57%	(1251)	15%	(333)	20%	(448)	2203
Income: Under 50k	9%	(109)	50%	(600)	17%	(199)	24%	(285)	1194
Income: 50k-100k	6%	(39)	63%	(431)	13%	(91)	17%	(119)	680
Income: 100k+	7%	(24)	67%	(220)	13%	(42)	13%	(43)	329
Ethnicity: White	6%	(114)	60%	(1064)	14%	(246)	20%	(358)	1782
Ethnicity: Hispanic	14%	(31)	55%	(117)	14%	(31)	17%	(35)	213
Ethnicity: Afr. Am.	16%	(44)	41%	(115)	22%	(60)	22%	(60)	279
Ethnicity: Other	10%	(14)	51%	(72)	19%	(26)	20%	(29)	142
Relig: Protestant	6%	(32)	63%	(330)	14%	(75)	16%	(86)	523
Relig: Roman Catholic	7%	(28)	58%	(231)	19%	(75)	16%	(63)	397
Relig: Something Else	7%	(15)	57%	(126)	14%	(31)	21%	(47)	219
Relig: Jewish	3%	(2)	73%	(42)	15%	(9)	9%	(5)	58
Relig: Evangelical	6%	(52)	61%	(506)	16%	(131)	17%	(141)	830
Relig: Non-Evang. Catholics	7%	(23)	59%	(181)	16%	(50)	18%	(55)	309
Relig: All Christian	7%	(76)	60%	(687)	16%	(181)	17%	(196)	1140
Relig: All Non-Christian	9%	(22)	48%	(123)	19%	(49)	25%	(64)	258
Community: Urban	10%	(55)	57%	(301)	14%	(76)	19%	(100)	532
Community: Suburban	9%	(95)	59%	(624)	15%	(154)	18%	(185)	1058
Community: Rural	4%	(23)	53%	(326)	17%	(103)	26%	(162)	614
Employ: Private Sector	9%	(61)	62%	(423)	13%	(86)	16%	(107)	678
Employ: Government	7%	(12)	51%	(82)	14%	(22)	27%	(44)	160
Employ: Self-Employed	8%	(17)	55%	(115)	15%	(31)	22%	(45)	208
Employ: Homemaker	6%	(7)	66%	(77)	9%	(10)	19%	(22)	117
Employ: Student	21%	(20)	39%	(37)	14%	(14)	26%	(25)	96
Employ: Retired	2%	(13)	61%	(319)	18%	(95)	18%	(93)	520
Employ: Unemployed	12%	(23)	45%	(88)	13%	(25)	31%	(61)	196
Employ: Other	8%	(18)	48%	(110)	22%	(49)	22%	(50)	228
Military HH: Yes	7%	(31)	56%	(241)	16%	(70)	21%	(90)	432
Military HH: No	8%	(141)	57%	(1010)	15%	(263)	20%	(357)	1771

Continued on next page

**Table HR8\_3:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity is seen wearing a certain brand in a paparazzi photo*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	8%	(172)	57%	(1251)	15%	(333)	20%	(448)	2203
RD/WT: Right Direction	8%	(61)	54%	(401)	18%	(137)	20%	(146)	744
RD/WT: Wrong Track	8%	(111)	58%	(850)	13%	(196)	21%	(302)	1459
Trump Job Approve	7%	(63)	56%	(488)	17%	(150)	19%	(169)	870
Trump Job Disapprove	9%	(106)	60%	(730)	14%	(168)	18%	(223)	1227
Trump Job Strongly Approve	7%	(29)	53%	(233)	21%	(93)	19%	(84)	439
Trump Job Somewhat Approve	8%	(34)	59%	(255)	13%	(57)	20%	(85)	430
Trump Job Somewhat Disapprove	9%	(25)	56%	(148)	15%	(40)	20%	(52)	265
Trump Job Strongly Disapprove	8%	(81)	60%	(582)	13%	(129)	18%	(171)	962
#1 Issue: Economy	10%	(60)	58%	(355)	13%	(80)	19%	(117)	612
#1 Issue: Security	7%	(35)	57%	(275)	18%	(87)	17%	(84)	480
#1 Issue: Health Care	7%	(19)	64%	(173)	9%	(25)	20%	(53)	270
#1 Issue: Medicare / Social Security	3%	(9)	54%	(171)	23%	(72)	21%	(67)	319
#1 Issue: Women's Issues	15%	(20)	57%	(78)	13%	(17)	16%	(22)	137
#1 Issue: Education	12%	(17)	48%	(70)	16%	(23)	24%	(35)	145
#1 Issue: Energy	11%	(10)	55%	(53)	7%	(6)	28%	(27)	97
#1 Issue: Other	1%	(1)	53%	(75)	15%	(22)	31%	(44)	143
2018 House Vote: Democrat	9%	(72)	64%	(531)	12%	(104)	15%	(126)	833
2018 House Vote: Republican	6%	(43)	58%	(408)	18%	(124)	19%	(131)	706
2018 House Vote: Someone else	8%	(9)	49%	(59)	19%	(23)	24%	(29)	120
2018 House Vote: Didnt Vote	9%	(47)	47%	(253)	15%	(82)	30%	(161)	543
2016 Vote: Hillary Clinton	8%	(61)	64%	(468)	12%	(85)	16%	(117)	731
2016 Vote: Donald Trump	5%	(39)	58%	(408)	19%	(132)	18%	(130)	709
2016 Vote: Someone else	5%	(10)	59%	(113)	15%	(29)	21%	(41)	192
2016 Vote: Didnt Vote	11%	(61)	46%	(261)	15%	(86)	28%	(160)	568
Voted in 2014: Yes	6%	(85)	61%	(876)	15%	(221)	18%	(257)	1440
Voted in 2014: No	11%	(87)	49%	(374)	15%	(112)	25%	(190)	763

Continued on next page

**Table HR8\_3:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity is seen wearing a certain brand in a paparazzi photo*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	8%	(172)	57%	(1251)	15%	(333)	20%	(448)	2203
2012 Vote: Barack Obama	7%	(64)	64%	(585)	11%	(101)	18%	(165)	915
2012 Vote: Mitt Romney	4%	(20)	62%	(311)	19%	(94)	15%	(77)	503
2012 Vote: Other	5%	(5)	47%	(52)	26%	(29)	22%	(25)	110
2012 Vote: Didn't Vote	12%	(82)	45%	(303)	16%	(110)	27%	(180)	675
4-Region: Northeast	8%	(30)	59%	(233)	17%	(65)	17%	(66)	393
4-Region: Midwest	6%	(32)	59%	(296)	14%	(69)	22%	(109)	506
4-Region: South	9%	(74)	51%	(423)	18%	(145)	22%	(180)	823
4-Region: West	7%	(36)	62%	(299)	11%	(53)	19%	(93)	481
TV shows: Every day	9%	(101)	61%	(663)	11%	(124)	18%	(200)	1088
TV shows: Several times per week	8%	(40)	61%	(312)	15%	(75)	16%	(83)	510
TV shows: About once per week	7%	(9)	52%	(69)	21%	(27)	20%	(26)	132
TV shows: Several times per month	7%	(9)	55%	(66)	20%	(24)	17%	(20)	120
TV shows: About once per month	8%	(4)	53%	(26)	17%	(9)	22%	(11)	50
TV shows: Less often than once per month	2%	(1)	50%	(45)	24%	(22)	24%	(21)	88
TV shows: Never	4%	(8)	32%	(69)	24%	(51)	40%	(86)	214
Movies: Every day	12%	(51)	52%	(214)	13%	(55)	22%	(89)	410
Movies: Several times per week	8%	(42)	62%	(341)	16%	(89)	14%	(75)	547
Movies: About once per week	8%	(27)	62%	(219)	13%	(47)	17%	(59)	352
Movies: Several times per month	9%	(24)	58%	(166)	11%	(32)	22%	(62)	284
Movies: About once per month	8%	(15)	68%	(134)	7%	(14)	18%	(35)	198
Movies: Less often than once per month	4%	(7)	53%	(105)	20%	(41)	23%	(47)	200
Movies: Never	3%	(6)	34%	(72)	26%	(54)	38%	(81)	213
Sporting events: Every day	13%	(19)	57%	(84)	9%	(13)	21%	(31)	147
Sporting events: Several times per week	8%	(27)	61%	(198)	15%	(48)	16%	(54)	327
Sporting events: About once per week	11%	(37)	60%	(202)	14%	(46)	16%	(53)	338
Sporting events: Several times per month	7%	(13)	63%	(117)	13%	(25)	17%	(31)	187
Sporting events: About once per month	9%	(15)	55%	(89)	14%	(23)	21%	(35)	161
Sporting events: Less often than once per month	7%	(23)	61%	(200)	13%	(43)	19%	(63)	329
Sporting events: Never	5%	(38)	50%	(360)	19%	(135)	25%	(181)	714

Continued on next page

**Table HR8\_3:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity is seen wearing a certain brand in a paparazzi photo*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	8%	(172)	57%	(1251)	15%	(333)	20%	(448)	2203
Cable television: I currently subscribe	9%	(99)	60%	(681)	15%	(169)	17%	(189)	1138
Cable television: I subscribed in the past	7%	(50)	59%	(433)	14%	(106)	19%	(142)	731
Cable television: I have never subscribed	7%	(22)	41%	(137)	17%	(58)	35%	(117)	334
Satellite television: I currently subscribe	12%	(60)	51%	(259)	17%	(85)	20%	(102)	507
Satellite television: I subscribed in the past	9%	(54)	57%	(360)	15%	(95)	20%	(128)	637
Satellite television: I have never subscribed	5%	(57)	60%	(631)	14%	(152)	21%	(218)	1059
Streaming service: I currently subscribe	10%	(127)	61%	(804)	12%	(162)	17%	(227)	1320
Streaming service: I subscribed in the past	10%	(22)	56%	(131)	17%	(40)	18%	(42)	234
Streaming service: I have never subscribed	4%	(23)	49%	(316)	20%	(131)	28%	(179)	649
Film: An avid fan	12%	(86)	58%	(409)	13%	(93)	17%	(118)	707
Film: A casual fan	6%	(76)	61%	(736)	14%	(175)	19%	(227)	1215
Film: Not a fan	3%	(8)	37%	(97)	23%	(62)	37%	(98)	264
Television: An avid fan	10%	(109)	55%	(577)	15%	(159)	19%	(198)	1043
Television: A casual fan	6%	(54)	61%	(594)	15%	(143)	19%	(184)	975
Television: Not a fan	4%	(7)	43%	(72)	17%	(28)	36%	(61)	168
Music: An avid fan	12%	(128)	53%	(570)	15%	(160)	20%	(218)	1075
Music: A casual fan	4%	(38)	63%	(611)	16%	(152)	18%	(173)	973
Music: Not a fan	4%	(6)	43%	(62)	14%	(21)	39%	(56)	144
Fashion: An avid fan	24%	(71)	43%	(127)	16%	(48)	18%	(53)	299
Fashion: A casual fan	9%	(76)	62%	(522)	13%	(113)	15%	(128)	840
Fashion: Not a fan	2%	(24)	57%	(592)	16%	(169)	25%	(261)	1046

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

**Table HR8\_4:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:  
 After a celebrity is seen using a certain product in a paparazzi photo

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	7%	(150)	58%	(1278)	15%	(338)	20%	(437)	2203
Gender: Male	5%	(47)	58%	(594)	16%	(161)	22%	(229)	1031
Gender: Female	9%	(103)	58%	(685)	15%	(177)	18%	(207)	1172
Age: 18-29	16%	(67)	45%	(186)	13%	(54)	25%	(104)	411
Age: 30-44	10%	(46)	55%	(262)	13%	(64)	22%	(106)	477
Age: 45-54	6%	(23)	67%	(252)	14%	(53)	13%	(50)	379
Age: 55-64	3%	(11)	59%	(250)	17%	(71)	22%	(92)	423
Age: 65+	1%	(4)	64%	(328)	19%	(96)	17%	(85)	513
Generation Z: 18-21	18%	(32)	42%	(74)	14%	(25)	26%	(46)	176
Millennial: Age 22-37	12%	(60)	50%	(245)	13%	(63)	24%	(119)	487
Generation X: Age 38-53	7%	(41)	63%	(350)	14%	(76)	16%	(88)	555
Boomers: Age 54-72	2%	(16)	62%	(518)	17%	(146)	19%	(160)	841
PID: Dem (no lean)	8%	(57)	63%	(460)	14%	(102)	15%	(113)	732
PID: Ind (no lean)	7%	(54)	54%	(448)	15%	(126)	24%	(195)	822
PID: Rep (no lean)	6%	(39)	57%	(370)	17%	(110)	20%	(129)	649
PID/Gender: Dem Men	5%	(17)	62%	(201)	13%	(43)	19%	(62)	323
PID/Gender: Dem Women	10%	(40)	63%	(259)	14%	(58)	13%	(51)	409
PID/Gender: Ind Men	4%	(14)	53%	(197)	16%	(58)	27%	(100)	369
PID/Gender: Ind Women	9%	(40)	55%	(251)	15%	(68)	21%	(95)	454
PID/Gender: Rep Men	5%	(16)	58%	(196)	17%	(59)	20%	(68)	339
PID/Gender: Rep Women	7%	(23)	56%	(174)	16%	(51)	20%	(61)	309
Ideo: Liberal (1-3)	9%	(60)	62%	(417)	12%	(81)	16%	(110)	668
Ideo: Moderate (4)	7%	(34)	62%	(292)	12%	(58)	18%	(86)	470
Ideo: Conservative (5-7)	5%	(38)	59%	(445)	19%	(142)	17%	(125)	749
Educ: < College	7%	(90)	53%	(736)	17%	(238)	23%	(322)	1386
Educ: Bachelors degree	8%	(42)	68%	(357)	12%	(62)	12%	(61)	521
Educ: Post-grad	6%	(18)	63%	(185)	13%	(38)	18%	(55)	296

