



National Tracking Poll #190242  
February 21-24, 2019

*Crosstabulation Results*

*Methodology:*

This poll was conducted from February 21-24, 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.

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## Crosstabulation Results by Respondent Demographics

**Table HR1\_1:** How much have you seen, read or heard about the following?  
 The Marvel movie 'Captain Marvel' premiering on March 8, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(450)	30%	(653)	23%	(517)	26%	(583)	2203
Gender: Male	24%	(249)	29%	(304)	21%	(213)	26%	(266)	1031
Gender: Female	17%	(201)	30%	(349)	26%	(305)	27%	(317)	1172
Age: 18-29	37%	(143)	28%	(111)	17%	(66)	18%	(71)	390
Age: 30-44	29%	(143)	31%	(152)	21%	(105)	20%	(97)	498
Age: 45-54	21%	(88)	33%	(135)	24%	(98)	22%	(90)	411
Age: 55-64	11%	(42)	33%	(128)	26%	(103)	30%	(118)	391
Age: 65+	7%	(34)	25%	(126)	28%	(145)	40%	(207)	513
Generation Z: 18-21	37%	(57)	29%	(44)	15%	(23)	19%	(29)	152
Millennial: Age 22-37	33%	(167)	30%	(147)	19%	(97)	18%	(87)	498
Generation X: Age 38-53	24%	(143)	32%	(195)	23%	(138)	22%	(132)	609
Boomers: Age 54-72	9%	(74)	30%	(246)	28%	(227)	34%	(276)	824
PID: Dem (no lean)	22%	(161)	31%	(225)	21%	(153)	27%	(196)	734
PID: Ind (no lean)	20%	(160)	28%	(221)	25%	(197)	27%	(209)	788
PID: Rep (no lean)	19%	(129)	30%	(207)	25%	(167)	26%	(178)	681
PID/Gender: Dem Men	28%	(88)	29%	(92)	15%	(49)	28%	(88)	316
PID/Gender: Dem Women	17%	(73)	32%	(133)	25%	(104)	26%	(108)	417
PID/Gender: Ind Men	23%	(79)	29%	(100)	24%	(85)	25%	(86)	349
PID/Gender: Ind Women	19%	(82)	28%	(121)	26%	(112)	28%	(123)	439
PID/Gender: Rep Men	23%	(83)	31%	(112)	22%	(79)	25%	(91)	365
PID/Gender: Rep Women	15%	(46)	30%	(95)	28%	(88)	27%	(87)	316
Ideo: Liberal (1-3)	23%	(156)	30%	(205)	22%	(150)	25%	(167)	678
Ideo: Moderate (4)	21%	(102)	33%	(157)	20%	(98)	26%	(125)	481
Ideo: Conservative (5-7)	17%	(129)	30%	(225)	25%	(185)	28%	(210)	748
Educ: < College	21%	(288)	28%	(390)	25%	(347)	26%	(361)	1386
Educ: Bachelors degree	19%	(99)	34%	(176)	21%	(109)	26%	(137)	521
Educ: Post-grad	21%	(63)	29%	(86)	21%	(61)	29%	(85)	296

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**Table HR1\_1: How much have you seen, read or heard about the following?**  
The Marvel movie 'Captain Marvel' premiering on March 8, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(450)	30%	(653)	23%	(517)	26%	(583)	2203
Income: Under 50k	20%	(260)	29%	(368)	24%	(302)	27%	(348)	1277
Income: 50k-100k	21%	(136)	29%	(190)	24%	(154)	26%	(165)	645
Income: 100k+	19%	(54)	34%	(95)	22%	(61)	25%	(71)	281
Ethnicity: White	18%	(320)	29%	(523)	25%	(448)	28%	(491)	1782
Ethnicity: Hispanic	37%	(80)	32%	(68)	17%	(37)	13%	(29)	213
Ethnicity: Afr. Am.	30%	(83)	30%	(85)	17%	(47)	23%	(64)	279
Ethnicity: Other	33%	(47)	31%	(44)	15%	(22)	20%	(29)	142
Relig: Protestant	15%	(80)	30%	(162)	26%	(139)	30%	(161)	542
Relig: Roman Catholic	23%	(91)	29%	(117)	22%	(89)	27%	(107)	404
Relig: Something Else	26%	(53)	27%	(55)	22%	(45)	25%	(52)	204
Relig: Jewish	9%	(5)	37%	(20)	23%	(12)	31%	(16)	53
Relig: Evangelical	21%	(165)	28%	(215)	24%	(184)	27%	(204)	768
Relig: Non-Evang. Catholics	15%	(59)	31%	(119)	23%	(89)	30%	(116)	382
Relig: All Christian	19%	(224)	29%	(334)	24%	(272)	28%	(320)	1150
Relig: All Non-Christian	16%	(43)	32%	(90)	29%	(81)	23%	(63)	278
Community: Urban	28%	(145)	28%	(144)	19%	(101)	25%	(127)	518
Community: Suburban	18%	(185)	32%	(326)	24%	(243)	26%	(267)	1021
Community: Rural	18%	(119)	27%	(182)	26%	(174)	28%	(189)	664
Employ: Private Sector	27%	(158)	34%	(201)	20%	(118)	20%	(117)	595
Employ: Government	22%	(32)	36%	(54)	24%	(36)	17%	(26)	147
Employ: Self-Employed	19%	(39)	30%	(61)	22%	(45)	28%	(56)	200
Employ: Homemaker	20%	(31)	31%	(48)	23%	(36)	27%	(43)	158
Employ: Student	39%	(39)	27%	(27)	15%	(16)	18%	(18)	100
Employ: Retired	8%	(45)	25%	(132)	29%	(153)	38%	(203)	533
Employ: Unemployed	26%	(64)	26%	(66)	24%	(59)	24%	(59)	248
Employ: Other	19%	(42)	28%	(63)	25%	(55)	28%	(62)	222
Military HH: Yes	20%	(89)	29%	(133)	24%	(109)	27%	(122)	452
Military HH: No	21%	(361)	30%	(520)	23%	(408)	26%	(461)	1751
RD/WT: Right Direction	17%	(149)	30%	(256)	26%	(219)	27%	(227)	851
RD/WT: Wrong Track	22%	(301)	29%	(397)	22%	(298)	26%	(356)	1352

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**Table HR1\_1:** How much have you seen, read or heard about the following?  
 The Marvel movie 'Captain Marvel' premiering on March 8, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(450)	30%	(653)	23%	(517)	26%	(583)	2203
Trump Job Approve	17%	(159)	30%	(276)	26%	(239)	27%	(244)	918
Trump Job Disapprove	23%	(274)	30%	(352)	22%	(253)	25%	(289)	1168
Trump Job Strongly Approve	16%	(84)	27%	(140)	26%	(132)	31%	(158)	514
Trump Job Somewhat Approve	19%	(75)	34%	(137)	26%	(107)	21%	(86)	405
Trump Job Somewhat Disapprove	26%	(71)	34%	(95)	21%	(58)	19%	(52)	277
Trump Job Strongly Disapprove	23%	(203)	29%	(257)	22%	(194)	27%	(237)	892
#1 Issue: Economy	26%	(163)	33%	(205)	20%	(127)	22%	(137)	631
#1 Issue: Security	16%	(70)	28%	(125)	26%	(116)	31%	(139)	450
#1 Issue: Health Care	19%	(67)	31%	(108)	26%	(91)	23%	(80)	346
#1 Issue: Medicare / Social Security	12%	(36)	25%	(77)	29%	(91)	34%	(104)	308
#1 Issue: Women's Issues	25%	(30)	30%	(35)	22%	(26)	23%	(27)	118
#1 Issue: Education	33%	(42)	24%	(30)	21%	(26)	22%	(28)	127
#1 Issue: Energy	20%	(22)	39%	(43)	18%	(20)	24%	(26)	111
#1 Issue: Other	18%	(21)	25%	(28)	19%	(21)	37%	(42)	112
2018 House Vote: Democrat	22%	(180)	31%	(247)	21%	(173)	26%	(205)	805
2018 House Vote: Republican	17%	(117)	31%	(216)	24%	(171)	28%	(197)	702
2018 House Vote: Someone else	19%	(19)	33%	(34)	22%	(22)	25%	(26)	100
2018 House Vote: Didn't Vote	22%	(133)	26%	(156)	25%	(151)	26%	(153)	592
2016 Vote: Hillary Clinton	23%	(156)	30%	(206)	21%	(145)	26%	(176)	682
2016 Vote: Donald Trump	14%	(99)	32%	(224)	25%	(174)	29%	(206)	703
2016 Vote: Someone else	21%	(37)	35%	(61)	21%	(37)	23%	(40)	176
2016 Vote: Didn't Vote	25%	(155)	25%	(159)	25%	(158)	25%	(157)	629
Voted in 2014: Yes	19%	(269)	31%	(442)	22%	(317)	28%	(405)	1433
Voted in 2014: No	23%	(181)	27%	(211)	26%	(200)	23%	(178)	770
2012 Vote: Barack Obama	21%	(175)	30%	(253)	21%	(180)	27%	(230)	838
2012 Vote: Mitt Romney	15%	(82)	32%	(178)	22%	(126)	31%	(173)	559
2012 Vote: Other	12%	(13)	32%	(34)	30%	(32)	26%	(27)	105
2012 Vote: Didn't Vote	26%	(179)	27%	(187)	26%	(179)	22%	(152)	697

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**Table HR1\_1: How much have you seen, read or heard about the following?**  
*The Marvel movie 'Captain Marvel' premiering on March 8, 2019*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(450)	30%	(653)	23%	(517)	26%	(583)	2203
4-Region: Northeast	23%	(89)	28%	(112)	25%	(98)	24%	(95)	393
4-Region: Midwest	21%	(106)	28%	(141)	24%	(123)	27%	(136)	506
4-Region: South	19%	(158)	30%	(247)	23%	(188)	28%	(230)	823
4-Region: West	20%	(97)	32%	(152)	23%	(109)	26%	(123)	481
TV shows: Every day	24%	(269)	30%	(331)	23%	(253)	22%	(247)	1100
TV shows: Several times per week	22%	(120)	33%	(181)	23%	(123)	22%	(122)	546
TV shows: About once per week	21%	(28)	20%	(28)	31%	(42)	28%	(38)	136
TV shows: Several times per month	10%	(11)	31%	(33)	28%	(30)	31%	(33)	108
TV shows: About once per month	8%	(6)	28%	(21)	21%	(16)	43%	(32)	75
TV shows: Less often than once per month	11%	(10)	25%	(22)	24%	(22)	41%	(37)	90
TV shows: Never	4%	(6)	25%	(38)	21%	(31)	50%	(74)	149
Movies: Every day	35%	(138)	26%	(104)	19%	(75)	20%	(78)	395
Movies: Several times per week	25%	(145)	32%	(190)	22%	(132)	21%	(125)	591
Movies: About once per week	19%	(76)	33%	(132)	25%	(101)	23%	(92)	401
Movies: Several times per month	16%	(42)	34%	(89)	28%	(73)	21%	(54)	259
Movies: About once per month	13%	(25)	31%	(59)	28%	(52)	28%	(52)	188
Movies: Less often than once per month	7%	(14)	24%	(45)	27%	(51)	41%	(77)	187
Movies: Never	5%	(9)	19%	(34)	19%	(34)	58%	(105)	182
Sports: Every day	41%	(62)	25%	(38)	19%	(29)	16%	(24)	153
Sports: Several times per week	27%	(93)	33%	(112)	20%	(67)	20%	(68)	340
Sports: About once per week	18%	(50)	38%	(106)	24%	(67)	20%	(56)	279
Sports: Several times per month	17%	(35)	34%	(70)	26%	(55)	23%	(47)	207
Sports: About once per month	15%	(29)	34%	(64)	25%	(47)	25%	(48)	189
Sports: Less often than once per month	21%	(77)	26%	(95)	26%	(96)	27%	(101)	369
Sports: Never	16%	(103)	25%	(167)	23%	(156)	36%	(240)	666
Cable: I currently subscribe	22%	(234)	30%	(318)	22%	(234)	26%	(279)	1065
Cable: I subscribed in the past	21%	(166)	31%	(249)	24%	(191)	25%	(200)	805
Cable: I have never subscribed	15%	(50)	26%	(86)	28%	(92)	31%	(104)	333
Satellite television: I currently subscribe	21%	(114)	29%	(157)	26%	(140)	23%	(122)	533
Satellite television: I subscribed in the past	22%	(138)	32%	(198)	23%	(142)	24%	(147)	624
Satellite television: I have never subscribed	19%	(198)	28%	(298)	23%	(236)	30%	(315)	1046

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**Table HR1\_1:** How much have you seen, read or heard about the following?