Continued on next page

**Table HR8\_4:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

After a celebrity is seen using a certain product in a paparazzi photo

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	7%	(150)	58%	(1278)	15%	(338)	20%	(437)	2203
Income: Under 50k	7%	(83)	53%	(629)	17%	(201)	24%	(281)	1194
Income: 50k-100k	6%	(38)	65%	(439)	14%	(93)	16%	(110)	680
Income: 100k+	9%	(29)	64%	(211)	13%	(44)	14%	(46)	329
Ethnicity: White	6%	(106)	60%	(1068)	14%	(253)	20%	(356)	1782
Ethnicity: Hispanic	11%	(24)	57%	(123)	15%	(32)	16%	(35)	213
Ethnicity: Afr. Am.	10%	(28)	49%	(137)	22%	(61)	19%	(53)	279
Ethnicity: Other	11%	(16)	52%	(73)	17%	(24)	20%	(28)	142
Relig: Protestant	6%	(30)	63%	(327)	16%	(82)	16%	(83)	523
Relig: Roman Catholic	7%	(27)	59%	(235)	18%	(71)	16%	(63)	397
Relig: Something Else	6%	(14)	56%	(124)	16%	(36)	21%	(46)	219
Relig: Jewish	4%	(2)	73%	(42)	15%	(9)	8%	(5)	58
Relig: Evangelical	6%	(52)	61%	(503)	17%	(140)	16%	(136)	830
Relig: Non-Evang. Catholics	6%	(19)	59%	(183)	16%	(50)	18%	(57)	309
Relig: All Christian	6%	(71)	60%	(686)	17%	(190)	17%	(193)	1140
Relig: All Non-Christian	8%	(21)	50%	(130)	16%	(42)	25%	(65)	258
Community: Urban	9%	(46)	57%	(303)	15%	(82)	19%	(101)	532
Community: Suburban	8%	(82)	61%	(648)	14%	(152)	17%	(176)	1058
Community: Rural	4%	(23)	53%	(327)	17%	(104)	26%	(160)	614
Employ: Private Sector	9%	(59)	62%	(423)	14%	(98)	14%	(98)	678
Employ: Government	6%	(10)	51%	(82)	14%	(22)	29%	(46)	160
Employ: Self-Employed	7%	(15)	58%	(120)	13%	(27)	22%	(46)	208
Employ: Homemaker	9%	(10)	63%	(74)	8%	(9)	20%	(24)	117
Employ: Student	18%	(17)	43%	(41)	14%	(13)	26%	(25)	96
Employ: Retired	1%	(7)	64%	(331)	18%	(96)	17%	(86)	520
Employ: Unemployed	10%	(20)	44%	(86)	14%	(27)	32%	(63)	196
Employ: Other	6%	(13)	53%	(120)	21%	(47)	21%	(48)	228
Military HH: Yes	6%	(26)	57%	(248)	16%	(69)	21%	(89)	432
Military HH: No	7%	(124)	58%	(1030)	15%	(269)	20%	(347)	1771

Continued on next page

**Table HR8\_4:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity is seen using a certain product in a paparazzi photo*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	7%	(150)	58%	(1278)	15%	(338)	20%	(437)	2203
RD/WT: Right Direction	7%	(53)	54%	(402)	19%	(141)	20%	(149)	744
RD/WT: Wrong Track	7%	(97)	60%	(876)	14%	(197)	20%	(288)	1459
Trump Job Approve	7%	(62)	57%	(493)	17%	(144)	20%	(171)	870
Trump Job Disapprove	7%	(85)	61%	(753)	15%	(179)	17%	(210)	1227
Trump Job Strongly Approve	6%	(27)	53%	(235)	20%	(87)	21%	(90)	439
Trump Job Somewhat Approve	8%	(36)	60%	(258)	13%	(56)	19%	(81)	430
Trump Job Somewhat Disapprove	6%	(15)	61%	(161)	13%	(35)	20%	(53)	265
Trump Job Strongly Disapprove	7%	(69)	62%	(592)	15%	(143)	16%	(157)	962
#1 Issue: Economy	8%	(51)	58%	(357)	15%	(90)	19%	(114)	612
#1 Issue: Security	7%	(31)	58%	(277)	17%	(83)	19%	(89)	480
#1 Issue: Health Care	5%	(13)	67%	(181)	10%	(27)	18%	(49)	270
#1 Issue: Medicare / Social Security	1%	(2)	57%	(181)	25%	(78)	18%	(58)	319
#1 Issue: Women's Issues	16%	(22)	54%	(74)	10%	(14)	20%	(27)	137
#1 Issue: Education	13%	(19)	48%	(69)	13%	(18)	26%	(38)	145
#1 Issue: Energy	9%	(9)	60%	(58)	10%	(10)	21%	(20)	97
#1 Issue: Other	2%	(3)	57%	(81)	12%	(17)	30%	(42)	143
2018 House Vote: Democrat	8%	(63)	65%	(541)	13%	(108)	15%	(122)	833
2018 House Vote: Republican	6%	(42)	58%	(408)	18%	(127)	18%	(129)	706
2018 House Vote: Someone else	8%	(10)	52%	(63)	18%	(21)	22%	(27)	120
2018 House Vote: Didnt Vote	7%	(35)	49%	(267)	15%	(82)	29%	(159)	543
2016 Vote: Hillary Clinton	7%	(52)	66%	(485)	11%	(81)	16%	(113)	731
2016 Vote: Donald Trump	5%	(37)	57%	(404)	19%	(136)	19%	(132)	709
2016 Vote: Someone else	6%	(11)	60%	(114)	16%	(31)	19%	(36)	192
2016 Vote: Didnt Vote	9%	(50)	48%	(273)	16%	(90)	27%	(155)	568
Voted in 2014: Yes	5%	(72)	62%	(886)	16%	(229)	18%	(254)	1440
Voted in 2014: No	10%	(78)	51%	(392)	14%	(109)	24%	(183)	763

Continued on next page

**Table HR8\_4:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

*After a celebrity is seen using a certain product in a paparazzi photo*

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	7%	(150)	58%	(1278)	15%	(338)	20%	(437)	2203
2012 Vote: Barack Obama	6%	(54)	65%	(590)	12%	(113)	17%	(158)	915
2012 Vote: Mitt Romney	4%	(19)	63%	(315)	18%	(89)	16%	(80)	503
2012 Vote: Other	4%	(4)	46%	(51)	26%	(28)	25%	(27)	110
2012 Vote: Didn't Vote	11%	(73)	48%	(322)	16%	(108)	26%	(172)	675
4-Region: Northeast	7%	(27)	62%	(244)	15%	(58)	16%	(64)	393
4-Region: Midwest	6%	(31)	58%	(291)	15%	(77)	21%	(107)	506
4-Region: South	7%	(58)	53%	(438)	18%	(152)	21%	(174)	823
4-Region: West	7%	(34)	63%	(304)	11%	(51)	19%	(91)	481
TV shows: Every day	9%	(98)	62%	(671)	11%	(122)	18%	(197)	1088
TV shows: Several times per week	6%	(31)	64%	(326)	14%	(72)	16%	(81)	510
TV shows: About once per week	5%	(7)	53%	(69)	23%	(30)	19%	(25)	132
TV shows: Several times per month	7%	(8)	59%	(71)	20%	(25)	14%	(17)	120
TV shows: About once per month	4%	(2)	52%	(26)	23%	(12)	21%	(11)	50
TV shows: Less often than once per month	—	(0)	52%	(46)	27%	(24)	22%	(19)	88
TV shows: Never	2%	(3)	33%	(70)	25%	(53)	41%	(88)	214
Movies: Every day	12%	(50)	54%	(221)	13%	(51)	21%	(87)	410
Movies: Several times per week	6%	(35)	63%	(343)	16%	(90)	14%	(79)	547
Movies: About once per week	8%	(28)	63%	(221)	13%	(46)	16%	(58)	352
Movies: Several times per month	6%	(17)	63%	(178)	13%	(36)	19%	(53)	284
Movies: About once per month	6%	(11)	68%	(135)	7%	(15)	19%	(37)	198
Movies: Less often than once per month	3%	(7)	55%	(109)	21%	(41)	21%	(42)	200
Movies: Never	1%	(2)	34%	(71)	27%	(58)	38%	(81)	213
Sporting events: Every day	14%	(21)	58%	(85)	10%	(14)	18%	(27)	147
Sporting events: Several times per week	7%	(24)	62%	(204)	13%	(43)	17%	(55)	327
Sporting events: About once per week	9%	(30)	64%	(216)	11%	(39)	16%	(54)	338
Sporting events: Several times per month	8%	(14)	66%	(123)	11%	(21)	15%	(28)	187
Sporting events: About once per month	6%	(10)	54%	(87)	20%	(32)	20%	(32)	161
Sporting events: Less often than once per month	5%	(17)	63%	(208)	14%	(45)	18%	(59)	329
Sporting events: Never	5%	(34)	50%	(355)	20%	(143)	26%	(182)	714

Continued on next page



**Table HR8\_4:** Thinking about your shopping habits in general, are you more likely or less likely to purchase a product or service in each of the following situations:

After a celebrity is seen using a certain product in a paparazzi photo

Demographic	More likely		No difference		Less likely		Don't know / No opinion		Total N
Adults	7%	(150)	58%	(1278)	15%	(338)	20%	(437)	2203
Cable television: I currently subscribe	8%	(89)	61%	(693)	16%	(177)	16%	(179)	1138
Cable television: I subscribed in the past	6%	(45)	59%	(433)	15%	(111)	19%	(142)	731
Cable television: I have never subscribed	5%	(16)	45%	(152)	15%	(50)	35%	(117)	334
Satellite television: I currently subscribe	10%	(50)	53%	(270)	16%	(83)	20%	(103)	507
Satellite television: I subscribed in the past	7%	(47)	60%	(379)	15%	(94)	18%	(117)	637
Satellite television: I have never subscribed	5%	(54)	59%	(629)	15%	(160)	20%	(217)	1059
Streaming service: I currently subscribe	9%	(118)	63%	(829)	12%	(163)	16%	(210)	1320
Streaming service: I subscribed in the past	6%	(14)	56%	(131)	18%	(42)	20%	(48)	234
Streaming service: I have never subscribed	3%	(19)	49%	(318)	21%	(133)	28%	(179)	649
Film: An avid fan	11%	(75)	60%	(427)	13%	(94)	16%	(110)	707
Film: A casual fan	5%	(65)	61%	(743)	15%	(183)	18%	(224)	1215
Film: Not a fan	3%	(8)	37%	(98)	22%	(59)	38%	(99)	264
Television: An avid fan	9%	(98)	57%	(598)	15%	(158)	18%	(189)	1043
Television: A casual fan	5%	(46)	62%	(602)	15%	(145)	19%	(181)	975
Television: Not a fan	2%	(3)	42%	(71)	18%	(31)	38%	(63)	168
Music: An avid fan	10%	(104)	55%	(591)	16%	(170)	20%	(211)	1075
Music: A casual fan	4%	(43)	63%	(617)	15%	(145)	17%	(169)	973
Music: Not a fan	1%	(2)	44%	(63)	15%	(22)	40%	(58)	144
Fashion: An avid fan	21%	(63)	46%	(137)	16%	(47)	17%	(51)	299
Fashion: A casual fan	9%	(75)	63%	(530)	13%	(109)	15%	(127)	840
Fashion: Not a fan	1%	(11)	57%	(598)	17%	(180)	25%	(257)	1046