The Marvel movie 'Captain Marvel' premiering on March 8, 2019

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	20%	(450)	30%	(653)	23%	(517)	26%	(583)	2203
Streaming service: I currently subscribe	27%	(340)	33%	(412)	20%	(248)	21%	(265)	1266
Streaming service: I subscribed in the past	20%	(41)	33%	(68)	27%	(56)	20%	(42)	207
Streaming service: I have never subscribed	9%	(69)	24%	(173)	29%	(213)	38%	(276)	730
Film: An avid fan	34%	(257)	33%	(246)	17%	(126)	16%	(119)	747
Film: A casual fan	14%	(169)	30%	(366)	28%	(337)	28%	(331)	1203
Film: Not a fan	9%	(24)	16%	(41)	21%	(54)	53%	(134)	253
Television: An avid fan	25%	(262)	32%	(336)	22%	(225)	21%	(214)	1038
Television: A casual fan	17%	(174)	28%	(295)	25%	(264)	29%	(304)	1037
Television: Not a fan	11%	(14)	16%	(21)	22%	(28)	51%	(65)	128
Music: An avid fan	26%	(307)	31%	(377)	21%	(255)	22%	(257)	1195
Music: A casual fan	15%	(134)	28%	(259)	27%	(244)	30%	(273)	910
Music: Not a fan	10%	(10)	18%	(17)	19%	(18)	54%	(52)	97
Fashion: An avid fan	29%	(96)	32%	(106)	18%	(59)	22%	(73)	333
Fashion: A casual fan	22%	(197)	31%	(286)	25%	(231)	22%	(200)	914
Fashion: Not a fan	16%	(157)	27%	(260)	24%	(228)	33%	(311)	956
Yes	19%	(222)	32%	(365)	23%	(261)	26%	(294)	1141
No	21%	(228)	27%	(288)	24%	(256)	27%	(290)	1062

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 following?**  
*The plan to exclusively stream the Marvel movie 'Captain Marvel' on Disney+ later this year*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	18%	(405)	24%	(521)	49%	(1071)	2203
Gender: Male	10%	(105)	19%	(195)	22%	(223)	49%	(508)	1031
Gender: Female	9%	(101)	18%	(210)	25%	(298)	48%	(563)	1172
Age: 18-29	17%	(66)	25%	(97)	26%	(102)	32%	(125)	390
Age: 30-44	17%	(85)	23%	(113)	24%	(117)	37%	(182)	498
Age: 45-54	9%	(36)	20%	(81)	26%	(108)	45%	(185)	411
Age: 55-64	3%	(11)	12%	(45)	24%	(95)	61%	(240)	391
Age: 65+	2%	(8)	13%	(68)	19%	(97)	66%	(339)	513
Generation Z: 18-21	19%	(29)	24%	(36)	26%	(39)	31%	(47)	152
Millennial: Age 22-37	16%	(81)	24%	(120)	25%	(126)	35%	(172)	498
Generation X: Age 38-53	12%	(74)	21%	(128)	26%	(156)	41%	(250)	609
Boomers: Age 54-72	3%	(23)	13%	(106)	22%	(177)	63%	(518)	824
PID: Dem (no lean)	12%	(88)	21%	(154)	21%	(154)	46%	(337)	734
PID: Ind (no lean)	8%	(67)	16%	(127)	28%	(218)	48%	(376)	788
PID: Rep (no lean)	8%	(51)	18%	(124)	22%	(149)	52%	(357)	681
PID/Gender: Dem Men	16%	(50)	24%	(74)	19%	(60)	41%	(131)	316
PID/Gender: Dem Women	9%	(38)	19%	(80)	22%	(93)	49%	(206)	417
PID/Gender: Ind Men	8%	(27)	13%	(45)	26%	(91)	53%	(185)	349
PID/Gender: Ind Women	9%	(39)	19%	(81)	29%	(127)	44%	(191)	439
PID/Gender: Rep Men	8%	(28)	21%	(75)	19%	(71)	53%	(192)	365
PID/Gender: Rep Women	7%	(24)	15%	(49)	25%	(78)	52%	(165)	316
Ideo: Liberal (1-3)	13%	(85)	22%	(152)	23%	(154)	42%	(287)	678
Ideo: Moderate (4)	8%	(37)	20%	(96)	22%	(108)	50%	(240)	481
Ideo: Conservative (5-7)	6%	(43)	16%	(117)	23%	(173)	56%	(416)	748
Educ: < College	10%	(142)	19%	(259)	25%	(343)	46%	(641)	1386
Educ: Bachelors degree	6%	(32)	18%	(94)	23%	(118)	53%	(277)	521
Educ: Post-grad	11%	(33)	18%	(52)	20%	(59)	51%	(153)	296

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**Table HR1\_2: How much have you seen, read or heard about the following?**  
*The plan to exclusively stream the Marvel movie 'Captain Marvel' on Disney+ later this year*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	18%	(405)	24%	(521)	49%	(1071)	2203
Income: Under 50k	11%	(138)	18%	(233)	23%	(298)	48%	(608)	1277
Income: 50k-100k	7%	(42)	19%	(120)	25%	(159)	50%	(323)	645
Income: 100k+	9%	(25)	18%	(51)	23%	(64)	50%	(140)	281
Ethnicity: White	7%	(123)	18%	(317)	24%	(424)	51%	(917)	1782
Ethnicity: Hispanic	26%	(55)	29%	(61)	16%	(34)	30%	(63)	213
Ethnicity: Afr. Am.	19%	(54)	20%	(55)	24%	(68)	37%	(102)	279
Ethnicity: Other	21%	(29)	23%	(33)	20%	(28)	36%	(51)	142
Relig: Protestant	4%	(24)	15%	(79)	19%	(104)	62%	(335)	542
Relig: Roman Catholic	11%	(42)	19%	(77)	27%	(108)	44%	(177)	404
Relig: Something Else	11%	(23)	23%	(46)	21%	(42)	45%	(93)	204
Relig: Jewish	4%	(2)	19%	(10)	22%	(11)	55%	(29)	53
Relig: Evangelical	8%	(65)	19%	(143)	24%	(184)	49%	(377)	768
Relig: Non-Evang. Catholics	6%	(24)	15%	(59)	18%	(70)	60%	(228)	382
Relig: All Christian	8%	(89)	18%	(202)	22%	(254)	53%	(605)	1150
Relig: All Non-Christian	12%	(32)	22%	(62)	29%	(82)	37%	(102)	278
Community: Urban	14%	(73)	22%	(112)	21%	(109)	43%	(224)	518
Community: Suburban	8%	(79)	17%	(178)	24%	(244)	51%	(520)	1021
Community: Rural	8%	(54)	17%	(115)	25%	(168)	49%	(326)	664
Employ: Private Sector	11%	(68)	21%	(123)	23%	(139)	45%	(265)	595
Employ: Government	14%	(20)	18%	(27)	24%	(36)	44%	(65)	147
Employ: Self-Employed	7%	(13)	19%	(39)	27%	(54)	47%	(94)	200
Employ: Homemaker	7%	(11)	20%	(32)	25%	(39)	48%	(77)	158
Employ: Student	15%	(15)	27%	(27)	25%	(25)	32%	(32)	100
Employ: Retired	3%	(15)	13%	(71)	21%	(113)	63%	(334)	533
Employ: Unemployed	14%	(35)	18%	(44)	26%	(63)	42%	(105)	248
Employ: Other	13%	(28)	19%	(42)	24%	(53)	45%	(99)	222
Military HH: Yes	8%	(37)	14%	(63)	23%	(102)	55%	(251)	452
Military HH: No	10%	(169)	20%	(342)	24%	(419)	47%	(820)	1751
RD/WT: Right Direction	8%	(69)	19%	(160)	23%	(200)	50%	(422)	851
RD/WT: Wrong Track	10%	(137)	18%	(245)	24%	(321)	48%	(649)	1352

Continued on next page

**Table HR1\_2: How much have you seen, read or heard about the following?**  
*The plan to exclusively stream the Marvel movie 'Captain Marvel' on Disney+ later this year*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	18%	(405)	24%	(521)	49%	(1071)	2203
Trump Job Approve	7%	(61)	17%	(161)	25%	(227)	51%	(470)	918
Trump Job Disapprove	11%	(133)	20%	(230)	23%	(264)	46%	(542)	1168
Trump Job Strongly Approve	6%	(32)	16%	(80)	21%	(106)	58%	(296)	514
Trump Job Somewhat Approve	7%	(29)	20%	(81)	30%	(120)	43%	(175)	405
Trump Job Somewhat Disapprove	13%	(35)	22%	(62)	21%	(58)	44%	(121)	277
Trump Job Strongly Disapprove	11%	(98)	19%	(167)	23%	(205)	47%	(421)	892
#1 Issue: Economy	11%	(68)	23%	(143)	22%	(141)	44%	(278)	631
#1 Issue: Security	7%	(31)	12%	(56)	23%	(102)	58%	(261)	450
#1 Issue: Health Care	8%	(27)	22%	(77)	25%	(88)	44%	(154)	346
#1 Issue: Medicare / Social Security	7%	(21)	13%	(39)	24%	(75)	56%	(173)	308
#1 Issue: Women's Issues	10%	(12)	19%	(22)	30%	(35)	41%	(48)	118
#1 Issue: Education	16%	(21)	19%	(25)	26%	(33)	38%	(49)	127
#1 Issue: Energy	13%	(15)	23%	(25)	24%	(27)	40%	(45)	111
#1 Issue: Other	10%	(11)	16%	(18)	18%	(20)	56%	(63)	112
2018 House Vote: Democrat	10%	(80)	20%	(165)	21%	(172)	48%	(388)	805
2018 House Vote: Republican	6%	(40)	16%	(115)	22%	(151)	56%	(395)	702
2018 House Vote: Someone else	11%	(11)	18%	(18)	33%	(33)	38%	(38)	100
2018 House Vote: Didnt Vote	13%	(75)	18%	(107)	28%	(164)	42%	(247)	592
2016 Vote: Hillary Clinton	10%	(69)	21%	(142)	22%	(150)	47%	(322)	682
2016 Vote: Donald Trump	5%	(34)	17%	(119)	21%	(151)	57%	(399)	703
2016 Vote: Someone else	8%	(14)	17%	(29)	30%	(52)	46%	(81)	176
2016 Vote: Didnt Vote	14%	(87)	18%	(113)	26%	(165)	42%	(265)	629
Voted in 2014: Yes	8%	(114)	17%	(250)	21%	(303)	53%	(765)	1433
Voted in 2014: No	12%	(92)	20%	(155)	28%	(217)	40%	(306)	770
2012 Vote: Barack Obama	10%	(87)	19%	(157)	22%	(181)	49%	(413)	838
2012 Vote: Mitt Romney	4%	(22)	15%	(83)	22%	(123)	59%	(331)	559
2012 Vote: Other	3%	(3)	17%	(18)	19%	(20)	61%	(64)	105
2012 Vote: Didn't Vote	14%	(95)	21%	(146)	28%	(196)	37%	(261)	697

Continued on next page

**Table HR1\_2: How much have you seen, read or heard about the following?**  
*The plan to exclusively stream the Marvel movie 'Captain Marvel' on Disney+ later this year*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	18%	(405)	24%	(521)	49%	(1071)	2203
4-Region: Northeast	11%	(45)	17%	(66)	26%	(103)	46%	(179)	393
4-Region: Midwest	9%	(46)	18%	(90)	24%	(121)	49%	(248)	506
4-Region: South	8%	(65)	20%	(161)	22%	(184)	50%	(413)	823
4-Region: West	10%	(50)	18%	(89)	23%	(112)	48%	(231)	481
TV shows: Every day	12%	(127)	17%	(189)	24%	(263)	47%	(521)	1100
TV shows: Several times per week	9%	(47)	22%	(118)	24%	(129)	46%	(252)	546
TV shows: About once per week	9%	(12)	25%	(34)	26%	(35)	40%	(54)	136
TV shows: Several times per month	6%	(6)	18%	(20)	24%	(26)	52%	(57)	108
TV shows: About once per month	5%	(3)	17%	(13)	26%	(20)	52%	(39)	75
TV shows: Less often than once per month	4%	(4)	20%	(18)	20%	(18)	56%	(51)	90
TV shows: Never	4%	(6)	9%	(14)	21%	(31)	65%	(97)	149
Movies: Every day	22%	(89)	22%	(89)	20%	(80)	35%	(138)	395
Movies: Several times per week	9%	(52)	22%	(129)	26%	(156)	43%	(255)	591
Movies: About once per week	7%	(28)	17%	(69)	27%	(108)	49%	(196)	401
Movies: Several times per month	7%	(18)	19%	(49)	27%	(70)	47%	(123)	259
Movies: About once per month	6%	(11)	17%	(32)	20%	(39)	57%	(107)	188
Movies: Less often than once per month	3%	(5)	13%	(24)	22%	(41)	63%	(117)	187
Movies: Never	3%	(5)	8%	(15)	15%	(27)	74%	(135)	182
Sports: Every day	25%	(38)	22%	(33)	20%	(30)	33%	(51)	153
Sports: Several times per week	12%	(40)	26%	(89)	21%	(71)	41%	(139)	340
Sports: About once per week	9%	(26)	17%	(47)	29%	(80)	45%	(127)	279
Sports: Several times per month	7%	(15)	21%	(43)	25%	(51)	47%	(97)	207
Sports: About once per month	8%	(15)	20%	(38)	27%	(51)	45%	(84)	189
Sports: Less often than once per month	8%	(31)	19%	(69)	22%	(80)	51%	(188)	369
Sports: Never	6%	(41)	13%	(86)	23%	(156)	58%	(384)	666
Cable: I currently subscribe	11%	(114)	18%	(191)	24%	(259)	47%	(502)	1065
Cable: I subscribed in the past	9%	(69)	18%	(149)	22%	(179)	51%	(408)	805
Cable: I have never subscribed	7%	(23)	20%	(65)	25%	(83)	49%	(161)	333
Satellite television: I currently subscribe	12%	(66)	18%	(98)	25%	(131)	45%	(239)	533
Satellite television: I subscribed in the past	11%	(67)	20%	(125)	24%	(149)	45%	(282)	624
Satellite television: I have never subscribed	7%	(73)	17%	(182)	23%	(241)	53%	(550)	1046

Continued on next page

**Table HR1\_2: How much have you seen, read or heard about the following?**  
*The plan to exclusively stream the Marvel movie 'Captain Marvel' on Disney+ later this year*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	9%	(206)	18%	(405)	24%	(521)	49%	(1071)	2203
Streaming service: I currently subscribe	12%	(154)	21%	(267)	23%	(287)	44%	(558)	1266
Streaming service: I subscribed in the past	10%	(21)	25%	(52)	32%	(65)	34%	(69)	207
Streaming service: I have never subscribed	4%	(32)	12%	(86)	23%	(168)	61%	(444)	730
Film: An avid fan	15%	(114)	25%	(188)	24%	(179)	36%	(265)	747
Film: A casual fan	6%	(77)	16%	(190)	24%	(291)	54%	(645)	1203
Film: Not a fan	6%	(15)	11%	(27)	20%	(50)	63%	(161)	253
Television: An avid fan	12%	(122)	21%	(220)	24%	(252)	43%	(444)	1038
Television: A casual fan	7%	(77)	16%	(168)	24%	(248)	53%	(545)	1037
Television: Not a fan	6%	(7)	14%	(17)	17%	(21)	64%	(82)	128
Music: An avid fan	13%	(158)	22%	(264)	24%	(292)	40%	(481)	1195
Music: A casual fan	5%	(42)	14%	(130)	23%	(213)	58%	(525)	910
Music: Not a fan	6%	(6)	12%	(11)	16%	(15)	66%	(65)	97
Fashion: An avid fan	21%	(70)	26%	(86)	21%	(71)	32%	(106)	333
Fashion: A casual fan	10%	(87)	20%	(187)	27%	(246)	43%	(394)	914
Fashion: Not a fan	5%	(48)	14%	(132)	21%	(204)	60%	(571)	956
Yes	10%	(113)	18%	(203)	25%	(287)	47%	(539)	1141
No	9%	(94)	19%	(202)	22%	(234)	50%	(532)	1062

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\_3: How much have you seen, read or heard about the following?***Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(218)	23%	(501)	27%	(594)	40%	(889)	2203
Gender: Male	11%	(111)	23%	(232)	26%	(269)	41%	(419)	1031
Gender: Female	9%	(107)	23%	(269)	28%	(325)	40%	(471)	1172
Age: 18-29	21%	(81)	26%	(101)	26%	(100)	28%	(108)	390
Age: 30-44	16%	(78)	32%	(159)	23%	(116)	29%	(145)	498
Age: 45-54	8%	(34)	21%	(87)	30%	(124)	40%	(166)	411
Age: 55-64	3%	(13)	20%	(77)	27%	(107)	50%	(194)	391
Age: 65+	2%	(12)	15%	(77)	29%	(148)	54%	(276)	513
Generation Z: 18-21	22%	(34)	26%	(39)	22%	(34)	30%	(46)	152
Millennial: Age 22-37	19%	(94)	30%	(148)	24%	(122)	27%	(135)	498
Generation X: Age 38-53	10%	(61)	25%	(153)	29%	(176)	36%	(219)	609
Boomers: Age 54-72	4%	(30)	19%	(154)	27%	(226)	50%	(413)	824
PID: Dem (no lean)	11%	(81)	22%	(160)	27%	(197)	40%	(295)	734
PID: Ind (no lean)	9%	(73)	23%	(185)	27%	(216)	40%	(314)	788
PID: Rep (no lean)	9%	(64)	23%	(156)	27%	(181)	41%	(280)	681
PID/Gender: Dem Men	15%	(49)	22%	(69)	24%	(77)	39%	(122)	316
PID/Gender: Dem Women	8%	(33)	22%	(92)	29%	(121)	41%	(172)	417
PID/Gender: Ind Men	9%	(30)	23%	(79)	26%	(92)	42%	(148)	349
PID/Gender: Ind Women	10%	(43)	24%	(106)	28%	(124)	38%	(166)	439
PID/Gender: Rep Men	9%	(32)	23%	(85)	27%	(100)	41%	(148)	365
PID/Gender: Rep Women	10%	(32)	23%	(71)	26%	(81)	42%	(132)	316
Ideo: Liberal (1-3)	14%	(92)	25%	(170)	26%	(178)	35%	(238)	678
Ideo: Moderate (4)	8%	(38)	22%	(108)	30%	(143)	40%	(192)	481
Ideo: Conservative (5-7)	7%	(53)	21%	(160)	27%	(203)	44%	(333)	748
Educ: < College	10%	(145)	22%	(311)	27%	(371)	40%	(558)	1386
Educ: Bachelors degree	9%	(45)	22%	(112)	28%	(146)	42%	(218)	521
Educ: Post-grad	10%	(28)	26%	(78)	26%	(77)	38%	(113)	296

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**Table HR1\_3: How much have you seen, read or heard about the following?**  
*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(218)	23%	(501)	27%	(594)	40%	(889)	2203
Income: Under 50k	11%	(139)	21%	(274)	27%	(342)	41%	(522)	1277
Income: 50k-100k	8%	(52)	25%	(164)	26%	(170)	40%	(259)	645
Income: 100k+	10%	(27)	23%	(64)	29%	(82)	38%	(108)	281
Ethnicity: White	8%	(137)	23%	(408)	27%	(490)	42%	(746)	1782
Ethnicity: Hispanic	24%	(51)	26%	(56)	24%	(52)	25%	(54)	213
Ethnicity: Afr. Am.	18%	(52)	21%	(58)	26%	(73)	35%	(96)	279
Ethnicity: Other	21%	(30)	25%	(35)	22%	(31)	33%	(47)	142
Relig: Protestant	5%	(26)	18%	(98)	29%	(158)	48%	(260)	542
Relig: Roman Catholic	11%	(43)	25%	(102)	28%	(114)	36%	(145)	404
Relig: Something Else	12%	(25)	23%	(47)	25%	(50)	40%	(82)	204
Relig: Jewish	4%	(2)	17%	(9)	28%	(15)	52%	(27)	53
Relig: Evangelical	9%	(68)	22%	(168)	28%	(213)	42%	(319)	768
Relig: Non-Evang. Catholics	7%	(26)	21%	(78)	29%	(109)	44%	(168)	382
Relig: All Christian	8%	(95)	21%	(246)	28%	(322)	42%	(487)	1150
Relig: All Non-Christian	13%	(37)	22%	(62)	29%	(80)	36%	(99)	278
Community: Urban	14%	(71)	24%	(124)	22%	(116)	40%	(207)	518
Community: Suburban	8%	(77)	24%	(245)	29%	(295)	40%	(405)	1021
Community: Rural	11%	(70)	20%	(132)	28%	(184)	42%	(278)	664
Employ: Private Sector	13%	(75)	29%	(170)	23%	(134)	36%	(215)	595
Employ: Government	14%	(21)	20%	(30)	28%	(42)	37%	(55)	147
Employ: Self-Employed	11%	(23)	23%	(46)	30%	(60)	35%	(71)	200
Employ: Homemaker	12%	(19)	22%	(36)	27%	(43)	38%	(61)	158
Employ: Student	17%	(17)	24%	(24)	26%	(27)	33%	(33)	100
Employ: Retired	3%	(16)	16%	(88)	29%	(156)	51%	(273)	533
Employ: Unemployed	11%	(27)	21%	(51)	30%	(74)	39%	(96)	248
Employ: Other	10%	(22)	26%	(57)	26%	(58)	38%	(85)	222
Military HH: Yes	9%	(39)	20%	(92)	25%	(111)	47%	(211)	452
Military HH: No	10%	(180)	23%	(409)	28%	(483)	39%	(678)	1751
RD/WT: Right Direction	10%	(85)	21%	(175)	28%	(241)	41%	(350)	851
RD/WT: Wrong Track	10%	(133)	24%	(326)	26%	(354)	40%	(539)	1352

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**Table HR1\_3:** How much have you seen, read or heard about the following?*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(218)	23%	(501)	27%	(594)	40%	(889)	2203
Trump Job Approve	8%	(76)	21%	(191)	29%	(262)	42%	(390)	918
Trump Job Disapprove	11%	(130)	25%	(287)	26%	(304)	38%	(447)	1168
Trump Job Strongly Approve	8%	(41)	19%	(98)	28%	(146)	45%	(229)	514
Trump Job Somewhat Approve	8%	(34)	23%	(93)	29%	(116)	40%	(161)	405
Trump Job Somewhat Disapprove	16%	(44)	23%	(64)	26%	(73)	35%	(96)	277
Trump Job Strongly Disapprove	10%	(87)	25%	(222)	26%	(231)	39%	(351)	892
#1 Issue: Economy	13%	(83)	26%	(167)	25%	(158)	35%	(223)	631
#1 Issue: Security	7%	(31)	18%	(80)	25%	(114)	50%	(224)	450
#1 Issue: Health Care	8%	(26)	24%	(83)	30%	(104)	38%	(133)	346
#1 Issue: Medicare / Social Security	4%	(13)	18%	(57)	30%	(94)	47%	(145)	308
#1 Issue: Women's Issues	15%	(17)	26%	(31)	26%	(31)	33%	(39)	118
#1 Issue: Education	18%	(23)	25%	(31)	24%	(30)	33%	(42)	127
#1 Issue: Energy	14%	(16)	25%	(28)	27%	(30)	34%	(38)	111
#1 Issue: Other	8%	(8)	22%	(24)	30%	(34)	40%	(45)	112
2018 House Vote: Democrat	11%	(87)	24%	(193)	26%	(210)	39%	(315)	805
2018 House Vote: Republican	6%	(43)	22%	(152)	28%	(194)	45%	(313)	702
2018 House Vote: Someone else	10%	(10)	31%	(31)	23%	(23)	37%	(37)	100
2018 House Vote: Didn't Vote	13%	(79)	21%	(124)	28%	(168)	38%	(222)	592
2016 Vote: Hillary Clinton	10%	(71)	24%	(163)	26%	(176)	40%	(271)	682
2016 Vote: Donald Trump	6%	(45)	22%	(152)	27%	(191)	45%	(315)	703
2016 Vote: Someone else	8%	(14)	30%	(52)	25%	(44)	37%	(65)	176
2016 Vote: Didn't Vote	13%	(85)	21%	(133)	28%	(179)	37%	(233)	629
Voted in 2014: Yes	8%	(118)	22%	(319)	26%	(372)	44%	(624)	1433
Voted in 2014: No	13%	(100)	24%	(182)	29%	(222)	34%	(265)	770
2012 Vote: Barack Obama	10%	(85)	23%	(196)	25%	(212)	41%	(346)	838
2012 Vote: Mitt Romney	6%	(32)	22%	(121)	28%	(155)	45%	(251)	559
2012 Vote: Other	4%	(5)	20%	(21)	23%	(24)	53%	(56)	105
2012 Vote: Didn't Vote	14%	(97)	23%	(163)	29%	(202)	34%	(235)	697

Continued on next page

**Table HR1\_3: How much have you seen, read or heard about the following?**

*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(218)	23%	(501)	27%	(594)	40%	(889)	2203
4-Region: Northeast	11%	(45)	26%	(101)	26%	(103)	37%	(145)	393
4-Region: Midwest	10%	(49)	20%	(102)	28%	(140)	43%	(215)	506
4-Region: South	9%	(77)	23%	(187)	27%	(222)	41%	(337)	823
4-Region: West	10%	(48)	23%	(110)	27%	(130)	40%	(193)	481
TV shows: Every day	11%	(125)	23%	(254)	27%	(300)	38%	(421)	1100
TV shows: Several times per week	10%	(53)	26%	(143)	28%	(152)	36%	(198)	546
TV shows: About once per week	13%	(17)	24%	(32)	28%	(39)	35%	(48)	136
TV shows: Several times per month	7%	(8)	21%	(22)	30%	(33)	42%	(45)	108
TV shows: About once per month	7%	(5)	17%	(13)	25%	(18)	51%	(38)	75
TV shows: Less often than once per month	7%	(6)	19%	(17)	21%	(19)	53%	(48)	90
TV shows: Never	2%	(3)	13%	(19)	23%	(34)	62%	(92)	149
Movies: Every day	19%	(74)	30%	(117)	23%	(92)	28%	(112)	395
Movies: Several times per week	10%	(60)	27%	(158)	29%	(173)	34%	(200)	591
Movies: About once per week	10%	(39)	23%	(94)	29%	(117)	38%	(151)	401
Movies: Several times per month	9%	(23)	20%	(51)	30%	(78)	41%	(107)	259
Movies: About once per month	6%	(11)	21%	(40)	27%	(51)	46%	(87)	188
Movies: Less often than once per month	3%	(6)	11%	(20)	31%	(58)	55%	(103)	187
Movies: Never	3%	(5)	12%	(22)	14%	(26)	71%	(129)	182
Sports: Every day	31%	(47)	19%	(28)	22%	(33)	29%	(45)	153
Sports: Several times per week	12%	(40)	26%	(89)	28%	(94)	34%	(117)	340
Sports: About once per week	7%	(21)	31%	(88)	27%	(77)	34%	(94)	279
Sports: Several times per month	7%	(14)	25%	(52)	32%	(67)	36%	(74)	207
Sports: About once per month	9%	(17)	20%	(37)	34%	(64)	37%	(70)	189
Sports: Less often than once per month	8%	(31)	24%	(88)	26%	(98)	41%	(152)	369
Sports: Never	7%	(48)	18%	(119)	24%	(162)	51%	(337)	666
Cable: I currently subscribe	12%	(123)	23%	(240)	26%	(276)	40%	(427)	1065
Cable: I subscribed in the past	8%	(65)	25%	(200)	28%	(222)	39%	(318)	805
Cable: I have never subscribed	9%	(30)	19%	(62)	29%	(96)	43%	(145)	333
Satellite television: I currently subscribe	13%	(69)	25%	(131)	26%	(137)	37%	(195)	533
Satellite television: I subscribed in the past	10%	(65)	24%	(149)	29%	(179)	37%	(232)	624
Satellite television: I have never subscribed	8%	(84)	21%	(221)	27%	(279)	44%	(462)	1046