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

**Table HR9:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Paparazzi photographers are just trying to make a living like anyone else	Paparazzi photographers are intrusive and need to get a real job	Don't know / No opinion	Total N
Adults	34% (744)	44% (979)	22% (481)	2203
Gender: Male	32% (333)	45% (467)	22% (232)	1031
Gender: Female	35% (411)	44% (512)	21% (249)	1172
Age: 18-29	36% (149)	38% (154)	26% (108)	411
Age: 30-44	31% (146)	41% (198)	28% (134)	477
Age: 45-54	36% (136)	44% (167)	20% (76)	379
Age: 55-64	33% (142)	47% (201)	19% (81)	423
Age: 65+	33% (172)	50% (259)	16% (82)	513
Generation Z: 18-21	36% (63)	36% (63)	28% (50)	176
Millennial: Age 22-37	34% (164)	39% (192)	27% (131)	487
Generation X: Age 38-53	33% (183)	44% (244)	23% (127)	555
Boomers: Age 54-72	33% (281)	49% (412)	18% (148)	841
PID: Dem (no lean)	38% (280)	43% (316)	19% (136)	732
PID: Ind (no lean)	32% (267)	41% (338)	26% (217)	822
PID: Rep (no lean)	30% (197)	50% (324)	20% (127)	649
PID/Gender: Dem Men	38% (123)	42% (134)	21% (66)	323
PID/Gender: Dem Women	39% (157)	44% (182)	17% (70)	409
PID/Gender: Ind Men	31% (113)	43% (157)	27% (99)	369
PID/Gender: Ind Women	34% (153)	40% (181)	26% (119)	454
PID/Gender: Rep Men	29% (97)	52% (175)	20% (67)	339
PID/Gender: Rep Women	32% (100)	48% (149)	20% (61)	309
Ideo: Liberal (1-3)	35% (237)	46% (304)	19% (127)	668
Ideo: Moderate (4)	35% (163)	47% (223)	18% (84)	470
Ideo: Conservative (5-7)	32% (239)	50% (371)	19% (140)	749
Educ: < College	35% (487)	39% (537)	26% (361)	1386
Educ: Bachelors degree	32% (166)	54% (284)	14% (71)	521
Educ: Post-grad	30% (90)	53% (158)	16% (49)	296

Continued on next page

**Table HR9:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Paparazzi photographers are just trying to make a living like anyone else		Paparazzi photographers are intrusive and need to get a real job		Don't know / No opinion	Total N
Adults	34%	(744)	44%	(979)	22% (481)	2203
Income: Under 50k	34%	(401)	39%	(469)	27% (324)	1194
Income: 50k-100k	34%	(233)	50%	(342)	15% (105)	680
Income: 100k+	33%	(110)	51%	(167)	16% (52)	329
Ethnicity: White	33%	(579)	48%	(849)	20% (354)	1782
Ethnicity: Hispanic	36%	(78)	37%	(79)	27% (57)	213
Ethnicity: Afr. Am.	41%	(114)	27%	(74)	32% (91)	279
Ethnicity: Other	35%	(50)	39%	(56)	25% (36)	142
Relig: Protestant	33%	(174)	52%	(271)	15% (78)	523
Relig: Roman Catholic	36%	(142)	47%	(185)	18% (70)	397
Relig: Something Else	38%	(83)	43%	(94)	19% (42)	219
Relig: Jewish	25%	(14)	66%	(38)	9% (5)	58
Relig: Evangelical	36%	(300)	48%	(395)	16% (135)	830
Relig: Non-Evang. Catholics	32%	(99)	50%	(155)	18% (55)	309
Relig: All Christian	35%	(400)	48%	(550)	17% (190)	1140
Relig: All Non-Christian	34%	(87)	35%	(90)	32% (82)	258
Community: Urban	32%	(169)	41%	(218)	27% (145)	532
Community: Suburban	34%	(354)	48%	(504)	19% (199)	1058
Community: Rural	36%	(220)	42%	(257)	22% (136)	614
Employ: Private Sector	31%	(208)	52%	(350)	18% (119)	678
Employ: Government	39%	(62)	34%	(55)	27% (43)	160
Employ: Self-Employed	33%	(69)	44%	(91)	23% (48)	208
Employ: Homemaker	38%	(44)	41%	(48)	21% (25)	117
Employ: Student	33%	(32)	44%	(42)	23% (22)	96
Employ: Retired	34%	(175)	51%	(263)	16% (81)	520
Employ: Unemployed	34%	(67)	28%	(54)	38% (75)	196
Employ: Other	37%	(85)	33%	(76)	29% (67)	228
Military HH: Yes	31%	(135)	53%	(228)	16% (69)	432
Military HH: No	34%	(609)	42%	(751)	23% (411)	1771

Continued on next page

**Table HR9:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Paparazzi photographers are just trying to make a living like anyone else	Paparazzi photographers are intrusive and need to get a real job	Don't know / No opinion	Total N
Adults	34% (744)	44% (979)	22% (481)	2203
RD/WT: Right Direction	34% (253)	44% (328)	22% (164)	744
RD/WT: Wrong Track	34% (491)	45% (651)	22% (317)	1459
Trump Job Approve	34% (294)	48% (414)	19% (161)	870
Trump Job Disapprove	35% (429)	44% (542)	21% (256)	1227
Trump Job Strongly Approve	32% (139)	48% (210)	21% (91)	439
Trump Job Somewhat Approve	36% (156)	47% (204)	16% (71)	430
Trump Job Somewhat Disapprove	37% (99)	40% (107)	22% (59)	265
Trump Job Strongly Disapprove	34% (329)	45% (435)	21% (197)	962
#1 Issue: Economy	37% (225)	40% (243)	23% (143)	612
#1 Issue: Security	34% (162)	48% (229)	19% (89)	480
#1 Issue: Health Care	33% (89)	49% (132)	19% (50)	270
#1 Issue: Medicare / Social Security	33% (104)	47% (152)	20% (64)	319
#1 Issue: Women's Issues	33% (45)	46% (63)	21% (29)	137
#1 Issue: Education	39% (57)	36% (52)	25% (36)	145
#1 Issue: Energy	26% (26)	54% (52)	20% (19)	97
#1 Issue: Other	26% (36)	39% (56)	35% (50)	143
2018 House Vote: Democrat	37% (308)	46% (385)	17% (140)	833
2018 House Vote: Republican	33% (232)	49% (349)	18% (126)	706
2018 House Vote: Someone else	25% (30)	48% (58)	28% (33)	120
2018 House Vote: Didnt Vote	32% (174)	35% (187)	33% (181)	543
2016 Vote: Hillary Clinton	38% (278)	44% (319)	18% (135)	731
2016 Vote: Donald Trump	33% (231)	51% (363)	16% (116)	709
2016 Vote: Someone else	22% (43)	52% (101)	25% (49)	192
2016 Vote: Didnt Vote	34% (191)	35% (196)	32% (181)	568
Voted in 2014: Yes	34% (485)	48% (697)	18% (259)	1440
Voted in 2014: No	34% (259)	37% (282)	29% (222)	763

Continued on next page

**Table HR9:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Paparazzi photographers are just trying to make a living like anyone else		Paparazzi photographers are intrusive and need to get a real job		Don't know / No opinion	Total N
Adults	34%	(744)	44%	(979)	22% (481)	2203
2012 Vote: Barack Obama	35%	(324)	46%	(422)	18% (169)	915
2012 Vote: Mitt Romney	31%	(158)	55%	(274)	14% (71)	503
2012 Vote: Other	29%	(32)	47%	(51)	24% (27)	110
2012 Vote: Didn't Vote	34%	(230)	34%	(231)	32% (214)	675
4-Region: Northeast	32%	(127)	46%	(182)	21% (84)	393
4-Region: Midwest	33%	(166)	45%	(227)	22% (114)	506
4-Region: South	36%	(299)	41%	(335)	23% (189)	823
4-Region: West	31%	(151)	49%	(235)	20% (95)	481
TV shows: Every day	36%	(388)	46%	(496)	19% (205)	1088
TV shows: Several times per week	32%	(165)	49%	(248)	19% (96)	510
TV shows: About once per week	34%	(45)	45%	(59)	21% (28)	132
TV shows: Several times per month	44%	(53)	39%	(47)	17% (20)	120
TV shows: About once per month	25%	(12)	46%	(23)	29% (15)	50
TV shows: Less often than once per month	33%	(29)	39%	(35)	28% (24)	88
TV shows: Never	24%	(51)	33%	(71)	43% (92)	214
Movies: Every day	38%	(157)	39%	(158)	23% (95)	410
Movies: Several times per week	34%	(184)	49%	(267)	18% (96)	547
Movies: About once per week	37%	(129)	46%	(162)	18% (62)	352
Movies: Several times per month	31%	(87)	53%	(151)	16% (46)	284
Movies: About once per month	33%	(66)	45%	(89)	22% (43)	198
Movies: Less often than once per month	31%	(63)	39%	(78)	29% (59)	200
Movies: Never	28%	(59)	35%	(73)	38% (80)	213
Sporting events: Every day	39%	(58)	41%	(60)	20% (29)	147
Sporting events: Several times per week	33%	(109)	51%	(167)	16% (51)	327
Sporting events: About once per week	33%	(110)	49%	(167)	18% (61)	338
Sporting events: Several times per month	42%	(79)	43%	(81)	14% (27)	187
Sporting events: About once per month	39%	(63)	43%	(69)	19% (30)	161
Sporting events: Less often than once per month	32%	(106)	45%	(148)	23% (75)	329
Sporting events: Never	31%	(220)	40%	(288)	29% (207)	714

Continued on next page

**Table HR9:** Which of the following statements do you agree with more, even if neither is exactly right?

Demographic	Paparazzi photographers are just trying to make a living like anyone else		Paparazzi photographers are intrusive and need to get a real job		Don't know / No opinion	Total N
Adults	34%	(744)	44%	(979)	22% (481)	2203
Cable television: I currently subscribe	36%	(404)	46%	(524)	18% (210)	1138
Cable television: I subscribed in the past	33%	(239)	46%	(339)	21% (152)	731
Cable television: I have never subscribed	30%	(100)	34%	(115)	36% (119)	334
Satellite television: I currently subscribe	41%	(206)	38%	(190)	22% (111)	507
Satellite television: I subscribed in the past	34%	(218)	48%	(308)	18% (112)	637
Satellite television: I have never subscribed	30%	(320)	45%	(481)	24% (258)	1059
Streaming service: I currently subscribe	35%	(457)	48%	(637)	17% (226)	1320
Streaming service: I subscribed in the past	30%	(71)	46%	(108)	24% (56)	234
Streaming service: I have never subscribed	33%	(216)	36%	(234)	31% (199)	649
Film: An avid fan	36%	(251)	48%	(341)	16% (114)	707
Film: A casual fan	35%	(419)	44%	(538)	21% (257)	1215
Film: Not a fan	26%	(68)	36%	(94)	39% (102)	264
Television: An avid fan	36%	(377)	46%	(483)	18% (184)	1043
Television: A casual fan	33%	(325)	45%	(436)	22% (214)	975
Television: Not a fan	20%	(34)	34%	(56)	46% (78)	168
Music: An avid fan	36%	(390)	44%	(475)	20% (210)	1075
Music: A casual fan	32%	(316)	46%	(446)	22% (212)	973
Music: Not a fan	25%	(35)	38%	(54)	38% (54)	144
Fashion: An avid fan	41%	(123)	34%	(102)	25% (74)	299
Fashion: A casual fan	35%	(297)	45%	(377)	20% (166)	840
Fashion: Not a fan	30%	(317)	47%	(496)	22% (233)	1046

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

**Table HR10\_1:** Please indicated whether you agree or disagree with the following statements:  
 The government should be allowed to regulate the activities of paparazzi photographers

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	16%	(351)	27%	(595)	16%	(360)	18%	(390)	23%	(507)	2203
Gender: Male	15%	(158)	26%	(264)	16%	(164)	20%	(209)	23%	(237)	1031
Gender: Female	16%	(193)	28%	(332)	17%	(195)	15%	(181)	23%	(271)	1172
Age: 18-29	19%	(78)	26%	(109)	15%	(63)	10%	(40)	30%	(122)	411
Age: 30-44	22%	(103)	30%	(143)	11%	(54)	13%	(62)	24%	(115)	477
Age: 45-54	18%	(66)	32%	(121)	19%	(73)	16%	(61)	15%	(58)	379
Age: 55-64	13%	(54)	26%	(110)	17%	(71)	23%	(99)	21%	(88)	423
Age: 65+	10%	(49)	22%	(112)	19%	(99)	25%	(128)	24%	(125)	513
Generation Z: 18-21	21%	(37)	27%	(48)	13%	(24)	8%	(14)	30%	(53)	176
Millennial: Age 22-37	19%	(94)	27%	(133)	13%	(64)	13%	(61)	28%	(136)	487
Generation X: Age 38-53	19%	(107)	31%	(175)	17%	(97)	14%	(80)	17%	(96)	555
Boomers: Age 54-72	12%	(101)	24%	(204)	18%	(154)	24%	(198)	22%	(184)	841
PID: Dem (no lean)	19%	(136)	29%	(212)	17%	(124)	14%	(102)	22%	(158)	732
PID: Ind (no lean)	13%	(111)	26%	(211)	14%	(114)	18%	(148)	29%	(239)	822
PID: Rep (no lean)	16%	(104)	27%	(172)	19%	(122)	22%	(141)	17%	(110)	649
PID/Gender: Dem Men	16%	(51)	29%	(93)	17%	(55)	14%	(46)	24%	(78)	323
PID/Gender: Dem Women	21%	(84)	29%	(119)	17%	(69)	14%	(56)	20%	(80)	409
PID/Gender: Ind Men	12%	(45)	22%	(83)	13%	(49)	24%	(87)	28%	(105)	369
PID/Gender: Ind Women	15%	(66)	28%	(128)	14%	(64)	13%	(60)	30%	(135)	454
PID/Gender: Rep Men	18%	(62)	26%	(87)	18%	(60)	22%	(75)	16%	(54)	339
PID/Gender: Rep Women	14%	(43)	27%	(85)	20%	(61)	21%	(65)	18%	(55)	309
Ideo: Liberal (1-3)	18%	(118)	29%	(192)	17%	(114)	16%	(108)	20%	(136)	668
Ideo: Moderate (4)	14%	(65)	27%	(129)	21%	(100)	15%	(71)	22%	(105)	470
Ideo: Conservative (5-7)	16%	(116)	27%	(200)	16%	(122)	23%	(174)	18%	(136)	749
Educ: < College	18%	(247)	26%	(354)	15%	(205)	15%	(204)	27%	(375)	1386
Educ: Bachelors degree	11%	(57)	30%	(155)	20%	(102)	24%	(126)	16%	(81)	521
Educ: Post-grad	16%	(46)	29%	(86)	18%	(53)	20%	(60)	17%	(51)	296