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**Table HR1\_3:** How much have you seen, read or heard about the following?*Disney+, the upcoming online video streaming subscription service that will host Disney TV shows, movies and other content*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	10%	(218)	23%	(501)	27%	(594)	40%	(889)	2203
Streaming service: I currently subscribe	12%	(151)	28%	(351)	27%	(345)	33%	(418)	1266
Streaming service: I subscribed in the past	14%	(30)	26%	(53)	31%	(65)	29%	(60)	207
Streaming service: I have never subscribed	5%	(38)	13%	(97)	25%	(185)	56%	(411)	730
Film: An avid fan	17%	(124)	30%	(221)	26%	(193)	28%	(210)	747
Film: A casual fan	6%	(78)	20%	(239)	29%	(354)	44%	(532)	1203
Film: Not a fan	7%	(17)	16%	(41)	19%	(48)	58%	(147)	253
Television: An avid fan	13%	(139)	25%	(259)	27%	(281)	35%	(359)	1038
Television: A casual fan	7%	(71)	22%	(227)	28%	(287)	44%	(453)	1037
Television: Not a fan	7%	(8)	12%	(15)	21%	(27)	60%	(77)	128
Music: An avid fan	14%	(164)	25%	(302)	26%	(315)	35%	(415)	1195
Music: A casual fan	5%	(47)	21%	(193)	28%	(254)	46%	(417)	910
Music: Not a fan	8%	(8)	7%	(7)	26%	(26)	59%	(57)	97
Fashion: An avid fan	23%	(78)	26%	(85)	24%	(80)	27%	(90)	333
Fashion: A casual fan	10%	(89)	26%	(236)	28%	(257)	36%	(331)	914
Fashion: Not a fan	5%	(51)	19%	(180)	27%	(257)	49%	(467)	956
Yes	11%	(122)	24%	(275)	29%	(328)	36%	(416)	1141
No	9%	(96)	21%	(226)	25%	(266)	45%	(473)	1062

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

**Table HR1\_4: How much have you seen, read or heard about the following?**  
The upcoming end to Marvel Universe's current movie storyline with the premier of 'Avengers: Endgame'

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(388)	23%	(516)	23%	(502)	36%	(796)	2203
Gender: Male	20%	(207)	22%	(230)	22%	(226)	36%	(367)	1031
Gender: Female	15%	(181)	24%	(286)	24%	(276)	37%	(429)	1172
Age: 18-29	34%	(132)	29%	(113)	17%	(66)	20%	(79)	390
Age: 30-44	29%	(144)	24%	(119)	22%	(109)	25%	(126)	498
Age: 45-54	16%	(67)	29%	(120)	22%	(91)	33%	(134)	411
Age: 55-64	7%	(29)	20%	(77)	26%	(103)	47%	(183)	391
Age: 65+	3%	(17)	17%	(87)	26%	(134)	54%	(275)	513
Generation Z: 18-21	37%	(56)	24%	(36)	20%	(30)	20%	(30)	152
Millennial: Age 22-37	31%	(156)	27%	(136)	19%	(96)	22%	(111)	498
Generation X: Age 38-53	21%	(125)	28%	(168)	22%	(134)	30%	(180)	609
Boomers: Age 54-72	6%	(48)	20%	(163)	25%	(207)	49%	(406)	824
PID: Dem (no lean)	21%	(154)	22%	(165)	20%	(148)	36%	(267)	734
PID: Ind (no lean)	17%	(135)	25%	(198)	24%	(187)	34%	(268)	788
PID: Rep (no lean)	15%	(100)	22%	(153)	25%	(167)	38%	(262)	681
PID/Gender: Dem Men	27%	(85)	22%	(70)	15%	(48)	36%	(113)	316
PID/Gender: Dem Women	17%	(69)	23%	(95)	24%	(100)	37%	(154)	417
PID/Gender: Ind Men	19%	(67)	22%	(77)	23%	(80)	36%	(125)	349
PID/Gender: Ind Women	15%	(68)	28%	(121)	24%	(107)	33%	(143)	439
PID/Gender: Rep Men	15%	(56)	23%	(83)	27%	(98)	35%	(130)	365
PID/Gender: Rep Women	14%	(45)	22%	(70)	22%	(70)	42%	(132)	316
Ideo: Liberal (1-3)	22%	(150)	24%	(162)	20%	(138)	34%	(228)	678
Ideo: Moderate (4)	16%	(78)	26%	(126)	22%	(108)	35%	(169)	481
Ideo: Conservative (5-7)	14%	(102)	22%	(168)	25%	(184)	39%	(293)	748
Educ: < College	18%	(256)	24%	(329)	22%	(305)	36%	(496)	1386
Educ: Bachelors degree	16%	(85)	22%	(116)	24%	(126)	37%	(194)	521
Educ: Post-grad	16%	(48)	24%	(70)	24%	(72)	36%	(106)	296

Continued on next page

**Table HR1\_4:** How much have you seen, read or heard about the following?*The upcoming end to Marvel Universe's current movie storyline with the premier of 'Avengers: Endgame'*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(388)	23%	(516)	23%	(502)	36%	(796)	2203
Income: Under 50k	19%	(241)	24%	(305)	22%	(275)	36%	(456)	1277
Income: 50k-100k	15%	(99)	24%	(154)	24%	(155)	37%	(237)	645
Income: 100k+	17%	(48)	20%	(57)	26%	(73)	37%	(103)	281
Ethnicity: White	14%	(258)	23%	(406)	24%	(434)	38%	(684)	1782
Ethnicity: Hispanic	35%	(75)	30%	(64)	16%	(35)	19%	(40)	213
Ethnicity: Afr. Am.	29%	(82)	26%	(72)	16%	(45)	29%	(80)	279
Ethnicity: Other	34%	(48)	27%	(38)	16%	(23)	23%	(32)	142
Relig: Protestant	11%	(57)	20%	(110)	23%	(127)	46%	(248)	542
Relig: Roman Catholic	19%	(75)	25%	(102)	24%	(97)	32%	(130)	404
Relig: Something Else	23%	(47)	24%	(50)	20%	(41)	33%	(67)	204
Relig: Jewish	6%	(3)	17%	(9)	24%	(13)	53%	(28)	53
Relig: Evangelical	17%	(131)	22%	(172)	23%	(174)	38%	(292)	768
Relig: Non-Evang. Catholics	13%	(48)	23%	(90)	24%	(91)	40%	(153)	382
Relig: All Christian	16%	(179)	23%	(261)	23%	(265)	39%	(445)	1150
Relig: All Non-Christian	18%	(51)	26%	(72)	26%	(71)	30%	(84)	278
Community: Urban	21%	(110)	28%	(144)	18%	(95)	33%	(170)	518
Community: Suburban	16%	(166)	22%	(223)	25%	(251)	37%	(383)	1021
Community: Rural	17%	(112)	23%	(150)	24%	(157)	37%	(244)	664
Employ: Private Sector	21%	(125)	26%	(157)	23%	(138)	29%	(175)	595
Employ: Government	22%	(33)	29%	(43)	22%	(33)	26%	(39)	147
Employ: Self-Employed	15%	(31)	26%	(52)	23%	(46)	36%	(72)	200
Employ: Homemaker	18%	(29)	22%	(35)	23%	(37)	36%	(57)	158
Employ: Student	39%	(39)	22%	(22)	19%	(19)	20%	(20)	100
Employ: Retired	5%	(26)	19%	(100)	24%	(125)	53%	(281)	533
Employ: Unemployed	24%	(59)	23%	(58)	22%	(54)	31%	(76)	248
Employ: Other	21%	(46)	22%	(49)	23%	(51)	34%	(76)	222
Military HH: Yes	17%	(78)	23%	(102)	22%	(98)	39%	(175)	452
Military HH: No	18%	(311)	24%	(414)	23%	(405)	35%	(621)	1751
RD/WT: Right Direction	15%	(129)	23%	(195)	25%	(210)	37%	(317)	851
RD/WT: Wrong Track	19%	(260)	24%	(321)	22%	(292)	35%	(479)	1352

Continued on next page

**Table HR1\_4:** How much have you seen, read or heard about the following?  
The upcoming end to Marvel Universe's current movie storyline with the premier of 'Avengers: Endgame'

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(388)	23%	(516)	23%	(502)	36%	(796)	2203
Trump Job Approve	14%	(131)	24%	(222)	24%	(222)	37%	(344)	918
Trump Job Disapprove	20%	(238)	23%	(267)	23%	(263)	34%	(400)	1168
Trump Job Strongly Approve	14%	(70)	22%	(115)	22%	(114)	42%	(215)	514
Trump Job Somewhat Approve	15%	(60)	26%	(107)	27%	(108)	32%	(129)	405
Trump Job Somewhat Disapprove	25%	(68)	20%	(56)	26%	(72)	29%	(80)	277
Trump Job Strongly Disapprove	19%	(169)	24%	(211)	21%	(191)	36%	(320)	892
#1 Issue: Economy	22%	(142)	26%	(167)	21%	(136)	30%	(187)	631
#1 Issue: Security	11%	(50)	21%	(94)	22%	(100)	46%	(205)	450
#1 Issue: Health Care	18%	(64)	26%	(89)	20%	(70)	36%	(123)	346
#1 Issue: Medicare / Social Security	10%	(30)	18%	(55)	27%	(82)	46%	(141)	308
#1 Issue: Women's Issues	20%	(24)	22%	(26)	28%	(33)	30%	(35)	118
#1 Issue: Education	29%	(36)	26%	(33)	25%	(32)	20%	(26)	127
#1 Issue: Energy	21%	(23)	27%	(30)	27%	(30)	25%	(28)	111
#1 Issue: Other	17%	(19)	20%	(22)	18%	(21)	45%	(51)	112
2018 House Vote: Democrat	19%	(151)	24%	(193)	21%	(168)	36%	(293)	805
2018 House Vote: Republican	13%	(89)	22%	(157)	24%	(169)	41%	(286)	702
2018 House Vote: Someone else	21%	(21)	26%	(27)	24%	(25)	28%	(28)	100
2018 House Vote: Didn't Vote	21%	(126)	23%	(138)	24%	(141)	32%	(187)	592
2016 Vote: Hillary Clinton	18%	(124)	25%	(169)	22%	(148)	35%	(241)	682
2016 Vote: Donald Trump	11%	(76)	23%	(165)	23%	(162)	43%	(300)	703
2016 Vote: Someone else	18%	(32)	23%	(40)	27%	(47)	32%	(57)	176
2016 Vote: Didn't Vote	25%	(155)	22%	(136)	23%	(146)	31%	(193)	629
Voted in 2014: Yes	14%	(204)	23%	(332)	22%	(315)	41%	(582)	1433
Voted in 2014: No	24%	(184)	24%	(184)	24%	(188)	28%	(214)	770
2012 Vote: Barack Obama	17%	(139)	24%	(199)	21%	(173)	39%	(327)	838
2012 Vote: Mitt Romney	10%	(55)	22%	(123)	25%	(137)	44%	(244)	559
2012 Vote: Other	15%	(16)	23%	(25)	17%	(18)	45%	(48)	105
2012 Vote: Didn't Vote	26%	(178)	24%	(167)	25%	(174)	25%	(178)	697

Continued on next page

**Table HR1\_4:** How much have you seen, read or heard about the following?*The upcoming end to Marvel Universe's current movie storyline with the premier of 'Avengers: Endgame'*

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(388)	23%	(516)	23%	(502)	36%	(796)	2203
4-Region: Northeast	17%	(67)	23%	(91)	28%	(110)	32%	(125)	393
4-Region: Midwest	18%	(91)	24%	(121)	20%	(101)	38%	(193)	506
4-Region: South	17%	(142)	23%	(191)	22%	(180)	38%	(309)	823
4-Region: West	18%	(89)	23%	(112)	23%	(111)	35%	(169)	481
TV shows: Every day	20%	(224)	23%	(256)	22%	(247)	34%	(373)	1100
TV shows: Several times per week	19%	(106)	25%	(139)	24%	(130)	31%	(171)	546
TV shows: About once per week	18%	(25)	23%	(31)	28%	(37)	32%	(43)	136
TV shows: Several times per month	10%	(11)	25%	(27)	27%	(29)	38%	(42)	108
TV shows: About once per month	4%	(3)	28%	(21)	23%	(17)	46%	(34)	75
TV shows: Less often than once per month	12%	(11)	20%	(18)	17%	(15)	51%	(46)	90
TV shows: Never	6%	(9)	17%	(25)	18%	(27)	59%	(88)	149
Movies: Every day	30%	(119)	26%	(103)	18%	(72)	26%	(101)	395
Movies: Several times per week	20%	(121)	28%	(163)	23%	(139)	29%	(169)	591
Movies: About once per week	18%	(72)	23%	(90)	27%	(110)	32%	(129)	401
Movies: Several times per month	13%	(35)	26%	(66)	29%	(76)	32%	(82)	259
Movies: About once per month	13%	(24)	22%	(41)	22%	(42)	43%	(81)	188
Movies: Less often than once per month	4%	(7)	20%	(37)	21%	(40)	55%	(102)	187
Movies: Never	6%	(10)	9%	(16)	13%	(24)	73%	(133)	182
Sports: Every day	33%	(51)	25%	(39)	18%	(28)	23%	(36)	153
Sports: Several times per week	23%	(79)	25%	(86)	20%	(67)	32%	(108)	340
Sports: About once per week	17%	(48)	24%	(68)	30%	(85)	28%	(78)	279
Sports: Several times per month	15%	(30)	24%	(50)	26%	(54)	35%	(72)	207
Sports: About once per month	14%	(26)	27%	(52)	26%	(48)	33%	(63)	189
Sports: Less often than once per month	17%	(64)	25%	(91)	21%	(78)	37%	(136)	369
Sports: Never	14%	(90)	20%	(130)	21%	(142)	46%	(303)	666
Cable: I currently subscribe	18%	(194)	22%	(232)	24%	(252)	36%	(387)	1065
Cable: I subscribed in the past	18%	(143)	26%	(211)	21%	(171)	35%	(279)	805
Cable: I have never subscribed	15%	(51)	22%	(73)	24%	(79)	39%	(130)	333
Satellite television: I currently subscribe	17%	(91)	29%	(155)	22%	(120)	31%	(167)	533
Satellite television: I subscribed in the past	21%	(131)	24%	(148)	22%	(138)	33%	(207)	624
Satellite television: I have never subscribed	16%	(167)	20%	(213)	23%	(245)	40%	(422)	1046

Continued on next page

**Table HR1\_4:** How much have you seen, read or heard about the following?  
The upcoming end to Marvel Universe's current movie storyline with the premier of 'Avengers: Endgame'

Demographic	A lot		Some		Not much		Nothing at all		Total N
Adults	18%	(388)	23%	(516)	23%	(502)	36%	(796)	2203
Streaming service: I currently subscribe	24%	(303)	26%	(330)	21%	(265)	29%	(369)	1266
Streaming service: I subscribed in the past	14%	(29)	32%	(66)	30%	(63)	24%	(50)	207
Streaming service: I have never subscribed	8%	(57)	16%	(120)	24%	(175)	52%	(378)	730
Film: An avid fan	30%	(222)	29%	(216)	19%	(140)	23%	(169)	747
Film: A casual fan	12%	(145)	22%	(262)	27%	(321)	39%	(475)	1203
Film: Not a fan	9%	(22)	15%	(38)	16%	(41)	60%	(152)	253
Television: An avid fan	20%	(212)	27%	(283)	21%	(222)	31%	(320)	1038
Television: A casual fan	16%	(162)	20%	(203)	25%	(263)	39%	(409)	1037
Television: Not a fan	11%	(14)	23%	(30)	14%	(18)	52%	(66)	128
Music: An avid fan	23%	(279)	25%	(302)	23%	(270)	29%	(344)	1195
Music: A casual fan	11%	(100)	22%	(204)	24%	(214)	43%	(392)	910
Music: Not a fan	10%	(9)	10%	(10)	18%	(18)	62%	(60)	97
Fashion: An avid fan	30%	(101)	28%	(94)	18%	(60)	24%	(79)	333
Fashion: A casual fan	18%	(163)	26%	(238)	24%	(217)	32%	(297)	914
Fashion: Not a fan	13%	(125)	19%	(184)	24%	(226)	44%	(421)	956
Yes	15%	(176)	25%	(283)	23%	(266)	36%	(416)	1141
No	20%	(212)	22%	(233)	22%	(237)	36%	(380)	1062

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:** As you may know, Disney+ is an upcoming online video streaming service that will host Disney TV shows, movies and other content. How likely are you to subscribe to this streaming service when it launches later this year?

Demographic	Very likely	Somewhat likely	Not that likely	Not likely at all	Don't know / No opinion	Total N
Adults	9% (204)	20% (439)	21% (455)	39% (867)	11% (238)	2203
Gender: Male	9% (93)	17% (176)	23% (239)	41% (420)	10% (104)	1031
Gender: Female	9% (111)	22% (263)	18% (216)	38% (447)	11% (134)	1172
Age: 18-29	16% (63)	30% (116)	24% (94)	21% (84)	9% (34)	390
Age: 30-44	17% (82)	28% (142)	19% (94)	23% (116)	13% (64)	498
Age: 45-54	8% (34)	20% (84)	22% (92)	39% (161)	10% (40)	411
Age: 55-64	4% (15)	14% (56)	20% (78)	48% (189)	13% (53)	391
Age: 65+	2% (10)	8% (41)	19% (97)	62% (317)	9% (48)	513
Generation Z: 18-21	11% (17)	27% (41)	23% (35)	26% (39)	13% (19)	152
Millennial: Age 22-37	19% (97)	29% (143)	22% (110)	20% (102)	9% (46)	498
Generation X: Age 38-53	10% (64)	25% (149)	20% (124)	33% (200)	12% (73)	609
Boomers: Age 54-72	3% (25)	12% (95)	20% (162)	54% (447)	11% (94)	824
PID: Dem (no lean)	11% (83)	19% (139)	20% (150)	39% (288)	10% (73)	734
PID: Ind (no lean)	9% (71)	21% (167)	21% (167)	36% (285)	12% (98)	788
PID: Rep (no lean)	7% (50)	19% (133)	20% (138)	43% (293)	10% (67)	681
PID/Gender: Dem Men	14% (45)	18% (56)	23% (73)	34% (106)	11% (36)	316
PID/Gender: Dem Women	9% (39)	20% (83)	18% (77)	44% (182)	9% (37)	417
PID/Gender: Ind Men	8% (27)	15% (51)	25% (86)	43% (149)	11% (37)	349
PID/Gender: Ind Women	10% (44)	27% (117)	18% (81)	31% (136)	14% (60)	439
PID/Gender: Rep Men	6% (21)	19% (69)	22% (79)	45% (164)	8% (31)	365
PID/Gender: Rep Women	9% (28)	20% (63)	19% (59)	41% (129)	11% (36)	316
Ideo: Liberal (1-3)	12% (84)	21% (140)	21% (142)	39% (262)	7% (50)	678
Ideo: Moderate (4)	8% (36)	23% (109)	19% (92)	38% (181)	13% (63)	481
Ideo: Conservative (5-7)	6% (42)	17% (125)	23% (172)	47% (349)	8% (60)	748
Educ: < College	11% (146)	22% (301)	20% (273)	36% (496)	12% (168)	1386
Educ: Bachelors degree	6% (33)	17% (91)	21% (109)	46% (240)	9% (48)	521
Educ: Post-grad	8% (25)	16% (47)	25% (73)	44% (130)	7% (22)	296

Continued on next page

**Table HR2:** As you may know, Disney+ is an upcoming online video streaming service that will host Disney TV shows, movies and other content. How likely are you to subscribe to this streaming service when it launches later this year?

Demographic	Very likely		Somewhat likely		Not that likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(204)	20%	(439)	21%	(455)	39%	(867)	11%	(238)	2203
Income: Under 50k	10%	(124)	20%	(260)	21%	(263)	36%	(465)	13%	(165)	1277
Income: 50k-100k	8%	(54)	20%	(130)	20%	(127)	45%	(287)	7%	(46)	645
Income: 100k+	9%	(26)	18%	(49)	23%	(65)	41%	(114)	10%	(27)	281
Ethnicity: White	8%	(135)	19%	(340)	21%	(371)	42%	(744)	11%	(191)	1782
Ethnicity: Hispanic	17%	(36)	30%	(64)	22%	(46)	20%	(43)	11%	(24)	213
Ethnicity: Afr. Am.	18%	(50)	24%	(66)	19%	(52)	29%	(80)	11%	(31)	279
Ethnicity: Other	13%	(19)	23%	(33)	22%	(32)	30%	(42)	11%	(16)	142
Relig: Protestant	6%	(32)	15%	(82)	20%	(109)	51%	(278)	8%	(41)	542
Relig: Roman Catholic	12%	(47)	18%	(72)	21%	(84)	39%	(158)	11%	(43)	404
Relig: Something Else	9%	(18)	19%	(39)	22%	(45)	37%	(75)	13%	(27)	204
Relig: Jewish	5%	(2)	12%	(6)	18%	(9)	46%	(24)	20%	(11)	53
Relig: Evangelical	9%	(66)	17%	(131)	21%	(161)	43%	(332)	10%	(78)	768
Relig: Non-Evang. Catholics	8%	(31)	16%	(62)	20%	(76)	47%	(179)	9%	(33)	382
Relig: All Christian	8%	(97)	17%	(193)	21%	(237)	44%	(511)	10%	(111)	1150
Relig: All Non-Christian	12%	(32)	27%	(74)	21%	(59)	28%	(79)	12%	(34)	278
Community: Urban	14%	(70)	23%	(118)	21%	(111)	33%	(171)	9%	(48)	518
Community: Suburban	7%	(75)	18%	(183)	20%	(208)	43%	(435)	12%	(121)	1021
Community: Rural	9%	(59)	21%	(138)	21%	(137)	39%	(261)	10%	(69)	664
Employ: Private Sector	11%	(65)	23%	(139)	21%	(124)	35%	(210)	10%	(57)	595
Employ: Government	10%	(15)	19%	(28)	25%	(36)	39%	(58)	7%	(10)	147
Employ: Self-Employed	14%	(29)	19%	(37)	18%	(36)	40%	(79)	9%	(19)	200
Employ: Homemaker	13%	(20)	27%	(43)	18%	(28)	30%	(47)	12%	(19)	158
Employ: Student	9%	(9)	28%	(28)	29%	(29)	25%	(25)	9%	(9)	100
Employ: Retired	2%	(13)	11%	(57)	19%	(100)	58%	(311)	10%	(52)	533
Employ: Unemployed	14%	(35)	24%	(59)	21%	(52)	29%	(72)	12%	(29)	248
Employ: Other	8%	(18)	21%	(47)	22%	(50)	29%	(64)	19%	(43)	222
Military HH: Yes	8%	(36)	16%	(73)	20%	(89)	45%	(205)	11%	(49)	452
Military HH: No	10%	(168)	21%	(366)	21%	(366)	38%	(662)	11%	(189)	1751
RD/WT: Right Direction	9%	(81)	18%	(155)	22%	(187)	40%	(338)	11%	(91)	851
RD/WT: Wrong Track	9%	(123)	21%	(284)	20%	(268)	39%	(529)	11%	(148)	1352

Continued on next page



**Table HR2:** As you may know, Disney+ is an upcoming online video streaming service that will host Disney TV shows, movies and other content. How likely are you to subscribe to this streaming service when it launches later this year?

Demographic	Very likely		Somewhat likely		Not that likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(204)	20%	(439)	21%	(455)	39%	(867)	11%	(238)	2203
Trump Job Approve	8%	(74)	18%	(168)	21%	(194)	42%	(384)	11%	(99)	918
Trump Job Disapprove	10%	(119)	21%	(248)	21%	(244)	39%	(451)	9%	(106)	1168
Trump Job Strongly Approve	9%	(44)	15%	(77)	20%	(103)	44%	(226)	12%	(63)	514
Trump Job Somewhat Approve	7%	(30)	22%	(90)	23%	(91)	39%	(157)	9%	(36)	405
Trump Job Somewhat Disapprove	12%	(33)	25%	(70)	23%	(65)	32%	(87)	8%	(22)	277
Trump Job Strongly Disapprove	10%	(86)	20%	(178)	20%	(179)	41%	(364)	9%	(84)	892
#1 Issue: Economy	11%	(69)	22%	(139)	26%	(164)	34%	(212)	8%	(48)	631
#1 Issue: Security	9%	(41)	15%	(66)	22%	(97)	42%	(189)	13%	(58)	450
#1 Issue: Health Care	8%	(29)	22%	(75)	18%	(62)	40%	(137)	12%	(43)	346
#1 Issue: Medicare / Social Security	5%	(15)	13%	(41)	16%	(48)	54%	(167)	12%	(36)	308
#1 Issue: Women's Issues	8%	(9)	27%	(32)	21%	(25)	32%	(38)	12%	(14)	118
#1 Issue: Education	17%	(21)	26%	(33)	18%	(23)	28%	(35)	12%	(15)	127
#1 Issue: Energy	11%	(13)	33%	(36)	14%	(16)	34%	(38)	7%	(8)	111
#1 Issue: Other	7%	(8)	15%	(17)	19%	(21)	45%	(51)	15%	(16)	112
2018 House Vote: Democrat	9%	(73)	20%	(160)	22%	(174)	41%	(327)	9%	(70)	805
2018 House Vote: Republican	6%	(39)	17%	(121)	20%	(143)	47%	(328)	10%	(71)	702
2018 House Vote: Someone else	14%	(14)	14%	(14)	20%	(20)	39%	(39)	12%	(13)	100
2018 House Vote: Didnt Vote	13%	(77)	24%	(144)	20%	(116)	29%	(170)	14%	(85)	592
2016 Vote: Hillary Clinton	10%	(67)	20%	(137)	20%	(137)	41%	(277)	9%	(63)	682
2016 Vote: Donald Trump	6%	(40)	16%	(112)	22%	(154)	46%	(323)	10%	(73)	703
2016 Vote: Someone else	7%	(13)	25%	(44)	19%	(34)	41%	(72)	7%	(12)	176
2016 Vote: Didnt Vote	13%	(81)	23%	(143)	20%	(126)	30%	(191)	14%	(89)	629
Voted in 2014: Yes	8%	(109)	18%	(254)	20%	(282)	45%	(644)	10%	(144)	1433
Voted in 2014: No	12%	(94)	24%	(185)	23%	(173)	29%	(223)	12%	(95)	770
2012 Vote: Barack Obama	10%	(84)	20%	(164)	19%	(157)	42%	(350)	10%	(84)	838
2012 Vote: Mitt Romney	5%	(29)	15%	(85)	21%	(116)	49%	(276)	9%	(53)	559
2012 Vote: Other	3%	(3)	13%	(14)	27%	(28)	45%	(48)	12%	(13)	105
2012 Vote: Didn't Vote	13%	(87)	25%	(177)	22%	(153)	28%	(192)	13%	(89)	697

Continued on next page

**Table HR2:** As you may know, Disney+ is an upcoming online video streaming service that will host Disney TV shows, movies and other content. How likely are you to subscribe to this streaming service when it launches later this year?