Continued on next page

**Table HR10\_1:** Please indicated whether you agree or disagree with the following statements:  
The government should be allowed to regulate the activities of paparazzi photographers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (351)	27% (595)	16% (360)	18% (390)	23% (507)	2203
Income: Under 50k	17% (206)	26% (307)	13% (158)	15% (180)	29% (343)	1194
Income: 50k-100k	14% (98)	30% (203)	19% (132)	21% (140)	16% (107)	680
Income: 100k+	14% (46)	26% (85)	21% (70)	21% (70)	17% (57)	329
Ethnicity: White	15% (267)	27% (479)	17% (306)	19% (341)	22% (388)	1782
Ethnicity: Hispanic	17% (36)	27% (58)	17% (37)	15% (33)	23% (50)	213
Ethnicity: Afr. Am.	21% (58)	28% (78)	12% (32)	12% (34)	27% (77)	279
Ethnicity: Other	18% (25)	27% (38)	15% (21)	11% (15)	30% (43)	142
Relig: Protestant	16% (81)	29% (152)	19% (100)	19% (100)	17% (91)	523
Relig: Roman Catholic	12% (48)	30% (118)	21% (82)	20% (81)	17% (69)	397
Relig: Something Else	21% (46)	23% (51)	14% (31)	21% (46)	21% (46)	219
Relig: Jewish	9% (5)	22% (13)	15% (8)	31% (18)	23% (13)	58
Relig: Evangelical	15% (126)	29% (238)	19% (156)	19% (160)	18% (150)	830
Relig: Non-Evang. Catholics	16% (50)	27% (82)	18% (56)	21% (66)	18% (56)	309
Relig: All Christian	15% (175)	28% (320)	19% (213)	20% (226)	18% (206)	1140
Relig: All Non-Christian	21% (55)	27% (70)	13% (34)	12% (32)	26% (67)	258
Community: Urban	18% (95)	28% (149)	13% (68)	17% (92)	24% (127)	532
Community: Suburban	15% (160)	29% (303)	18% (191)	18% (188)	20% (215)	1058
Community: Rural	16% (96)	23% (143)	16% (100)	18% (110)	27% (165)	614
Employ: Private Sector	19% (126)	32% (216)	16% (111)	17% (115)	16% (110)	678
Employ: Government	19% (31)	20% (32)	19% (30)	17% (27)	25% (40)	160
Employ: Self-Employed	15% (30)	30% (62)	15% (30)	21% (43)	20% (42)	208
Employ: Homemaker	15% (18)	33% (38)	14% (16)	12% (14)	26% (30)	117
Employ: Student	20% (19)	31% (30)	14% (14)	9% (8)	26% (25)	96
Employ: Retired	10% (52)	22% (112)	20% (103)	23% (118)	26% (134)	520
Employ: Unemployed	16% (32)	24% (47)	12% (23)	15% (29)	33% (64)	196
Employ: Other	19% (42)	25% (58)	14% (31)	15% (34)	27% (62)	228
Military HH: Yes	17% (74)	23% (97)	17% (74)	24% (102)	20% (85)	432
Military HH: No	16% (277)	28% (498)	16% (286)	16% (288)	24% (422)	1771
RD/WT: Right Direction	17% (128)	23% (170)	17% (129)	20% (150)	22% (166)	744
RD/WT: Wrong Track	15% (223)	29% (425)	16% (230)	16% (240)	23% (341)	1459

Continued on next page



**Table HR10\_1:** Please indicated whether you agree or disagree with the following statements:  
The government should be allowed to regulate the activities of paparazzi photographers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (351)	27% (595)	16% (360)	18% (390)	23% (507)	2203
Trump Job Approve	17% (149)	26% (224)	16% (139)	22% (189)	19% (168)	870
Trump Job Disapprove	16% (193)	28% (349)	17% (213)	16% (191)	23% (280)	1227
Trump Job Strongly Approve	19% (85)	21% (93)	14% (61)	27% (117)	19% (83)	439
Trump Job Somewhat Approve	15% (64)	30% (131)	18% (78)	17% (73)	20% (84)	430
Trump Job Somewhat Disapprove	13% (35)	35% (93)	18% (49)	13% (35)	20% (53)	265
Trump Job Strongly Disapprove	16% (158)	27% (256)	17% (165)	16% (156)	24% (226)	962
#1 Issue: Economy	16% (98)	29% (174)	16% (97)	16% (101)	23% (142)	612
#1 Issue: Security	17% (81)	26% (125)	17% (83)	24% (117)	15% (73)	480
#1 Issue: Health Care	16% (43)	29% (78)	17% (45)	12% (32)	27% (72)	270
#1 Issue: Medicare / Social Security	16% (52)	23% (74)	19% (61)	19% (60)	23% (73)	319
#1 Issue: Women's Issues	20% (28)	25% (34)	16% (22)	11% (15)	28% (38)	137
#1 Issue: Education	16% (24)	30% (44)	14% (20)	17% (25)	22% (32)	145
#1 Issue: Energy	16% (16)	32% (31)	15% (14)	11% (11)	26% (25)	97
#1 Issue: Other	7% (10)	25% (35)	12% (17)	20% (29)	36% (52)	143
2018 House Vote: Democrat	16% (129)	28% (235)	19% (160)	17% (140)	20% (169)	833
2018 House Vote: Republican	15% (108)	26% (186)	17% (120)	24% (166)	18% (126)	706
2018 House Vote: Someone else	18% (21)	21% (25)	12% (15)	18% (22)	32% (38)	120
2018 House Vote: Didnt Vote	17% (92)	28% (150)	12% (64)	12% (63)	32% (174)	543
2016 Vote: Hillary Clinton	16% (115)	28% (206)	20% (143)	16% (119)	20% (149)	731
2016 Vote: Donald Trump	18% (126)	25% (176)	17% (120)	24% (169)	17% (118)	709
2016 Vote: Someone else	12% (24)	25% (48)	13% (24)	16% (32)	33% (64)	192
2016 Vote: Didnt Vote	15% (86)	29% (164)	13% (72)	12% (69)	31% (175)	568
Voted in 2014: Yes	15% (218)	27% (384)	17% (251)	20% (290)	21% (297)	1440
Voted in 2014: No	17% (132)	28% (212)	14% (109)	13% (100)	28% (211)	763
2012 Vote: Barack Obama	16% (147)	29% (262)	18% (163)	17% (153)	21% (191)	915
2012 Vote: Mitt Romney	16% (81)	24% (123)	18% (91)	26% (132)	15% (76)	503
2012 Vote: Other	11% (13)	28% (31)	11% (12)	24% (27)	25% (27)	110
2012 Vote: Didn't Vote	16% (110)	27% (179)	14% (94)	12% (79)	32% (213)	675

Continued on next page

**Table HR10\_1:** Please indicated whether you agree or disagree with the following statements:  
The government should be allowed to regulate the activities of paparazzi photographers

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (351)	27% (595)	16% (360)	18% (390)	23% (507)	2203
4-Region: Northeast	16% (62)	26% (102)	19% (75)	14% (56)	25% (98)	393
4-Region: Midwest	14% (68)	29% (147)	16% (83)	19% (94)	22% (113)	506
4-Region: South	18% (151)	26% (210)	14% (118)	19% (157)	23% (187)	823
4-Region: West	14% (69)	28% (135)	17% (83)	17% (84)	23% (110)	481
TV shows: Every day	17% (186)	28% (301)	17% (185)	18% (194)	20% (222)	1088
TV shows: Several times per week	14% (72)	29% (149)	19% (96)	18% (90)	20% (104)	510
TV shows: About once per week	19% (25)	30% (40)	17% (22)	13% (17)	21% (28)	132
TV shows: Several times per month	13% (16)	30% (36)	17% (20)	20% (24)	20% (24)	120
TV shows: About once per month	26% (13)	24% (12)	3% (1)	19% (10)	28% (14)	50
TV shows: Less often than once per month	11% (10)	30% (27)	15% (13)	18% (16)	26% (23)	88
TV shows: Never	14% (29)	15% (31)	10% (22)	18% (39)	43% (92)	214
Movies: Every day	23% (96)	27% (110)	12% (48)	13% (53)	25% (103)	410
Movies: Several times per week	15% (80)	28% (151)	21% (113)	21% (113)	16% (90)	547
Movies: About once per week	15% (52)	31% (108)	20% (70)	16% (57)	18% (65)	352
Movies: Several times per month	18% (52)	29% (83)	16% (45)	16% (46)	20% (57)	284
Movies: About once per month	12% (24)	33% (66)	21% (41)	14% (27)	21% (41)	198
Movies: Less often than once per month	11% (21)	21% (42)	10% (21)	30% (59)	28% (56)	200
Movies: Never	12% (25)	17% (35)	10% (22)	16% (34)	45% (95)	213
Sporting events: Every day	21% (31)	33% (48)	12% (18)	10% (14)	24% (36)	147
Sporting events: Several times per week	14% (47)	28% (92)	20% (65)	18% (58)	20% (65)	327
Sporting events: About once per week	15% (52)	29% (99)	21% (70)	18% (61)	17% (57)	338
Sporting events: Several times per month	12% (22)	26% (48)	23% (44)	18% (34)	20% (38)	187
Sporting events: About once per month	18% (29)	28% (46)	16% (25)	19% (30)	19% (30)	161
Sporting events: Less often than once per month	17% (55)	30% (100)	13% (41)	18% (61)	22% (72)	329
Sporting events: Never	16% (113)	23% (162)	14% (97)	18% (131)	29% (210)	714
Cable television: I currently subscribe	18% (205)	27% (302)	16% (183)	18% (201)	22% (248)	1138
Cable television: I subscribed in the past	13% (95)	30% (220)	18% (134)	19% (142)	19% (141)	731
Cable television: I have never subscribed	15% (52)	22% (73)	13% (43)	14% (48)	36% (119)	334

Continued on next page

**Table HR10\_1:** Please indicated whether you agree or disagree with the following statements:  
*The government should be allowed to regulate the activities of paparazzi photographers*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (351)	27% (595)	16% (360)	18% (390)	23% (507)	2203
Satellite television: I currently subscribe	19% (95)	27% (138)	16% (83)	17% (86)	21% (106)	507
Satellite television: I subscribed in the past	16% (103)	30% (190)	17% (108)	18% (117)	19% (119)	637
Satellite television: I have never subscribed	14% (154)	25% (268)	16% (169)	18% (187)	27% (282)	1059
Streaming service: I currently subscribe	17% (229)	28% (369)	18% (237)	17% (225)	20% (261)	1320
Streaming service: I subscribed in the past	18% (43)	34% (79)	15% (34)	15% (36)	18% (42)	234
Streaming service: I have never subscribed	12% (79)	23% (147)	14% (88)	20% (129)	32% (205)	649
Film: An avid fan	22% (156)	31% (218)	15% (106)	15% (109)	17% (118)	707
Film: A casual fan	13% (161)	27% (325)	18% (215)	20% (240)	23% (273)	1215
Film: Not a fan	11% (29)	18% (46)	13% (36)	15% (40)	43% (113)	264
Television: An avid fan	19% (197)	28% (297)	16% (165)	18% (183)	19% (201)	1043
Television: A casual fan	13% (131)	27% (267)	18% (174)	18% (172)	24% (231)	975
Television: Not a fan	12% (20)	16% (27)	10% (17)	20% (33)	42% (70)	168
Music: An avid fan	19% (203)	28% (299)	14% (150)	17% (184)	22% (239)	1075
Music: A casual fan	13% (127)	28% (269)	19% (188)	20% (192)	20% (197)	973
Music: Not a fan	13% (19)	15% (22)	13% (19)	9% (13)	49% (70)	144
Fashion: An avid fan	22% (66)	31% (92)	11% (32)	15% (43)	22% (65)	299
Fashion: A casual fan	18% (147)	29% (244)	19% (159)	15% (128)	19% (162)	840
Fashion: Not a fan	13% (133)	24% (253)	16% (165)	21% (218)	26% (277)	1046