Demographic	Very likely		Somewhat likely		Not that likely		Not likely at all		Don't know / No opinion		Total N
Adults	9%	(204)	20%	(439)	21%	(455)	39%	(867)	11%	(238)	2203
4-Region: Northeast	10%	(41)	19%	(74)	19%	(75)	40%	(157)	12%	(47)	393
4-Region: Midwest	9%	(48)	18%	(89)	21%	(108)	43%	(216)	9%	(45)	506
4-Region: South	9%	(71)	23%	(186)	21%	(171)	37%	(301)	11%	(94)	823
4-Region: West	9%	(44)	19%	(90)	21%	(102)	40%	(193)	11%	(52)	481
TV shows: Every day	12%	(127)	20%	(219)	20%	(224)	38%	(420)	10%	(110)	1100
TV shows: Several times per week	8%	(46)	24%	(128)	22%	(122)	35%	(193)	10%	(57)	546
TV shows: About once per week	10%	(13)	22%	(29)	21%	(29)	41%	(56)	6%	(9)	136
TV shows: Several times per month	3%	(3)	17%	(18)	27%	(30)	47%	(51)	6%	(7)	108
TV shows: About once per month	8%	(6)	26%	(19)	15%	(12)	38%	(29)	13%	(9)	75
TV shows: Less often than once per month	5%	(4)	12%	(10)	25%	(22)	44%	(40)	15%	(13)	90
TV shows: Never	2%	(4)	10%	(14)	11%	(17)	53%	(79)	23%	(34)	149
Movies: Every day	22%	(86)	26%	(103)	17%	(67)	26%	(102)	9%	(37)	395
Movies: Several times per week	9%	(53)	25%	(147)	25%	(149)	31%	(181)	10%	(62)	591
Movies: About once per week	6%	(25)	21%	(86)	24%	(97)	40%	(159)	9%	(35)	401
Movies: Several times per month	7%	(19)	16%	(41)	26%	(67)	42%	(109)	9%	(22)	259
Movies: About once per month	6%	(11)	19%	(35)	18%	(34)	48%	(89)	10%	(18)	188
Movies: Less often than once per month	2%	(4)	8%	(15)	15%	(28)	62%	(115)	13%	(25)	187
Movies: Never	3%	(5)	6%	(11)	8%	(14)	61%	(112)	22%	(40)	182
Sports: Every day	25%	(38)	22%	(34)	20%	(31)	27%	(41)	6%	(9)	153
Sports: Several times per week	12%	(40)	24%	(81)	18%	(61)	39%	(131)	8%	(26)	340
Sports: About once per week	6%	(17)	19%	(54)	28%	(79)	39%	(108)	8%	(22)	279
Sports: Several times per month	7%	(15)	21%	(43)	26%	(53)	37%	(77)	9%	(18)	207
Sports: About once per month	11%	(21)	25%	(48)	21%	(41)	32%	(61)	10%	(18)	189
Sports: Less often than once per month	7%	(26)	18%	(65)	25%	(91)	40%	(146)	11%	(40)	369
Sports: Never	7%	(46)	17%	(114)	15%	(99)	45%	(303)	16%	(105)	666
Cable: I currently subscribe	11%	(113)	18%	(195)	20%	(211)	41%	(441)	10%	(105)	1065
Cable: I subscribed in the past	7%	(59)	23%	(189)	22%	(177)	37%	(298)	10%	(82)	805
Cable: I have never subscribed	10%	(32)	17%	(55)	20%	(67)	39%	(128)	15%	(50)	333

Continued on next page

**Table HR2:** As you may know, Disney+ is an upcoming online video streaming service that will host Disney TV shows, movies and other content. How likely are you to subscribe to this streaming service when it launches later this year?

Demographic	Very likely		Somewhat likely		Not that likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(204)	20%	(439)	21%	(455)	39%	(867)	11%	(238)	2203
Satellite television: I currently subscribe	12%	(62)	21%	(112)	20%	(104)	39%	(208)	9%	(46)	533
Satellite television: I subscribed in the past	9%	(56)	25%	(153)	21%	(132)	36%	(226)	9%	(56)	624
Satellite television: I have never subscribed	8%	(86)	17%	(173)	21%	(219)	41%	(433)	13%	(135)	1046
Streaming service: I currently subscribe	11%	(142)	25%	(317)	22%	(272)	34%	(427)	8%	(107)	1266
Streaming service: I subscribed in the past	9%	(19)	26%	(55)	27%	(57)	28%	(57)	9%	(19)	207
Streaming service: I have never subscribed	6%	(43)	9%	(67)	17%	(126)	52%	(383)	15%	(112)	730
Film: An avid fan	15%	(115)	26%	(197)	21%	(156)	28%	(206)	10%	(73)	747
Film: A casual fan	6%	(68)	18%	(213)	22%	(267)	44%	(530)	10%	(125)	1203
Film: Not a fan	8%	(20)	12%	(29)	13%	(32)	52%	(131)	16%	(40)	253
Television: An avid fan	12%	(128)	23%	(242)	20%	(208)	36%	(369)	9%	(90)	1038
Television: A casual fan	6%	(67)	17%	(181)	23%	(234)	42%	(436)	12%	(120)	1037
Television: Not a fan	7%	(9)	13%	(17)	10%	(13)	48%	(62)	22%	(28)	128
Music: An avid fan	13%	(154)	24%	(285)	21%	(255)	33%	(392)	9%	(109)	1195
Music: A casual fan	5%	(42)	17%	(151)	20%	(185)	46%	(423)	12%	(109)	910
Music: Not a fan	8%	(8)	3%	(3)	15%	(15)	53%	(52)	20%	(19)	97
Fashion: An avid fan	22%	(73)	29%	(96)	18%	(62)	21%	(70)	10%	(33)	333
Fashion: A casual fan	9%	(83)	23%	(212)	22%	(198)	36%	(329)	10%	(93)	914
Fashion: Not a fan	5%	(48)	14%	(131)	20%	(195)	49%	(468)	12%	(113)	956
Yes	10%	(117)	22%	(247)	21%	(236)	37%	(421)	10%	(120)	1141
No	8%	(86)	18%	(192)	21%	(219)	42%	(446)	11%	(119)	1062

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\_1: Are you a fan of each of the following?**  
*Comic books*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	34%	(756)	51%	(1120)	15%	(328)	2203
Gender: Male	43%	(439)	44%	(452)	14%	(140)	1031
Gender: Female	27%	(317)	57%	(667)	16%	(188)	1172
Age: 18-29	44%	(173)	38%	(148)	18%	(70)	390
Age: 30-44	44%	(218)	43%	(214)	13%	(66)	498
Age: 45-54	34%	(139)	53%	(218)	13%	(53)	411
Age: 55-64	28%	(111)	53%	(207)	19%	(73)	391
Age: 65+	22%	(114)	65%	(333)	13%	(66)	513
Generation Z: 18-21	44%	(67)	32%	(48)	24%	(36)	152
Millennial: Age 22-37	47%	(235)	40%	(201)	13%	(62)	498
Generation X: Age 38-53	35%	(212)	51%	(310)	14%	(87)	609
Boomers: Age 54-72	27%	(222)	58%	(476)	15%	(126)	824
PID: Dem (no lean)	37%	(269)	50%	(368)	13%	(97)	734
PID: Ind (no lean)	36%	(284)	47%	(371)	17%	(133)	788
PID: Rep (no lean)	30%	(203)	56%	(381)	14%	(97)	681
PID/Gender: Dem Men	48%	(151)	40%	(125)	13%	(40)	316
PID/Gender: Dem Women	28%	(118)	58%	(242)	14%	(57)	417
PID/Gender: Ind Men	44%	(154)	43%	(149)	13%	(46)	349
PID/Gender: Ind Women	30%	(130)	51%	(222)	20%	(87)	439
PID/Gender: Rep Men	37%	(134)	49%	(178)	15%	(54)	365
PID/Gender: Rep Women	22%	(69)	64%	(203)	14%	(43)	316
Ideo: Liberal (1-3)	39%	(268)	47%	(321)	13%	(89)	678
Ideo: Moderate (4)	38%	(181)	48%	(232)	14%	(67)	481
Ideo: Conservative (5-7)	29%	(217)	57%	(427)	14%	(104)	748
Educ: < College	35%	(487)	48%	(671)	16%	(227)	1386
Educ: Bachelors degree	34%	(179)	53%	(275)	13%	(66)	521
Educ: Post-grad	30%	(89)	58%	(173)	12%	(35)	296

Continued on next page

**Table HR3\_1: Are you a fan of each of the following?***Comic books*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	34%	(756)	51%	(1120)	15%	(328)	2203
Income: Under 50k	37%	(473)	47%	(594)	16%	(210)	1277
Income: 50k-100k	33%	(214)	55%	(351)	12%	(79)	645
Income: 100k+	24%	(68)	62%	(174)	14%	(39)	281
Ethnicity: White	32%	(565)	53%	(947)	15%	(270)	1782
Ethnicity: Hispanic	52%	(112)	35%	(75)	12%	(27)	213
Ethnicity: Afr. Am.	42%	(119)	44%	(123)	13%	(37)	279
Ethnicity: Other	51%	(72)	35%	(49)	15%	(21)	142
Relig: Protestant	26%	(140)	61%	(331)	13%	(70)	542
Relig: Roman Catholic	37%	(148)	48%	(195)	15%	(61)	404
Relig: Something Else	42%	(85)	42%	(85)	17%	(34)	204
Relig: Jewish	39%	(21)	47%	(25)	14%	(7)	53
Relig: Evangelical	34%	(258)	52%	(397)	15%	(113)	768
Relig: Non-Evang. Catholics	30%	(115)	56%	(215)	14%	(52)	382
Relig: All Christian	32%	(373)	53%	(611)	14%	(165)	1150
Relig: All Non-Christian	31%	(85)	51%	(141)	19%	(52)	278
Community: Urban	43%	(221)	45%	(233)	12%	(65)	518
Community: Suburban	33%	(337)	52%	(533)	15%	(152)	1021
Community: Rural	30%	(198)	53%	(355)	17%	(111)	664
Employ: Private Sector	37%	(222)	49%	(292)	14%	(81)	595
Employ: Government	41%	(60)	48%	(70)	12%	(17)	147
Employ: Self-Employed	35%	(70)	49%	(98)	16%	(32)	200
Employ: Homemaker	28%	(44)	55%	(87)	17%	(27)	158
Employ: Student	44%	(44)	35%	(35)	20%	(20)	100
Employ: Retired	23%	(124)	63%	(335)	14%	(74)	533
Employ: Unemployed	45%	(111)	39%	(97)	16%	(39)	248
Employ: Other	36%	(79)	47%	(105)	17%	(38)	222
Military HH: Yes	34%	(152)	51%	(231)	15%	(70)	452
Military HH: No	34%	(604)	51%	(889)	15%	(258)	1751
RD/WT: Right Direction	32%	(275)	51%	(438)	16%	(138)	851
RD/WT: Wrong Track	36%	(481)	50%	(682)	14%	(190)	1352

Continued on next page

**Table HR3\_1: Are you a fan of each of the following?**  
*Comic books*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (756)	51% (1120)	15% (328)	2203
Trump Job Approve	30% (273)	55% (507)	15% (139)	918
Trump Job Disapprove	38% (446)	48% (565)	14% (158)	1168
Trump Job Strongly Approve	31% (157)	54% (280)	15% (77)	514
Trump Job Somewhat Approve	29% (116)	56% (227)	15% (62)	405
Trump Job Somewhat Disapprove	45% (126)	43% (118)	12% (33)	277
Trump Job Strongly Disapprove	36% (320)	50% (446)	14% (125)	892
#1 Issue: Economy	36% (230)	48% (304)	15% (97)	631
#1 Issue: Security	25% (113)	58% (260)	17% (76)	450
#1 Issue: Health Care	40% (139)	49% (168)	11% (39)	346
#1 Issue: Medicare / Social Security	35% (107)	50% (154)	15% (46)	308
#1 Issue: Women's Issues	31% (36)	52% (61)	17% (20)	118
#1 Issue: Education	47% (59)	39% (50)	14% (18)	127
#1 Issue: Energy	35% (39)	55% (61)	10% (11)	111
#1 Issue: Other	28% (32)	54% (61)	18% (20)	112
2018 House Vote: Democrat	38% (302)	50% (404)	12% (98)	805
2018 House Vote: Republican	29% (202)	56% (392)	15% (108)	702
2018 House Vote: Someone else	38% (38)	50% (50)	12% (12)	100
2018 House Vote: Didnt Vote	36% (212)	46% (270)	18% (110)	592
2016 Vote: Hillary Clinton	39% (263)	50% (338)	12% (81)	682
2016 Vote: Donald Trump	29% (201)	56% (396)	15% (105)	703
2016 Vote: Someone else	42% (73)	42% (73)	17% (29)	176
2016 Vote: Didnt Vote	34% (215)	48% (304)	18% (110)	629
Voted in 2014: Yes	33% (474)	53% (764)	14% (194)	1433
Voted in 2014: No	36% (281)	46% (355)	17% (134)	770
2012 Vote: Barack Obama	37% (310)	51% (423)	13% (105)	838
2012 Vote: Mitt Romney	28% (157)	57% (321)	15% (81)	559
2012 Vote: Other	29% (30)	53% (55)	19% (20)	105
2012 Vote: Didn't Vote	37% (258)	46% (319)	17% (121)	697

Continued on next page

**Table HR3\_1: Are you a fan of each of the following?***Comic books*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	34%	(756)	51%	(1120)	15%	(328)	2203
4-Region: Northeast	35%	(137)	50%	(196)	15%	(60)	393
4-Region: Midwest	33%	(166)	54%	(273)	13%	(68)	506
4-Region: South	33%	(272)	51%	(421)	16%	(129)	823
4-Region: West	38%	(181)	48%	(229)	15%	(71)	481
TV shows: Every day	37%	(408)	50%	(546)	13%	(145)	1100
TV shows: Several times per week	35%	(193)	49%	(269)	15%	(84)	546
TV shows: About once per week	36%	(48)	51%	(69)	13%	(18)	136
TV shows: Several times per month	30%	(33)	51%	(55)	19%	(20)	108
TV shows: About once per month	17%	(13)	62%	(46)	21%	(16)	75
TV shows: Less often than once per month	30%	(27)	53%	(47)	18%	(16)	90
TV shows: Never	23%	(34)	58%	(87)	19%	(29)	149
Movies: Every day	44%	(176)	41%	(162)	15%	(58)	395
Movies: Several times per week	41%	(239)	46%	(273)	13%	(78)	591
Movies: About once per week	36%	(143)	51%	(206)	13%	(51)	401
Movies: Several times per month	28%	(73)	52%	(135)	19%	(50)	259
Movies: About once per month	30%	(57)	53%	(99)	17%	(32)	188
Movies: Less often than once per month	19%	(35)	67%	(125)	15%	(27)	187
Movies: Never	18%	(33)	65%	(119)	17%	(30)	182
Sports: Every day	51%	(78)	35%	(54)	14%	(21)	153
Sports: Several times per week	40%	(136)	48%	(164)	12%	(40)	340
Sports: About once per week	36%	(100)	48%	(133)	17%	(47)	279
Sports: Several times per month	30%	(63)	58%	(121)	11%	(24)	207
Sports: About once per month	36%	(67)	49%	(92)	16%	(29)	189
Sports: Less often than once per month	34%	(124)	51%	(189)	15%	(56)	369
Sports: Never	28%	(188)	55%	(367)	17%	(111)	666
Cable: I currently subscribe	33%	(355)	52%	(550)	15%	(161)	1065
Cable: I subscribed in the past	38%	(306)	50%	(403)	12%	(96)	805
Cable: I have never subscribed	28%	(95)	50%	(167)	21%	(71)	333