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

**Table HR10\_2:** Please indicated whether you agree or disagree with the following statements:

*It is up to the editors of each tabloid newspaper and magazine not to buy photographs from the paparazzi when they behave in irresponsible ways*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	42% (929)	29% (630)	6% (126)	3% (71)	20% (447)	2203
Gender: Male	39% (404)	30% (311)	7% (69)	3% (31)	21% (216)	1031
Gender: Female	45% (525)	27% (319)	5% (58)	3% (40)	20% (231)	1172
Age: 18-29	31% (126)	25% (102)	10% (42)	6% (24)	29% (117)	411
Age: 30-44	40% (189)	24% (115)	7% (34)	4% (20)	25% (119)	477
Age: 45-54	44% (166)	32% (120)	6% (24)	2% (7)	16% (62)	379
Age: 55-64	50% (210)	26% (111)	3% (11)	2% (7)	20% (85)	423
Age: 65+	46% (238)	35% (181)	3% (16)	2% (13)	13% (64)	513
Generation Z: 18-21	32% (57)	21% (36)	9% (16)	7% (13)	31% (54)	176
Millennial: Age 22-37	33% (161)	25% (122)	10% (49)	5% (24)	27% (131)	487
Generation X: Age 38-53	43% (241)	30% (166)	6% (33)	2% (13)	18% (102)	555
Boomers: Age 54-72	48% (407)	30% (250)	3% (27)	2% (19)	16% (138)	841
PID: Dem (no lean)	46% (338)	28% (207)	8% (55)	3% (24)	15% (108)	732
PID: Ind (no lean)	38% (312)	26% (217)	5% (42)	3% (28)	27% (223)	822
PID: Rep (no lean)	43% (279)	32% (206)	5% (30)	3% (19)	18% (116)	649
PID/Gender: Dem Men	43% (139)	29% (94)	8% (27)	3% (8)	17% (55)	323
PID/Gender: Dem Women	49% (199)	27% (112)	7% (28)	4% (16)	13% (54)	409
PID/Gender: Ind Men	37% (136)	26% (97)	6% (23)	3% (11)	27% (101)	369
PID/Gender: Ind Women	39% (176)	26% (120)	4% (19)	4% (17)	27% (122)	454
PID/Gender: Rep Men	38% (130)	35% (119)	5% (18)	4% (12)	18% (61)	339
PID/Gender: Rep Women	48% (149)	28% (87)	4% (12)	2% (6)	18% (55)	309
Ideo: Liberal (1-3)	45% (300)	28% (187)	6% (42)	4% (26)	17% (113)	668
Ideo: Moderate (4)	42% (199)	30% (140)	8% (36)	2% (10)	18% (86)	470
Ideo: Conservative (5-7)	46% (341)	31% (235)	4% (33)	3% (19)	16% (122)	749
Educ: < College	39% (542)	26% (366)	6% (82)	4% (49)	25% (347)	1386
Educ: Bachelors degree	47% (245)	33% (171)	6% (30)	3% (15)	11% (60)	521
Educ: Post-grad	48% (142)	31% (93)	5% (14)	2% (6)	14% (41)	296

Continued on next page

**Table HR10\_2:** Please indicated whether you agree or disagree with the following statements:

*It is up to the editors of each tabloid newspaper and magazine not to buy photographs from the paparazzi when they behave in irresponsible ways*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	42% (929)	29% (630)	6% (126)	3% (71)	20% (447)	2203
Income: Under 50k	39% (463)	25% (300)	6% (77)	4% (42)	26% (312)	1194
Income: 50k-100k	46% (314)	33% (223)	5% (31)	3% (24)	13% (89)	680
Income: 100k+	46% (152)	33% (107)	6% (18)	2% (5)	14% (46)	329
Ethnicity: White	44% (779)	29% (525)	5% (87)	3% (50)	19% (340)	1782
Ethnicity: Hispanic	39% (84)	23% (50)	11% (23)	5% (10)	21% (46)	213
Ethnicity: Afr. Am.	38% (107)	21% (59)	10% (28)	5% (15)	25% (71)	279
Ethnicity: Other	31% (44)	32% (46)	8% (11)	4% (6)	25% (36)	142
Relig: Protestant	48% (253)	31% (163)	4% (19)	3% (17)	13% (70)	523
Relig: Roman Catholic	44% (175)	34% (134)	7% (27)	2% (8)	13% (54)	397
Relig: Something Else	43% (95)	30% (66)	7% (16)	2% (4)	18% (39)	219
Relig: Jewish	52% (30)	20% (12)	4% (2)	7% (4)	16% (9)	58
Relig: Evangelical	45% (376)	32% (265)	6% (50)	2% (20)	14% (120)	830
Relig: Non-Evang. Catholics	47% (146)	31% (97)	4% (13)	3% (9)	14% (44)	309
Relig: All Christian	46% (523)	32% (363)	5% (62)	3% (29)	14% (163)	1140
Relig: All Non-Christian	36% (93)	28% (73)	6% (15)	3% (8)	27% (70)	258
Community: Urban	42% (222)	26% (137)	8% (41)	5% (26)	20% (106)	532
Community: Suburban	44% (468)	31% (327)	5% (53)	3% (30)	17% (180)	1058
Community: Rural	39% (239)	27% (165)	5% (33)	2% (15)	26% (161)	614
Employ: Private Sector	45% (303)	29% (199)	6% (43)	3% (20)	17% (112)	678
Employ: Government	38% (61)	28% (46)	5% (8)	3% (5)	26% (41)	160
Employ: Self-Employed	45% (94)	23% (48)	10% (21)	3% (6)	19% (39)	208
Employ: Homemaker	41% (48)	28% (33)	3% (3)	5% (6)	23% (27)	117
Employ: Student	35% (34)	26% (25)	7% (7)	5% (5)	27% (26)	96
Employ: Retired	46% (238)	33% (172)	3% (18)	3% (14)	15% (77)	520
Employ: Unemployed	37% (72)	25% (49)	6% (12)	4% (8)	29% (56)	196
Employ: Other	34% (78)	26% (59)	6% (15)	3% (8)	30% (69)	228
Military HH: Yes	47% (203)	30% (131)	4% (18)	2% (8)	17% (72)	432
Military HH: No	41% (726)	28% (499)	6% (109)	4% (63)	21% (374)	1771
RD/WT: Right Direction	42% (309)	29% (214)	5% (39)	4% (27)	21% (155)	744
RD/WT: Wrong Track	42% (620)	28% (416)	6% (87)	3% (44)	20% (292)	1459

Continued on next page

**Table HR10\_2:** Please indicated whether you agree or disagree with the following statements:

*It is up to the editors of each tabloid newspaper and magazine not to buy photographs from the paparazzi when they behave in irresponsible ways*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	42% (929)	29% (630)	6% (126)	3% (71)	20% (447)	2203
Trump Job Approve	44% (383)	30% (259)	4% (38)	3% (27)	19% (161)	870
Trump Job Disapprove	43% (528)	29% (352)	7% (83)	3% (42)	18% (221)	1227
Trump Job Strongly Approve	46% (202)	26% (113)	4% (18)	4% (19)	20% (87)	439
Trump Job Somewhat Approve	42% (181)	34% (146)	5% (20)	2% (9)	17% (74)	430
Trump Job Somewhat Disapprove	28% (74)	40% (106)	9% (24)	5% (12)	18% (48)	265
Trump Job Strongly Disapprove	47% (454)	26% (246)	6% (59)	3% (29)	18% (174)	962
#1 Issue: Economy	40% (244)	31% (187)	6% (38)	3% (16)	21% (127)	612
#1 Issue: Security	46% (221)	31% (147)	5% (24)	3% (15)	15% (74)	480
#1 Issue: Health Care	44% (120)	24% (66)	6% (15)	3% (9)	22% (60)	270
#1 Issue: Medicare / Social Security	46% (147)	29% (93)	4% (13)	3% (11)	18% (56)	319
#1 Issue: Women's Issues	40% (55)	26% (35)	7% (10)	6% (8)	22% (29)	137
#1 Issue: Education	37% (54)	30% (43)	7% (10)	3% (5)	23% (33)	145
#1 Issue: Energy	33% (32)	30% (29)	11% (10)	5% (5)	21% (21)	97
#1 Issue: Other	40% (57)	21% (30)	4% (6)	2% (2)	33% (47)	143
2018 House Vote: Democrat	48% (399)	29% (238)	6% (52)	3% (23)	15% (122)	833
2018 House Vote: Republican	45% (317)	32% (228)	3% (22)	4% (26)	16% (113)	706
2018 House Vote: Someone else	32% (39)	28% (33)	6% (7)	2% (2)	33% (39)	120
2018 House Vote: Didnt Vote	32% (174)	24% (130)	8% (45)	4% (19)	32% (173)	543
2016 Vote: Hillary Clinton	48% (352)	30% (218)	5% (38)	3% (23)	14% (100)	731
2016 Vote: Donald Trump	45% (322)	31% (223)	4% (31)	2% (17)	16% (116)	709
2016 Vote: Someone else	36% (70)	27% (53)	6% (12)	3% (6)	27% (52)	192
2016 Vote: Didnt Vote	32% (184)	24% (135)	8% (45)	4% (25)	31% (178)	568
Voted in 2014: Yes	45% (655)	31% (443)	5% (67)	3% (43)	16% (232)	1440
Voted in 2014: No	36% (274)	24% (187)	8% (59)	4% (28)	28% (214)	763
2012 Vote: Barack Obama	46% (420)	30% (272)	5% (47)	3% (28)	16% (148)	915
2012 Vote: Mitt Romney	47% (236)	33% (168)	4% (18)	2% (11)	14% (70)	503
2012 Vote: Other	43% (48)	30% (33)	5% (5)	1% (1)	21% (23)	110
2012 Vote: Didn't Vote	33% (225)	23% (158)	8% (56)	5% (30)	31% (206)	675

Continued on next page

**Table HR10\_2:** Please indicated whether you agree or disagree with the following statements:

*It is up to the editors of each tabloid newspaper and magazine not to buy photographs from the paparazzi when they behave in irresponsible ways*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	42% (929)	29% (630)	6% (126)	3% (71)	20% (447)	2203
4-Region: Northeast	44% (175)	27% (105)	7% (27)	4% (15)	18% (71)	393
4-Region: Midwest	39% (199)	30% (154)	4% (23)	4% (22)	21% (107)	506
4-Region: South	42% (346)	28% (227)	6% (49)	3% (23)	22% (178)	823
4-Region: West	43% (209)	30% (143)	6% (27)	2% (11)	19% (91)	481
TV shows: Every day	46% (499)	29% (314)	5% (57)	3% (35)	17% (183)	1088
TV shows: Several times per week	46% (234)	31% (158)	8% (42)	1% (6)	14% (70)	510
TV shows: About once per week	33% (44)	30% (39)	6% (8)	6% (8)	25% (33)	132
TV shows: Several times per month	35% (42)	29% (35)	8% (9)	6% (7)	22% (26)	120
TV shows: About once per month	31% (16)	29% (15)	9% (4)	— (0)	30% (15)	50
TV shows: Less often than once per month	33% (29)	32% (28)	1% (1)	6% (5)	29% (25)	88
TV shows: Never	31% (65)	19% (41)	2% (5)	4% (10)	44% (94)	214
Movies: Every day	44% (180)	24% (97)	7% (27)	5% (21)	21% (85)	410
Movies: Several times per week	46% (251)	32% (177)	7% (39)	2% (9)	13% (70)	547
Movies: About once per week	43% (150)	30% (107)	8% (28)	2% (8)	17% (59)	352
Movies: Several times per month	44% (124)	28% (79)	5% (14)	4% (10)	20% (57)	284
Movies: About once per month	40% (79)	33% (66)	3% (5)	3% (7)	21% (41)	198
Movies: Less often than once per month	36% (72)	32% (64)	3% (7)	4% (8)	24% (48)	200
Movies: Never	34% (72)	19% (40)	3% (5)	4% (8)	41% (87)	213
Sporting events: Every day	38% (56)	28% (41)	11% (16)	3% (5)	20% (30)	147
Sporting events: Several times per week	43% (141)	33% (108)	8% (25)	1% (3)	16% (51)	327
Sporting events: About once per week	42% (140)	34% (115)	6% (19)	4% (14)	15% (49)	338
Sporting events: Several times per month	48% (89)	27% (51)	5% (10)	2% (4)	18% (33)	187
Sporting events: About once per month	35% (56)	36% (58)	8% (13)	5% (9)	16% (25)	161
Sporting events: Less often than once per month	45% (149)	31% (103)	3% (10)	4% (14)	16% (53)	329
Sporting events: Never	42% (298)	22% (155)	5% (33)	3% (23)	29% (205)	714
Cable television: I currently subscribe	44% (501)	30% (336)	6% (69)	3% (36)	17% (197)	1138
Cable television: I subscribed in the past	43% (317)	31% (227)	5% (38)	3% (20)	18% (130)	731
Cable television: I have never subscribed	33% (112)	20% (67)	6% (20)	4% (15)	36% (120)	334