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**Table HR3\_1: Are you a fan of each of the following?**  
*Comic books*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	34% (756)	51% (1120)	15% (328)	2203
Satellite television: I currently subscribe	36% (191)	51% (270)	13% (71)	533
Satellite television: I subscribed in the past	35% (221)	52% (323)	13% (80)	624
Satellite television: I have never subscribed	33% (344)	50% (526)	17% (177)	1046
Streaming service: I currently subscribe	39% (491)	48% (613)	13% (162)	1266
Streaming service: I subscribed in the past	38% (79)	47% (97)	15% (31)	207
Streaming service: I have never subscribed	25% (186)	56% (410)	18% (135)	730
Film: An avid fan	48% (361)	40% (297)	12% (89)	747
Film: A casual fan	30% (356)	55% (663)	15% (184)	1203
Film: Not a fan	15% (39)	63% (160)	22% (55)	253
Television: An avid fan	38% (392)	50% (518)	12% (127)	1038
Television: A casual fan	32% (337)	52% (536)	16% (164)	1037
Television: Not a fan	21% (26)	51% (66)	28% (36)	128
Music: An avid fan	40% (482)	46% (546)	14% (167)	1195
Music: A casual fan	28% (259)	57% (518)	15% (133)	910
Music: Not a fan	15% (14)	57% (56)	28% (27)	97
Fashion: An avid fan	38% (128)	49% (164)	13% (42)	333
Fashion: A casual fan	37% (335)	48% (435)	16% (144)	914
Fashion: Not a fan	31% (292)	55% (521)	15% (142)	956
Yes	33% (371)	53% (606)	14% (164)	1141
No	36% (384)	48% (514)	15% (164)	1062

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\_2: Are you a fan of each of the following?**  
*Superhero movies*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	57% (1257)	33% (733)	10% (213)	2203
Gender: Male	61% (633)	30% (308)	9% (90)	1031
Gender: Female	53% (624)	36% (425)	10% (123)	1172
Age: 18-29	70% (272)	22% (85)	8% (33)	390
Age: 30-44	72% (357)	21% (104)	7% (37)	498
Age: 45-54	62% (257)	28% (115)	10% (40)	411
Age: 55-64	50% (197)	39% (152)	11% (42)	391
Age: 65+	34% (174)	54% (277)	12% (61)	513
Generation Z: 18-21	70% (107)	21% (32)	8% (13)	152
Millennial: Age 22-37	73% (363)	20% (101)	7% (34)	498
Generation X: Age 38-53	65% (393)	26% (158)	10% (58)	609
Boomers: Age 54-72	44% (361)	45% (367)	12% (96)	824
PID: Dem (no lean)	59% (431)	32% (236)	9% (67)	734
PID: Ind (no lean)	61% (481)	29% (226)	10% (81)	788
PID: Rep (no lean)	51% (345)	40% (272)	9% (64)	681
PID/Gender: Dem Men	67% (212)	25% (80)	8% (24)	316
PID/Gender: Dem Women	52% (218)	37% (156)	10% (43)	417
PID/Gender: Ind Men	64% (222)	27% (93)	10% (34)	349
PID/Gender: Ind Women	59% (259)	30% (133)	11% (47)	439
PID/Gender: Rep Men	54% (199)	37% (135)	9% (32)	365
PID/Gender: Rep Women	46% (147)	43% (137)	10% (32)	316
Ideo: Liberal (1-3)	59% (398)	33% (221)	9% (60)	678
Ideo: Moderate (4)	57% (276)	34% (162)	9% (43)	481
Ideo: Conservative (5-7)	55% (414)	36% (271)	9% (64)	748
Educ: < College	59% (814)	31% (429)	10% (142)	1386
Educ: Bachelors degree	55% (286)	35% (184)	10% (51)	521
Educ: Post-grad	53% (157)	40% (120)	7% (20)	296

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**Table HR3\_2: Are you a fan of each of the following?**  
*Superhero movies*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	57%	(1257)	33%	(733)	10%	(213)	2203
Income: Under 50k	59%	(747)	31%	(394)	11%	(136)	1277
Income: 50k-100k	56%	(359)	36%	(232)	8%	(53)	645
Income: 100k+	53%	(150)	38%	(107)	9%	(24)	281
Ethnicity: White	54%	(968)	36%	(642)	10%	(172)	1782
Ethnicity: Hispanic	74%	(158)	20%	(43)	6%	(12)	213
Ethnicity: Afr. Am.	66%	(185)	23%	(64)	11%	(30)	279
Ethnicity: Other	73%	(104)	19%	(27)	8%	(11)	142
Relig: Protestant	49%	(263)	42%	(226)	10%	(53)	542
Relig: Roman Catholic	58%	(235)	32%	(130)	10%	(38)	404
Relig: Something Else	63%	(128)	28%	(57)	10%	(20)	204
Relig: Jewish	53%	(28)	36%	(19)	11%	(6)	53
Relig: Evangelical	55%	(425)	35%	(272)	9%	(71)	768
Relig: Non-Evang. Catholics	53%	(201)	37%	(141)	10%	(39)	382
Relig: All Christian	54%	(626)	36%	(413)	10%	(111)	1150
Relig: All Non-Christian	59%	(164)	29%	(81)	12%	(33)	278
Community: Urban	64%	(332)	28%	(147)	8%	(39)	518
Community: Suburban	55%	(567)	35%	(356)	10%	(98)	1021
Community: Rural	54%	(358)	35%	(230)	11%	(76)	664
Employ: Private Sector	63%	(374)	29%	(170)	9%	(51)	595
Employ: Government	67%	(98)	28%	(42)	5%	(8)	147
Employ: Self-Employed	57%	(114)	34%	(69)	8%	(17)	200
Employ: Homemaker	58%	(93)	32%	(51)	9%	(15)	158
Employ: Student	67%	(68)	23%	(23)	9%	(9)	100
Employ: Retired	37%	(195)	51%	(274)	12%	(64)	533
Employ: Unemployed	71%	(176)	18%	(45)	11%	(26)	248
Employ: Other	63%	(140)	27%	(60)	10%	(23)	222
Military HH: Yes	55%	(251)	36%	(163)	9%	(39)	452
Military HH: No	57%	(1006)	33%	(570)	10%	(174)	1751
RD/WT: Right Direction	53%	(453)	37%	(313)	10%	(85)	851
RD/WT: Wrong Track	59%	(804)	31%	(420)	9%	(128)	1352

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**Table HR3\_2: Are you a fan of each of the following?**  
*Superhero movies*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	57% (1257)	33% (733)	10% (213)	2203
Trump Job Approve	53% (490)	37% (343)	9% (85)	918
Trump Job Disapprove	61% (709)	31% (361)	8% (99)	1168
Trump Job Strongly Approve	49% (253)	40% (206)	11% (56)	514
Trump Job Somewhat Approve	59% (238)	34% (137)	7% (30)	405
Trump Job Somewhat Disapprove	67% (186)	26% (71)	7% (20)	277
Trump Job Strongly Disapprove	59% (523)	32% (289)	9% (79)	892
#1 Issue: Economy	65% (411)	27% (168)	8% (52)	631
#1 Issue: Security	46% (208)	41% (185)	13% (57)	450
#1 Issue: Health Care	60% (209)	33% (115)	6% (21)	346
#1 Issue: Medicare / Social Security	48% (147)	40% (125)	12% (36)	308
#1 Issue: Women's Issues	57% (67)	30% (36)	13% (15)	118
#1 Issue: Education	68% (86)	23% (30)	9% (11)	127
#1 Issue: Energy	59% (65)	37% (41)	5% (5)	111
#1 Issue: Other	56% (63)	31% (35)	13% (15)	112
2018 House Vote: Democrat	59% (474)	34% (272)	7% (60)	805
2018 House Vote: Republican	50% (353)	39% (273)	11% (77)	702
2018 House Vote: Someone else	61% (61)	32% (32)	7% (8)	100
2018 House Vote: Didn't Vote	62% (369)	26% (155)	12% (69)	592
2016 Vote: Hillary Clinton	60% (406)	32% (221)	8% (56)	682
2016 Vote: Donald Trump	50% (351)	39% (277)	11% (75)	703
2016 Vote: Someone else	63% (111)	30% (52)	7% (12)	176
2016 Vote: Didn't Vote	61% (381)	28% (179)	11% (70)	629
Voted in 2014: Yes	53% (761)	37% (525)	10% (147)	1433
Voted in 2014: No	64% (496)	27% (208)	9% (66)	770
2012 Vote: Barack Obama	58% (486)	34% (282)	8% (71)	838
2012 Vote: Mitt Romney	47% (262)	41% (230)	12% (67)	559
2012 Vote: Other	59% (62)	34% (36)	7% (8)	105
2012 Vote: Didn't Vote	64% (447)	26% (185)	10% (66)	697

Continued on next page

**Table HR3\_2: Are you a fan of each of the following?**  
*Superhero movies*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	57% (1257)	33% (733)	10% (213)	2203
4-Region: Northeast	56% (222)	33% (130)	10% (41)	393
4-Region: Midwest	56% (283)	33% (168)	11% (55)	506
4-Region: South	55% (452)	35% (290)	10% (81)	823
4-Region: West	62% (300)	30% (146)	7% (36)	481
TV shows: Every day	61% (671)	30% (328)	9% (101)	1100
TV shows: Several times per week	60% (326)	32% (172)	9% (48)	546
TV shows: About once per week	55% (75)	36% (49)	9% (12)	136
TV shows: Several times per month	50% (54)	41% (44)	9% (10)	108
TV shows: About once per month	50% (38)	42% (31)	8% (6)	75
TV shows: Less often than once per month	44% (39)	41% (37)	15% (14)	90
TV shows: Never	37% (55)	48% (72)	15% (22)	149
Movies: Every day	74% (293)	21% (82)	5% (20)	395
Movies: Several times per week	67% (396)	24% (143)	9% (52)	591
Movies: About once per week	59% (235)	31% (126)	10% (39)	401
Movies: Several times per month	54% (141)	36% (94)	9% (24)	259
Movies: About once per month	45% (85)	44% (83)	11% (20)	188
Movies: Less often than once per month	32% (60)	53% (100)	15% (27)	187
Movies: Never	26% (46)	57% (104)	17% (31)	182
Sports: Every day	70% (107)	21% (32)	9% (14)	153
Sports: Several times per week	65% (220)	29% (99)	6% (20)	340
Sports: About once per week	60% (168)	33% (91)	7% (20)	279
Sports: Several times per month	55% (113)	38% (78)	7% (15)	207
Sports: About once per month	57% (108)	30% (56)	13% (25)	189
Sports: Less often than once per month	61% (224)	31% (115)	8% (30)	369
Sports: Never	47% (315)	39% (261)	13% (89)	666
Cable: I currently subscribe	54% (578)	35% (373)	11% (114)	1065
Cable: I subscribed in the past	63% (504)	31% (249)	7% (52)	805
Cable: I have never subscribed	53% (175)	33% (111)	14% (46)	333

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**Table HR3\_2: Are you a fan of each of the following?**  
 Superhero movies

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	57% (1257)	33% (733)	10% (213)	2203
Satellite television: I currently subscribe	59% (312)	33% (174)	9% (47)	533
Satellite television: I subscribed in the past	63% (395)	30% (188)	7% (41)	624
Satellite television: I have never subscribed	53% (550)	35% (371)	12% (125)	1046
Streaming service: I currently subscribe	67% (846)	27% (336)	7% (84)	1266
Streaming service: I subscribed in the past	58% (121)	31% (65)	10% (21)	207
Streaming service: I have never subscribed	40% (290)	46% (332)	15% (108)	730
Film: An avid fan	77% (573)	18% (137)	5% (37)	747
Film: A casual fan	52% (624)	38% (453)	10% (126)	1203
Film: Not a fan	24% (60)	57% (144)	20% (50)	253
Television: An avid fan	62% (646)	30% (314)	8% (78)	1038
Television: A casual fan	54% (563)	36% (370)	10% (104)	1037
Television: Not a fan	38% (48)	38% (49)	24% (31)	128
Music: An avid fan	67% (799)	27% (317)	7% (79)	1195
Music: A casual fan	47% (431)	41% (373)	12% (107)	910
Music: Not a fan	28% (28)	44% (43)	28% (27)	97
Fashion: An avid fan	67% (222)	27% (89)	7% (22)	333
Fashion: A casual fan	61% (555)	29% (269)	10% (90)	914
Fashion: Not a fan	50% (479)	39% (375)	11% (101)	956
Yes	56% (635)	35% (399)	9% (108)	1141
No	59% (622)	32% (334)	10% (105)	1062

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\_3: Are you a fan of each of the following?**  
Marvel Comics