Continued on next page

**Table HR10\_2:** Please indicated whether you agree or disagree with the following statements:

*It is up to the editors of each tabloid newspaper and magazine not to buy photographs from the paparazzi when they behave in irresponsible ways*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	42% (929)	29% (630)	6% (126)	3% (71)	20% (447)	2203
Satellite television: I currently subscribe	40% (203)	29% (145)	7% (33)	3% (14)	22% (111)	507
Satellite television: I subscribed in the past	43% (271)	30% (194)	7% (44)	3% (19)	17% (109)	637
Satellite television: I have never subscribed	43% (455)	27% (291)	5% (49)	3% (37)	21% (227)	1059
Streaming service: I currently subscribe	45% (590)	31% (411)	6% (76)	3% (38)	16% (206)	1320
Streaming service: I subscribed in the past	39% (91)	27% (63)	12% (28)	4% (9)	18% (43)	234
Streaming service: I have never subscribed	38% (249)	24% (155)	4% (23)	4% (24)	31% (198)	649
Film: An avid fan	48% (336)	26% (187)	8% (55)	4% (30)	14% (99)	707
Film: A casual fan	41% (502)	30% (366)	5% (66)	3% (34)	20% (247)	1215
Film: Not a fan	31% (82)	28% (73)	2% (4)	3% (7)	37% (97)	264
Television: An avid fan	45% (471)	29% (308)	6% (60)	3% (35)	16% (169)	1043
Television: A casual fan	42% (408)	29% (287)	6% (55)	3% (25)	20% (200)	975
Television: Not a fan	26% (43)	18% (30)	7% (11)	6% (11)	43% (72)	168
Music: An avid fan	43% (464)	28% (296)	6% (68)	4% (38)	19% (209)	1075
Music: A casual fan	42% (411)	31% (299)	5% (53)	3% (26)	19% (184)	973
Music: Not a fan	33% (47)	22% (32)	4% (6)	5% (7)	37% (53)	144
Fashion: An avid fan	40% (119)	26% (79)	9% (27)	7% (20)	18% (54)	299
Fashion: A casual fan	44% (370)	28% (235)	7% (58)	3% (24)	18% (153)	840
Fashion: Not a fan	41% (433)	30% (311)	4% (41)	3% (26)	22% (234)	1046

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



**Table HR10\_3:** Please indicated whether you agree or disagree with the following statements:  
*Main stream media is different from paparazzi*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (352)	32% (701)	19% (427)	10% (218)	23% (505)	2203
Gender: Male	18% (184)	32% (325)	20% (203)	11% (114)	20% (205)	1031
Gender: Female	14% (168)	32% (376)	19% (224)	9% (104)	26% (300)	1172
Age: 18-29	18% (72)	26% (106)	18% (73)	6% (26)	33% (134)	411
Age: 30-44	15% (71)	29% (137)	20% (97)	11% (52)	25% (120)	477
Age: 45-54	17% (66)	36% (137)	18% (70)	9% (34)	19% (71)	379
Age: 55-64	17% (71)	32% (134)	20% (87)	11% (46)	20% (86)	423
Age: 65+	14% (72)	37% (187)	20% (100)	12% (59)	18% (94)	513
Generation Z: 18-21	22% (39)	23% (41)	17% (31)	4% (8)	33% (58)	176
Millennial: Age 22-37	15% (75)	26% (127)	20% (98)	10% (46)	29% (142)	487
Generation X: Age 38-53	16% (87)	34% (188)	19% (107)	10% (54)	21% (119)	555
Boomers: Age 54-72	16% (139)	33% (278)	21% (173)	11% (94)	19% (157)	841
PID: Dem (no lean)	21% (154)	38% (279)	18% (134)	5% (35)	18% (130)	732
PID: Ind (no lean)	13% (107)	28% (232)	19% (153)	10% (83)	30% (247)	822
PID: Rep (no lean)	14% (92)	29% (190)	22% (140)	15% (99)	20% (127)	649
PID/Gender: Dem Men	23% (75)	39% (124)	18% (57)	4% (13)	16% (53)	323
PID/Gender: Dem Women	19% (78)	38% (155)	19% (76)	5% (22)	19% (78)	409
PID/Gender: Ind Men	15% (55)	28% (102)	21% (76)	11% (41)	26% (94)	369
PID/Gender: Ind Women	11% (52)	29% (129)	17% (78)	9% (42)	34% (153)	454
PID/Gender: Rep Men	16% (54)	29% (98)	21% (70)	17% (59)	17% (57)	339
PID/Gender: Rep Women	12% (38)	30% (92)	22% (70)	13% (40)	23% (70)	309
Ideo: Liberal (1-3)	23% (155)	39% (259)	16% (109)	5% (32)	17% (113)	668
Ideo: Moderate (4)	17% (79)	33% (157)	19% (89)	9% (41)	22% (103)	470
Ideo: Conservative (5-7)	13% (97)	30% (227)	24% (181)	17% (124)	16% (121)	749
Educ: < College	15% (211)	28% (392)	18% (250)	9% (131)	29% (402)	1386
Educ: Bachelors degree	17% (91)	39% (205)	21% (108)	11% (59)	11% (58)	521
Educ: Post-grad	17% (51)	35% (104)	23% (69)	9% (28)	15% (44)	296

Continued on next page

**Table HR10\_3:** Please indicated whether you agree or disagree with the following statements:  
Main stream media is different from paparazzi

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (352)	32% (701)	19% (427)	10% (218)	23% (505)	2203
Income: Under 50k	16% (186)	27% (325)	18% (218)	7% (89)	32% (377)	1194
Income: 50k-100k	16% (111)	37% (251)	21% (140)	14% (93)	12% (85)	680
Income: 100k+	17% (55)	38% (126)	21% (69)	11% (36)	13% (43)	329
Ethnicity: White	15% (273)	33% (580)	19% (344)	11% (198)	22% (387)	1782
Ethnicity: Hispanic	17% (37)	32% (69)	21% (44)	7% (15)	23% (48)	213
Ethnicity: Afr. Am.	20% (56)	29% (82)	18% (51)	4% (11)	28% (79)	279
Ethnicity: Other	17% (24)	28% (39)	22% (31)	7% (9)	27% (38)	142
Relig: Protestant	17% (86)	34% (177)	18% (95)	16% (84)	16% (82)	523
Relig: Roman Catholic	18% (73)	36% (141)	20% (80)	9% (37)	17% (67)	397
Relig: Something Else	17% (36)	25% (55)	22% (49)	12% (26)	24% (53)	219
Relig: Jewish	19% (11)	51% (29)	10% (6)	5% (3)	15% (8)	58
Relig: Evangelical	19% (157)	33% (277)	19% (159)	12% (97)	17% (140)	830
Relig: Non-Evang. Catholics	13% (39)	31% (96)	21% (64)	16% (49)	20% (62)	309
Relig: All Christian	17% (196)	33% (373)	20% (223)	13% (146)	18% (202)	1140
Relig: All Non-Christian	15% (40)	26% (67)	22% (57)	7% (18)	30% (77)	258
Community: Urban	18% (94)	37% (197)	17% (90)	7% (35)	22% (114)	532
Community: Suburban	17% (180)	33% (349)	21% (223)	10% (105)	19% (200)	1058
Community: Rural	13% (78)	25% (155)	18% (113)	13% (78)	31% (190)	614
Employ: Private Sector	17% (117)	33% (227)	23% (153)	11% (73)	16% (108)	678
Employ: Government	16% (26)	31% (49)	17% (28)	7% (12)	29% (46)	160
Employ: Self-Employed	18% (37)	28% (58)	21% (44)	10% (22)	23% (48)	208
Employ: Homemaker	16% (19)	36% (42)	14% (16)	7% (8)	27% (32)	117
Employ: Student	20% (20)	31% (29)	17% (16)	4% (4)	28% (27)	96
Employ: Retired	14% (71)	36% (187)	20% (104)	11% (58)	19% (100)	520
Employ: Unemployed	15% (30)	28% (56)	14% (28)	6% (12)	36% (70)	196
Employ: Other	15% (34)	24% (54)	16% (37)	13% (30)	32% (74)	228
Military HH: Yes	16% (68)	34% (147)	20% (88)	13% (57)	16% (71)	432
Military HH: No	16% (284)	31% (554)	19% (339)	9% (160)	24% (434)	1771
RD/WT: Right Direction	12% (93)	28% (205)	22% (160)	16% (116)	23% (170)	744
RD/WT: Wrong Track	18% (260)	34% (496)	18% (267)	7% (101)	23% (335)	1459

Continued on next page

**Table HR10\_3:** Please indicated whether you agree or disagree with the following statements:*Main stream media is different from paparazzi*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (352)	32% (701)	19% (427)	10% (218)	23% (505)	2203
Trump Job Approve	12% (105)	29% (248)	22% (192)	17% (145)	21% (180)	870
Trump Job Disapprove	20% (244)	36% (437)	18% (222)	5% (65)	21% (259)	1227
Trump Job Strongly Approve	14% (60)	24% (106)	21% (90)	22% (96)	20% (87)	439
Trump Job Somewhat Approve	10% (45)	33% (143)	24% (102)	11% (49)	21% (93)	430
Trump Job Somewhat Disapprove	11% (30)	35% (93)	21% (55)	5% (14)	27% (72)	265
Trump Job Strongly Disapprove	22% (214)	36% (344)	17% (167)	5% (51)	19% (186)	962
#1 Issue: Economy	14% (83)	33% (201)	21% (130)	10% (59)	23% (140)	612
#1 Issue: Security	16% (76)	28% (136)	22% (106)	17% (80)	17% (83)	480
#1 Issue: Health Care	22% (59)	28% (75)	15% (41)	9% (25)	26% (71)	270
#1 Issue: Medicare / Social Security	15% (47)	39% (125)	16% (50)	8% (24)	23% (73)	319
#1 Issue: Women's Issues	22% (30)	29% (40)	23% (31)	4% (5)	22% (30)	137
#1 Issue: Education	17% (25)	32% (46)	17% (24)	6% (9)	28% (40)	145
#1 Issue: Energy	18% (17)	37% (36)	20% (19)	8% (8)	17% (17)	97
#1 Issue: Other	11% (16)	30% (43)	19% (27)	6% (8)	35% (50)	143
2018 House Vote: Democrat	23% (195)	38% (321)	17% (142)	4% (33)	17% (143)	833
2018 House Vote: Republican	12% (86)	30% (209)	22% (157)	18% (130)	18% (125)	706
2018 House Vote: Someone else	10% (12)	28% (33)	22% (26)	12% (14)	29% (35)	120
2018 House Vote: Didnt Vote	11% (60)	25% (138)	19% (102)	7% (41)	37% (202)	543
2016 Vote: Hillary Clinton	23% (168)	39% (289)	18% (129)	4% (30)	16% (115)	731
2016 Vote: Donald Trump	12% (86)	29% (209)	24% (169)	18% (125)	17% (120)	709
2016 Vote: Someone else	11% (21)	29% (57)	21% (41)	11% (22)	27% (52)	192
2016 Vote: Didnt Vote	14% (77)	26% (146)	15% (88)	7% (40)	38% (217)	568
Voted in 2014: Yes	16% (234)	34% (491)	21% (300)	11% (160)	18% (256)	1440
Voted in 2014: No	16% (119)	28% (211)	17% (127)	8% (58)	33% (249)	763
2012 Vote: Barack Obama	20% (186)	37% (343)	18% (166)	6% (58)	18% (163)	915
2012 Vote: Mitt Romney	12% (58)	32% (161)	23% (116)	18% (90)	15% (78)	503
2012 Vote: Other	11% (12)	20% (22)	25% (27)	15% (17)	29% (32)	110
2012 Vote: Didn't Vote	14% (96)	26% (176)	17% (118)	8% (53)	34% (233)	675

Continued on next page

**Table HR10\_3:** Please indicated whether you agree or disagree with the following statements:  
Main stream media is different from paparazzi

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (352)	32% (701)	19% (427)	10% (218)	23% (505)	2203
4-Region: Northeast	16% (64)	35% (139)	22% (85)	7% (29)	19% (76)	393
4-Region: Midwest	15% (74)	31% (157)	20% (100)	9% (46)	26% (129)	506
4-Region: South	16% (131)	29% (242)	18% (149)	13% (104)	24% (198)	823
4-Region: West	17% (83)	34% (164)	20% (94)	8% (39)	21% (102)	481
TV shows: Every day	20% (214)	34% (367)	18% (195)	9% (100)	19% (212)	1088
TV shows: Several times per week	15% (76)	33% (170)	24% (121)	9% (48)	19% (96)	510
TV shows: About once per week	13% (17)	29% (38)	20% (27)	15% (19)	23% (31)	132
TV shows: Several times per month	10% (11)	31% (37)	23% (28)	15% (18)	21% (25)	120
TV shows: About once per month	11% (6)	33% (17)	15% (7)	12% (6)	29% (15)	50
TV shows: Less often than once per month	13% (11)	29% (25)	19% (17)	10% (9)	29% (26)	88
TV shows: Never	8% (17)	22% (47)	15% (32)	8% (17)	47% (100)	214
Movies: Every day	19% (79)	29% (117)	16% (67)	11% (44)	25% (103)	410
Movies: Several times per week	20% (107)	34% (186)	21% (113)	9% (51)	16% (90)	547
Movies: About once per week	16% (55)	36% (126)	23% (82)	10% (34)	16% (55)	352
Movies: Several times per month	14% (41)	34% (97)	20% (57)	11% (31)	20% (58)	284
Movies: About once per month	12% (25)	34% (67)	23% (45)	8% (16)	22% (45)	198
Movies: Less often than once per month	12% (24)	28% (56)	15% (29)	15% (30)	30% (60)	200
Movies: Never	10% (21)	24% (52)	16% (33)	5% (11)	45% (95)	213
Sporting events: Every day	23% (34)	26% (38)	18% (27)	9% (13)	24% (35)	147
Sporting events: Several times per week	18% (60)	35% (115)	23% (74)	8% (28)	16% (51)	327
Sporting events: About once per week	18% (62)	38% (129)	19% (65)	8% (29)	16% (53)	338
Sporting events: Several times per month	19% (36)	32% (60)	19% (36)	12% (22)	17% (32)	187
Sporting events: About once per month	14% (23)	36% (59)	21% (34)	10% (16)	18% (29)	161
Sporting events: Less often than once per month	16% (54)	34% (113)	19% (63)	10% (34)	20% (65)	329
Sporting events: Never	12% (84)	26% (187)	18% (128)	11% (76)	33% (239)	714
Cable television: I currently subscribe	18% (205)	35% (395)	18% (209)	10% (109)	19% (220)	1138
Cable television: I subscribed in the past	15% (112)	32% (235)	21% (157)	10% (70)	21% (157)	731
Cable television: I have never subscribed	11% (36)	21% (71)	18% (60)	11% (38)	38% (129)	334

Continued on next page

**Table HR10\_3:** Please indicated whether you agree or disagree with the following statements:  
 Main stream media is different from paparazzi

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	16% (352)	32% (701)	19% (427)	10% (218)	23% (505)	2203
Satellite television: I currently subscribe	15% (76)	31% (155)	18% (91)	12% (59)	25% (126)	507
Satellite television: I subscribed in the past	17% (109)	31% (197)	22% (141)	11% (71)	19% (119)	637
Satellite television: I have never subscribed	16% (168)	33% (349)	18% (195)	8% (88)	25% (260)	1059
Streaming service: I currently subscribe	18% (234)	34% (455)	21% (272)	10% (128)	18% (231)	1320
Streaming service: I subscribed in the past	15% (34)	31% (73)	26% (61)	8% (19)	20% (48)	234
Streaming service: I have never subscribed	13% (84)	27% (174)	14% (94)	11% (71)	35% (226)	649
Film: An avid fan	22% (153)	34% (237)	18% (130)	9% (62)	18% (125)	707
Film: A casual fan	14% (172)	33% (400)	21% (254)	10% (123)	22% (264)	1215
Film: Not a fan	9% (25)	23% (61)	15% (38)	10% (28)	43% (113)	264
Television: An avid fan	20% (206)	34% (358)	18% (188)	9% (96)	19% (195)	1043
Television: A casual fan	13% (129)	32% (312)	21% (202)	10% (99)	24% (233)	975
Television: Not a fan	8% (13)	16% (28)	21% (35)	13% (21)	43% (72)	168
Music: An avid fan	19% (200)	31% (332)	20% (216)	9% (100)	21% (228)	1075
Music: A casual fan	14% (131)	35% (340)	19% (187)	9% (90)	23% (225)	973
Music: Not a fan	14% (19)	18% (25)	15% (21)	19% (27)	36% (51)	144
Fashion: An avid fan	22% (67)	31% (91)	14% (42)	8% (25)	25% (74)	299
Fashion: A casual fan	15% (130)	37% (307)	20% (167)	8% (63)	21% (173)	840
Fashion: Not a fan	14% (152)	29% (298)	21% (216)	12% (126)	24% (254)	1046

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

**Table HR10\_4:** Please indicated whether you agree or disagree with the following statements:  
*Paparazzi photographers generally act responsibly and civilly*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	3%	(68)	18%	(392)	30%	(657)	25%	(554)	24%	(532)	2203
Gender: Male	3%	(35)	18%	(188)	28%	(286)	25%	(262)	25%	(260)	1031
Gender: Female	3%	(33)	17%	(204)	32%	(371)	25%	(292)	23%	(272)	1172
Age: 18-29	6%	(26)	11%	(46)	29%	(120)	25%	(102)	28%	(117)	411
Age: 30-44	4%	(21)	17%	(80)	27%	(127)	25%	(121)	27%	(128)	477
Age: 45-54	3%	(11)	20%	(74)	34%	(127)	25%	(96)	19%	(71)	379
Age: 55-64	1%	(3)	21%	(87)	28%	(119)	28%	(117)	23%	(97)	423
Age: 65+	1%	(7)	20%	(104)	32%	(163)	23%	(119)	23%	(119)	513
Generation Z: 18-21	8%	(14)	11%	(20)	29%	(50)	23%	(40)	29%	(51)	176
Millennial: Age 22-37	5%	(22)	14%	(71)	29%	(143)	23%	(112)	29%	(140)	487
Generation X: Age 38-53	3%	(19)	18%	(97)	30%	(167)	28%	(155)	21%	(116)	555
Boomers: Age 54-72	1%	(11)	20%	(171)	31%	(258)	25%	(212)	23%	(189)	841
PID: Dem (no lean)	3%	(25)	23%	(171)	32%	(235)	23%	(166)	19%	(136)	732
PID: Ind (no lean)	3%	(28)	13%	(107)	28%	(234)	24%	(197)	31%	(257)	822
PID: Rep (no lean)	2%	(16)	18%	(114)	29%	(188)	30%	(191)	22%	(139)	649
PID/Gender: Dem Men	2%	(8)	26%	(85)	30%	(96)	21%	(69)	20%	(66)	323
PID/Gender: Dem Women	4%	(17)	21%	(87)	34%	(139)	24%	(97)	17%	(70)	409
PID/Gender: Ind Men	5%	(17)	12%	(43)	27%	(101)	24%	(90)	32%	(119)	369
PID/Gender: Ind Women	2%	(11)	14%	(64)	29%	(133)	24%	(107)	31%	(138)	454
PID/Gender: Rep Men	3%	(10)	18%	(60)	26%	(89)	31%	(104)	22%	(75)	339
PID/Gender: Rep Women	2%	(6)	17%	(53)	32%	(99)	28%	(88)	21%	(64)	309
Ideo: Liberal (1-3)	5%	(33)	19%	(129)	34%	(226)	24%	(158)	18%	(121)	668
Ideo: Moderate (4)	3%	(15)	22%	(102)	29%	(138)	21%	(100)	25%	(115)	470
Ideo: Conservative (5-7)	2%	(12)	17%	(128)	30%	(224)	30%	(225)	21%	(160)	749
Educ: < College	3%	(44)	17%	(238)	28%	(385)	25%	(342)	27%	(377)	1386
Educ: Bachelors degree	3%	(13)	18%	(95)	34%	(179)	26%	(133)	19%	(100)	521
Educ: Post-grad	4%	(12)	20%	(59)	31%	(93)	26%	(78)	18%	(55)	296

Continued on next page

**Table HR10\_4:** Please indicated whether you agree or disagree with the following statements:  
*Paparazzi photographers generally act responsibly and civilly*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	3% (68)	18% (392)	30% (657)	25% (554)	24% (532)	2203
Income: Under 50k	4% (48)	18% (217)	26% (312)	24% (287)	28% (331)	1194
Income: 50k-100k	2% (10)	17% (116)	35% (240)	26% (178)	20% (136)	680
Income: 100k+	3% (10)	18% (59)	32% (105)	27% (89)	20% (65)	329
Ethnicity: White	3% (47)	17% (301)	31% (545)	26% (468)	24% (422)	1782
Ethnicity: Hispanic	6% (14)	21% (46)	26% (56)	24% (50)	22% (48)	213
Ethnicity: Afr. Am.	4% (12)	25% (71)	25% (71)	20% (55)	25% (71)	279
Ethnicity: Other	7% (10)	14% (20)	29% (41)	22% (32)	28% (39)	142
Relig: Protestant	2% (11)	19% (97)	30% (155)	28% (148)	21% (112)	523
Relig: Roman Catholic	3% (11)	23% (89)	30% (118)	25% (101)	19% (77)	397
Relig: Something Else	3% (7)	12% (26)	37% (81)	26% (56)	22% (49)	219
Relig: Jewish	3% (2)	21% (12)	21% (12)	31% (18)	23% (14)	58
Relig: Evangelical	2% (21)	18% (153)	33% (270)	27% (225)	20% (162)	830
Relig: Non-Evang. Catholics	3% (9)	19% (59)	27% (84)	26% (81)	25% (76)	309
Relig: All Christian	3% (29)	19% (213)	31% (354)	27% (306)	21% (238)	1140
Relig: All Non-Christian	4% (9)	18% (45)	27% (69)	26% (67)	26% (68)	258
Community: Urban	4% (23)	21% (111)	30% (157)	23% (122)	22% (119)	532
Community: Suburban	3% (34)	18% (186)	32% (335)	25% (266)	22% (236)	1058
Community: Rural	2% (11)	15% (95)	27% (165)	27% (166)	29% (177)	614
Employ: Private Sector	4% (25)	16% (109)	34% (232)	27% (186)	18% (125)	678
Employ: Government	3% (5)	15% (24)	26% (42)	25% (40)	31% (49)	160
Employ: Self-Employed	4% (9)	24% (50)	28% (57)	22% (47)	22% (46)	208
Employ: Homemaker	3% (3)	13% (15)	34% (40)	24% (29)	26% (30)	117
Employ: Student	8% (8)	15% (14)	23% (23)	30% (29)	24% (23)	96
Employ: Retired	1% (7)	21% (108)	30% (155)	24% (125)	24% (125)	520
Employ: Unemployed	5% (9)	15% (29)	27% (53)	20% (39)	34% (66)	196
Employ: Other	1% (2)	19% (43)	24% (55)	27% (61)	30% (68)	228
Military HH: Yes	3% (14)	18% (80)	26% (113)	31% (134)	21% (91)	432
Military HH: No	3% (54)	18% (312)	31% (544)	24% (421)	25% (441)	1771
RD/WT: Right Direction	4% (31)	18% (135)	26% (193)	29% (218)	23% (168)	744
RD/WT: Wrong Track	3% (37)	18% (257)	32% (464)	23% (337)	25% (364)	1459

Continued on next page

**Table HR10\_4:** Please indicated whether you agree or disagree with the following statements:  
*Paparazzi photographers generally act responsibly and civilly*

Demographic	Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree		Don't know / No opinion		Total N
Adults	3%	(68)	18%	(392)	30%	(657)	25%	(554)	24%	(532)	2203
Trump Job Approve	3%	(25)	17%	(148)	28%	(245)	30%	(263)	22%	(189)	870
Trump Job Disapprove	3%	(41)	19%	(236)	32%	(395)	22%	(274)	23%	(281)	1227
Trump Job Strongly Approve	4%	(16)	18%	(78)	22%	(98)	35%	(153)	21%	(94)	439
Trump Job Somewhat Approve	2%	(9)	16%	(69)	34%	(147)	26%	(110)	22%	(95)	430
Trump Job Somewhat Disapprove	3%	(9)	17%	(45)	32%	(84)	21%	(57)	27%	(71)	265
Trump Job Strongly Disapprove	3%	(32)	20%	(191)	32%	(311)	23%	(218)	22%	(210)	962
#1 Issue: Economy	3%	(17)	17%	(106)	31%	(190)	25%	(150)	24%	(148)	612
#1 Issue: Security	4%	(20)	15%	(74)	28%	(133)	34%	(163)	19%	(90)	480
#1 Issue: Health Care	2%	(6)	15%	(41)	32%	(86)	20%	(55)	30%	(82)	270
#1 Issue: Medicare / Social Security	2%	(6)	22%	(71)	31%	(98)	25%	(81)	20%	(64)	319
#1 Issue: Women's Issues	8%	(11)	20%	(27)	25%	(35)	25%	(34)	22%	(31)	137
#1 Issue: Education	2%	(3)	19%	(27)	32%	(46)	21%	(30)	27%	(39)	145
#1 Issue: Energy	5%	(4)	18%	(18)	35%	(34)	21%	(20)	21%	(20)	97
#1 Issue: Other	2%	(2)	19%	(27)	24%	(35)	15%	(21)	40%	(57)	143
2018 House Vote: Democrat	3%	(29)	22%	(183)	34%	(279)	22%	(182)	19%	(160)	833
2018 House Vote: Republican	3%	(18)	18%	(129)	29%	(204)	31%	(216)	20%	(139)	706
2018 House Vote: Someone else	2%	(2)	10%	(12)	28%	(33)	30%	(36)	31%	(37)	120
2018 House Vote: Didnt Vote	3%	(18)	12%	(67)	26%	(140)	22%	(121)	36%	(196)	543
2016 Vote: Hillary Clinton	3%	(25)	23%	(166)	33%	(239)	22%	(161)	19%	(141)	731
2016 Vote: Donald Trump	2%	(16)	17%	(124)	29%	(206)	31%	(219)	20%	(145)	709
2016 Vote: Someone else	1%	(2)	14%	(26)	27%	(51)	30%	(58)	28%	(54)	192
2016 Vote: Didnt Vote	4%	(25)	13%	(75)	28%	(159)	20%	(115)	34%	(193)	568
Voted in 2014: Yes	3%	(37)	19%	(280)	31%	(444)	27%	(385)	20%	(294)	1440
Voted in 2014: No	4%	(31)	15%	(111)	28%	(213)	22%	(169)	31%	(238)	763
2012 Vote: Barack Obama	3%	(27)	22%	(200)	32%	(294)	23%	(208)	20%	(186)	915
2012 Vote: Mitt Romney	2%	(9)	17%	(84)	29%	(145)	32%	(161)	20%	(103)	503
2012 Vote: Other	1%	(2)	19%	(21)	26%	(29)	27%	(30)	26%	(29)	110
2012 Vote: Didn't Vote	5%	(31)	13%	(86)	28%	(188)	23%	(155)	32%	(215)	675

Continued on next page



**Table HR10\_4:** Please indicated whether you agree or disagree with the following statements:  
*Paparazzi photographers generally act responsibly and civilly*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	3% (68)	18% (392)	30% (657)	25% (554)	24% (532)	2203
4-Region: Northeast	3% (11)	18% (70)	32% (126)	26% (101)	22% (85)	393
4-Region: Midwest	3% (14)	19% (98)	28% (139)	26% (129)	25% (125)	506
4-Region: South	4% (30)	18% (144)	29% (239)	24% (199)	26% (210)	823
4-Region: West	3% (13)	16% (79)	32% (153)	26% (124)	23% (112)	481
TV shows: Every day	3% (36)	19% (209)	32% (344)	25% (273)	21% (227)	1088
TV shows: Several times per week	2% (11)	21% (109)	34% (172)	24% (121)	19% (96)	510
TV shows: About once per week	4% (5)	13% (18)	29% (38)	34% (44)	20% (27)	132
TV shows: Several times per month	3% (4)	17% (20)	29% (34)	23% (28)	28% (34)	120
TV shows: About once per month	3% (2)	14% (7)	26% (13)	22% (11)	35% (17)	50
TV shows: Less often than once per month	1% (1)	9% (8)	28% (25)	27% (24)	34% (30)	88
TV shows: Never	4% (9)	10% (21)	14% (30)	25% (53)	47% (101)	214
Movies: Every day	6% (24)	18% (74)	30% (124)	24% (99)	22% (88)	410
Movies: Several times per week	3% (16)	20% (108)	34% (185)	27% (148)	16% (90)	547
Movies: About once per week	3% (10)	19% (68)	33% (116)	24% (84)	21% (73)	352
Movies: Several times per month	3% (8)	20% (56)	29% (81)	24% (69)	25% (70)	284
Movies: About once per month	— (0)	15% (29)	30% (59)	27% (54)	28% (56)	198
Movies: Less often than once per month	— (1)	16% (33)	32% (64)	22% (43)	30% (59)	200
Movies: Never	4% (8)	11% (24)	13% (28)	27% (57)	45% (96)	213
Sporting events: Every day	9% (13)	16% (24)	26% (39)	22% (33)	26% (39)	147
Sporting events: Several times per week	4% (13)	25% (82)	29% (93)	24% (78)	19% (61)	327
Sporting events: About once per week	3% (11)	19% (66)	37% (125)	23% (76)	18% (60)	338
Sporting events: Several times per month	2% (3)	19% (36)	34% (64)	24% (45)	20% (38)	187
Sporting events: About once per month	2% (3)	25% (41)	25% (40)	30% (48)	19% (30)	161
Sporting events: Less often than once per month	2% (5)	17% (57)	36% (117)	23% (76)	22% (73)	329
Sporting events: Never	3% (20)	12% (86)	25% (179)	28% (198)	32% (231)	714
Cable television: I currently subscribe	4% (44)	21% (238)	29% (327)	25% (280)	22% (249)	1138
Cable television: I subscribed in the past	2% (17)	16% (115)	34% (247)	28% (201)	21% (150)	731
Cable television: I have never subscribed	2% (8)	11% (38)	25% (83)	22% (73)	40% (133)	334

Continued on next page

**Table HR10\_4:** Please indicated whether you agree or disagree with the following statements:  
*Paparazzi photographers generally act responsibly and civilly*

Demographic	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know / No opinion	Total N
Adults	3% (68)	18% (392)	30% (657)	25% (554)	24% (532)	2203
Satellite television: I currently subscribe	6% (30)	17% (88)	28% (144)	25% (127)	23% (118)	507
Satellite television: I subscribed in the past	2% (15)	20% (131)	32% (203)	25% (158)	21% (131)	637
Satellite television: I have never subscribed	2% (24)	16% (173)	29% (309)	25% (270)	27% (283)	1059
Streaming service: I currently subscribe	3% (39)	18% (233)	33% (437)	26% (346)	20% (264)	1320
Streaming service: I subscribed in the past	6% (13)	22% (52)	28% (65)	24% (57)	20% (47)	234
Streaming service: I have never subscribed	2% (16)	16% (106)	24% (154)	23% (152)	34% (220)	649
Film: An avid fan	5% (33)	18% (129)	31% (218)	28% (201)	18% (126)	707
Film: A casual fan	2% (26)	18% (224)	31% (377)	25% (298)	24% (290)	1215
Film: Not a fan	3% (7)	12% (32)	23% (60)	20% (52)	43% (113)	264
Television: An avid fan	4% (43)	22% (226)	29% (305)	26% (272)	19% (198)	1043
Television: A casual fan	2% (20)	14% (137)	33% (324)	25% (240)	26% (254)	975
Television: Not a fan	3% (4)	15% (24)	16% (27)	23% (38)	44% (74)	168
Music: An avid fan	4% (43)	19% (203)	30% (320)	26% (280)	21% (229)	1075
Music: A casual fan	2% (18)	17% (166)	32% (314)	24% (236)	25% (240)	973
Music: Not a fan	4% (6)	13% (18)	15% (21)	25% (36)	44% (63)	144
Fashion: An avid fan	8% (25)	20% (61)	28% (84)	22% (67)	21% (63)	299
Fashion: A casual fan	2% (20)	20% (168)	34% (289)	24% (200)	19% (164)	840
Fashion: Not a fan	2% (22)	15% (154)	27% (282)	27% (285)	29% (303)	1046

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	2203	100%
xdemGender	Gender: Male	1031	47%
	Gender: Female	1172	53%
	N	2203	
age5	Age: 18-29	411	19%
	Age: 30-44	477	22%
	Age: 45-54	379	17%
	Age: 55-64	423	19%
	Age: 65+	513	23%
	N	2203	
demAgeGeneration	Generation Z: 18-21	176	8%
	Millennial: Age 22-37	487	22%
	Generation X: Age 38-53	555	25%
	Boomers: Age 54-72	841	38%
	N	2059	
xpid3	PID: Dem (no lean)	732	33%
	PID: Ind (no lean)	822	37%
	PID: Rep (no lean)	649	29%
	N	2203	
xpidGender	PID/Gender: Dem Men	323	15%
	PID/Gender: Dem Women	409	19%
	PID/Gender: Ind Men	369	17%
	PID/Gender: Ind Women	454	21%
	PID/Gender: Rep Men	339	15%
	PID/Gender: Rep Women	309	14%
	N	2203	
xdemIdeo3	Ideo: Liberal (1-3)	668	30%
	Ideo: Moderate (4)	470	21%
	Ideo: Conservative (5-7)	749	34%
	N	1888	
xeduc3	Educ: < College	1386	63%
	Educ: Bachelors degree	521	24%
	Educ: Post-grad	296	13%
	N	2203	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1194	54%
	Income: 50k-100k	680	31%
	Income: 100k+	329	15%
	N	2203	
xdemWhite	Ethnicity: White	1782	81%
xdemHispBin	Ethnicity: Hispanic	213	10%
demBlackBin	Ethnicity: Afr. Am.	279	13%
demRaceOther	Ethnicity: Other	142	6%
xrelNet	Relig: Protestant	523	24%
	Relig: Roman Catholic	397	18%
	Relig: Something Else	219	10%
	N	1140	
xreligion1	Relig: Jewish	58	3%
xreligion2	Relig: Evangelical	830	38%
	Relig: Non-Evang. Catholics	309	14%
	N	1140	
xreligion3	Relig: All Christian	1140	52%
	Relig: All Non-Christian	258	12%
	N	1398	
xdemUsr	Community: Urban	532	24%
	Community: Suburban	1058	48%
	Community: Rural	614	28%
	N	2203	
xdemEmploy	Employ: Private Sector	678	31%
	Employ: Government	160	7%
	Employ: Self-Employed	208	9%
	Employ: Homemaker	117	5%
	Employ: Student	96	4%
	Employ: Retired	520	24%
	Employ: Unemployed	196	9%
	Employ: Other	228	10%
	N	2203	
xdemMilHH1	Military HH: Yes	432	20%
	Military HH: No	1771	80%
	N	2203	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	744	34%
	RD/WT: Wrong Track	1459	66%
	N	2203	
Trump_Approve	Trump Job Approve	870	39%
	Trump Job Disapprove	1227	56%
	N	2096	
Trump_Approve2	Trump Job Strongly Approve	439	20%
	Trump Job Somewhat Approve	430	20%
	Trump Job Somewhat Disapprove	265	12%
	Trump Job Strongly Disapprove	962	44%
	N	2096	
xnr3	#1 Issue: Economy	612	28%
	#1 Issue: Security	480	22%
	#1 Issue: Health Care	270	12%
	#1 Issue: Medicare / Social Security	319	15%
	#1 Issue: Women's Issues	137	6%
	#1 Issue: Education	145	7%
	#1 Issue: Energy	97	4%
	#1 Issue: Other	143	6%
	N	2203	
xsubVote18O	2018 House Vote: Democrat	833	38%
	2018 House Vote: Republican	706	32%
	2018 House Vote: Someone else	120	5%
	2018 House Vote: Didnt Vote	543	25%
	N	2202	
xsubVote16O	2016 Vote: Hillary Clinton	731	33%
	2016 Vote: Donald Trump	709	32%
	2016 Vote: Someone else	192	9%
	2016 Vote: Didnt Vote	568	26%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1440	65%
	Voted in 2014: No	763	35%
	N	2203	
xsubVote12O	2012 Vote: Barack Obama	915	42%
	2012 Vote: Mitt Romney	503	23%
	2012 Vote: Other	110	5%
	2012 Vote: Didn't Vote	675	31%
	N	2203	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	506	23%
	4-Region: South	823	37%
	4-Region: West	481	22%
	N	2203	
HRdem1_1	TV shows: Every day	1088	49%
	TV shows: Several times per week	510	23%
	TV shows: About once per week	132	6%
	TV shows: Several times per month	120	5%
	TV shows: About once per month	50	2%
	TV shows: Less often than once per month	88	4%
	TV shows: Never	214	10%
	N	2203	
HRdem1_2	Movies: Every day	410	19%
	Movies: Several times per week	547	25%
	Movies: About once per week	352	16%
	Movies: Several times per month	284	13%
	Movies: About once per month	198	9%
	Movies: Less often than once per month	200	9%
	Movies: Never	213	10%
	N	2203	
HRdem1_3	Sporting events: Every day	147	7%
	Sporting events: Several times per week	327	15%
	Sporting events: About once per week	338	15%
	Sporting events: Several times per month	187	8%
	Sporting events: About once per month	161	7%
	Sporting events: Less often than once per month	329	15%
	Sporting events: Never	714	32%
	N	2203	
HRdem2_1	Cable television: I currently subscribe	1138	52%
	Cable television: I subscribed in the past	731	33%
	Cable television: I have never subscribed	334	15%
	N	2203	
HRdem2_2	Satellite television: I currently subscribe	507	23%
	Satellite television: I subscribed in the past	637	29%
	Satellite television: I have never subscribed	1059	48%
	N	2203	

Continued on next page

**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
HRdem2_3	Streaming service: I currently subscribe	1320	60%
	Streaming service: I subscribed in the past	234	11%
	Streaming service: I have never subscribed	649	29%
	<i>N</i>	2203	
HRdem3_1	Film: An avid fan	707	32%
	Film: A casual fan	1215	55%
	Film: Not a fan	264	12%
	<i>N</i>	2185	
HRdem3_2	Television: An avid fan	1043	47%
	Television: A casual fan	975	44%
	Television: Not a fan	168	8%
	<i>N</i>	2186	
HRdem3_3	Music: An avid fan	1075	49%
	Music: A casual fan	973	44%
	Music: Not a fan	144	7%
	<i>N</i>	2193	
HRdem3_4	Fashion: An avid fan	299	14%
	Fashion: A casual fan	840	38%
	Fashion: Not a fan	1046	47%
	<i>N</i>	2185	

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