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1020)	41% (902)	13% (281)	2203
Gender: Male	54% (555)	34% (353)	12% (124)	1031
Gender: Female	40% (465)	47% (550)	13% (157)	1172
Age: 18-29	60% (234)	30% (115)	10% (41)	390
Age: 30-44	60% (300)	28% (141)	11% (57)	498
Age: 45-54	51% (208)	37% (152)	13% (52)	411
Age: 55-64	36% (141)	47% (183)	17% (67)	391
Age: 65+	27% (137)	61% (311)	13% (65)	513
Generation Z: 18-21	56% (84)	30% (46)	14% (21)	152
Millennial: Age 22-37	63% (316)	28% (138)	9% (44)	498
Generation X: Age 38-53	53% (322)	34% (207)	13% (80)	609
Boomers: Age 54-72	33% (276)	52% (427)	15% (121)	824
PID: Dem (no lean)	49% (360)	39% (285)	12% (89)	734
PID: Ind (no lean)	48% (380)	38% (296)	14% (111)	788
PID: Rep (no lean)	41% (279)	47% (321)	12% (81)	681
PID/Gender: Dem Men	59% (188)	29% (92)	12% (37)	316
PID/Gender: Dem Women	41% (172)	46% (193)	13% (52)	417
PID/Gender: Ind Men	56% (196)	33% (115)	11% (38)	349
PID/Gender: Ind Women	42% (185)	41% (181)	17% (73)	439
PID/Gender: Rep Men	47% (171)	40% (145)	13% (49)	365
PID/Gender: Rep Women	34% (108)	56% (176)	10% (31)	316
Ideo: Liberal (1-3)	50% (342)	38% (256)	12% (80)	678
Ideo: Moderate (4)	50% (241)	39% (187)	11% (52)	481
Ideo: Conservative (5-7)	42% (312)	46% (346)	12% (90)	748
Educ: < College	46% (641)	40% (548)	14% (197)	1386
Educ: Bachelors degree	48% (250)	42% (217)	10% (53)	521
Educ: Post-grad	43% (129)	46% (137)	10% (31)	296

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**Table HR3\_3:** Are you a fan of each of the following?*Marvel Comics*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(1020)	41%	(902)	13%	(281)	2203
Income: Under 50k	48%	(609)	38%	(486)	14%	(182)	1277
Income: 50k-100k	45%	(291)	44%	(283)	11%	(70)	645
Income: 100k+	43%	(120)	47%	(133)	10%	(29)	281
Ethnicity: White	43%	(769)	44%	(783)	13%	(230)	1782
Ethnicity: Hispanic	64%	(136)	27%	(58)	9%	(19)	213
Ethnicity: Afr. Am.	57%	(160)	30%	(85)	12%	(35)	279
Ethnicity: Other	65%	(92)	24%	(34)	11%	(16)	142
Relig: Protestant	37%	(199)	51%	(276)	12%	(66)	542
Relig: Roman Catholic	49%	(198)	39%	(156)	12%	(50)	404
Relig: Something Else	52%	(106)	38%	(78)	10%	(20)	204
Relig: Jewish	47%	(25)	41%	(22)	12%	(7)	53
Relig: Evangelical	46%	(352)	43%	(332)	11%	(84)	768
Relig: Non-Evang. Catholics	40%	(151)	47%	(179)	14%	(52)	382
Relig: All Christian	44%	(503)	44%	(511)	12%	(136)	1150
Relig: All Non-Christian	43%	(120)	41%	(113)	16%	(45)	278
Community: Urban	57%	(298)	32%	(165)	11%	(56)	518
Community: Suburban	44%	(447)	43%	(438)	13%	(136)	1021
Community: Rural	41%	(275)	45%	(299)	13%	(89)	664
Employ: Private Sector	52%	(311)	37%	(219)	11%	(65)	595
Employ: Government	56%	(82)	35%	(52)	9%	(13)	147
Employ: Self-Employed	49%	(99)	40%	(79)	11%	(22)	200
Employ: Homemaker	45%	(71)	43%	(68)	13%	(20)	158
Employ: Student	57%	(57)	28%	(28)	15%	(15)	100
Employ: Retired	28%	(149)	58%	(311)	14%	(73)	533
Employ: Unemployed	57%	(142)	28%	(69)	15%	(37)	248
Employ: Other	50%	(110)	34%	(76)	16%	(36)	222
Military HH: Yes	44%	(199)	44%	(198)	12%	(55)	452
Military HH: No	47%	(821)	40%	(704)	13%	(226)	1751
RD/WT: Right Direction	45%	(381)	42%	(357)	13%	(113)	851
RD/WT: Wrong Track	47%	(639)	40%	(546)	12%	(168)	1352

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**Table HR3\_3: Are you a fan of each of the following?**  
*Marvel Comics*

Demographic	Yes		No		Don't Know / No Opinion		Total N
Adults	46%	(1020)	41%	(902)	13%	(281)	2203
Trump Job Approve	42%	(385)	45%	(414)	13%	(120)	918
Trump Job Disapprove	51%	(599)	38%	(443)	11%	(126)	1168
Trump Job Strongly Approve	41%	(213)	46%	(237)	12%	(64)	514
Trump Job Somewhat Approve	42%	(172)	44%	(177)	14%	(56)	405
Trump Job Somewhat Disapprove	60%	(166)	33%	(91)	7%	(19)	277
Trump Job Strongly Disapprove	49%	(433)	39%	(352)	12%	(107)	892
#1 Issue: Economy	54%	(339)	35%	(218)	12%	(73)	631
#1 Issue: Security	37%	(165)	49%	(221)	14%	(64)	450
#1 Issue: Health Care	52%	(179)	38%	(132)	10%	(35)	346
#1 Issue: Medicare / Social Security	37%	(113)	46%	(143)	17%	(52)	308
#1 Issue: Women's Issues	45%	(53)	41%	(49)	14%	(17)	118
#1 Issue: Education	53%	(68)	32%	(41)	14%	(18)	127
#1 Issue: Energy	49%	(55)	42%	(47)	9%	(10)	111
#1 Issue: Other	43%	(48)	47%	(53)	11%	(12)	112
2018 House Vote: Democrat	50%	(402)	40%	(320)	10%	(83)	805
2018 House Vote: Republican	40%	(284)	46%	(326)	13%	(92)	702
2018 House Vote: Someone else	45%	(46)	45%	(45)	10%	(10)	100
2018 House Vote: Didnt Vote	49%	(288)	35%	(209)	16%	(95)	592
2016 Vote: Hillary Clinton	51%	(351)	39%	(263)	10%	(68)	682
2016 Vote: Donald Trump	40%	(281)	46%	(326)	14%	(96)	703
2016 Vote: Someone else	52%	(92)	36%	(63)	12%	(21)	176
2016 Vote: Didnt Vote	46%	(292)	39%	(243)	15%	(95)	629
Voted in 2014: Yes	44%	(636)	44%	(625)	12%	(172)	1433
Voted in 2014: No	50%	(384)	36%	(277)	14%	(109)	770
2012 Vote: Barack Obama	50%	(418)	40%	(333)	10%	(87)	838
2012 Vote: Mitt Romney	38%	(211)	49%	(274)	13%	(75)	559
2012 Vote: Other	45%	(48)	40%	(42)	15%	(16)	105
2012 Vote: Didn't Vote	49%	(343)	36%	(252)	15%	(102)	697

Continued on next page



**Table HR3\_3: Are you a fan of each of the following?**  
*Marvel Comics*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	46%	(1020)	41%	(902)	13%	(281)	2203
4-Region: Northeast	47%	(184)	38%	(149)	15%	(59)	393
4-Region: Midwest	45%	(228)	43%	(217)	12%	(61)	506
4-Region: South	46%	(377)	41%	(339)	13%	(106)	823
4-Region: West	48%	(230)	41%	(197)	11%	(54)	481
TV shows: Every day	49%	(543)	39%	(429)	12%	(128)	1100
TV shows: Several times per week	49%	(265)	40%	(216)	12%	(65)	546
TV shows: About once per week	51%	(69)	38%	(52)	11%	(15)	136
TV shows: Several times per month	38%	(41)	45%	(49)	17%	(18)	108
TV shows: About once per month	32%	(24)	54%	(40)	14%	(10)	75
TV shows: Less often than once per month	42%	(38)	41%	(37)	17%	(15)	90
TV shows: Never	27%	(40)	54%	(80)	20%	(29)	149
Movies: Every day	61%	(240)	29%	(115)	10%	(41)	395
Movies: Several times per week	56%	(329)	34%	(199)	11%	(63)	591
Movies: About once per week	48%	(193)	40%	(159)	12%	(49)	401
Movies: Several times per month	41%	(105)	46%	(120)	13%	(34)	259
Movies: About once per month	37%	(70)	48%	(90)	15%	(28)	188
Movies: Less often than once per month	24%	(44)	58%	(109)	18%	(34)	187
Movies: Never	21%	(39)	61%	(111)	17%	(32)	182
Sports: Every day	64%	(99)	22%	(34)	13%	(20)	153
Sports: Several times per week	58%	(196)	34%	(114)	9%	(30)	340
Sports: About once per week	47%	(130)	40%	(112)	13%	(37)	279
Sports: Several times per month	40%	(83)	48%	(100)	12%	(24)	207
Sports: About once per month	45%	(84)	42%	(80)	13%	(24)	189
Sports: Less often than once per month	47%	(174)	40%	(147)	13%	(48)	369
Sports: Never	38%	(254)	47%	(315)	15%	(97)	666
Cable: I currently subscribe	46%	(489)	41%	(441)	13%	(136)	1065
Cable: I subscribed in the past	50%	(404)	40%	(324)	10%	(77)	805
Cable: I have never subscribed	38%	(128)	41%	(137)	20%	(68)	333

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**Table HR3\_3: Are you a fan of each of the following?**  
*Marvel Comics*

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	46% (1020)	41% (902)	13% (281)	2203
Satellite television: I currently subscribe	48% (254)	41% (219)	11% (60)	533
Satellite television: I subscribed in the past	50% (313)	39% (244)	11% (67)	624
Satellite television: I have never subscribed	43% (453)	42% (440)	15% (154)	1046
Streaming service: I currently subscribe	55% (699)	35% (443)	10% (124)	1266
Streaming service: I subscribed in the past	49% (100)	37% (77)	14% (29)	207
Streaming service: I have never subscribed	30% (221)	52% (382)	17% (127)	730
Film: An avid fan	66% (494)	26% (197)	7% (56)	747
Film: A casual fan	40% (477)	46% (552)	14% (174)	1203
Film: Not a fan	19% (48)	61% (154)	20% (51)	253
Television: An avid fan	51% (525)	39% (402)	11% (111)	1038
Television: A casual fan	43% (449)	43% (447)	14% (140)	1037
Television: Not a fan	36% (46)	42% (53)	23% (29)	128
Music: An avid fan	55% (659)	33% (400)	11% (137)	1195
Music: A casual fan	37% (339)	50% (451)	13% (121)	910
Music: Not a fan	23% (23)	53% (51)	24% (23)	97
Fashion: An avid fan	55% (182)	36% (121)	9% (31)	333
Fashion: A casual fan	50% (453)	38% (344)	13% (117)	914
Fashion: Not a fan	40% (386)	46% (437)	14% (133)	956
Yes	46% (519)	42% (484)	12% (138)	1141
No	47% (501)	39% (418)	13% (143)	1062

*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\_4: Are you a fan of each of the following?**  
 DC Comics

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(907)	44%	(960)	15%	(336)	2203
Gender: Male	50%	(518)	37%	(381)	13%	(133)	1031
Gender: Female	33%	(389)	49%	(579)	17%	(203)	1172
Age: 18-29	54%	(210)	33%	(128)	13%	(52)	390
Age: 30-44	53%	(263)	33%	(165)	14%	(70)	498
Age: 45-54	45%	(186)	40%	(164)	15%	(61)	411
Age: 55-64	32%	(124)	50%	(195)	18%	(72)	391
Age: 65+	24%	(123)	60%	(308)	16%	(81)	513
Generation Z: 18-21	47%	(72)	34%	(52)	18%	(28)	152
Millennial: Age 22-37	57%	(284)	32%	(157)	11%	(57)	498
Generation X: Age 38-53	47%	(284)	38%	(229)	16%	(96)	609
Boomers: Age 54-72	29%	(243)	54%	(444)	17%	(137)	824
PID: Dem (no lean)	43%	(316)	44%	(320)	13%	(98)	734
PID: Ind (no lean)	43%	(343)	38%	(302)	18%	(143)	788
PID: Rep (no lean)	37%	(249)	50%	(338)	14%	(95)	681
PID/Gender: Dem Men	53%	(169)	35%	(110)	12%	(38)	316
PID/Gender: Dem Women	35%	(147)	50%	(211)	14%	(60)	417
PID/Gender: Ind Men	54%	(190)	32%	(113)	13%	(46)	349
PID/Gender: Ind Women	35%	(153)	43%	(189)	22%	(97)	439
PID/Gender: Rep Men	43%	(159)	43%	(158)	13%	(49)	365
PID/Gender: Rep Women	28%	(90)	57%	(180)	15%	(46)	316
Ideo: Liberal (1-3)	46%	(310)	41%	(275)	14%	(93)	678
Ideo: Moderate (4)	44%	(210)	42%	(203)	14%	(68)	481
Ideo: Conservative (5-7)	38%	(281)	49%	(364)	14%	(104)	748
Educ: < College	41%	(572)	42%	(582)	17%	(232)	1386
Educ: Bachelors degree	42%	(220)	44%	(231)	13%	(70)	521
Educ: Post-grad	39%	(115)	49%	(147)	12%	(35)	296

Continued on next page

**Table HR3\_4: Are you a fan of each of the following?**

DC Comics

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(907)	44%	(960)	15%	(336)	2203
Income: Under 50k	43%	(547)	41%	(520)	16%	(210)	1277
Income: 50k-100k	40%	(258)	46%	(297)	14%	(89)	645
Income: 100k+	36%	(101)	51%	(142)	13%	(38)	281
Ethnicity: White	38%	(677)	46%	(825)	16%	(280)	1782
Ethnicity: Hispanic	57%	(122)	31%	(66)	12%	(26)	213
Ethnicity: Afr. Am.	53%	(149)	34%	(96)	12%	(34)	279
Ethnicity: Other	57%	(81)	28%	(39)	15%	(21)	142
Relig: Protestant	33%	(179)	53%	(287)	14%	(75)	542
Relig: Roman Catholic	44%	(178)	39%	(159)	16%	(66)	404
Relig: Something Else	45%	(92)	42%	(86)	13%	(26)	204
Relig: Jewish	44%	(23)	43%	(23)	13%	(7)	53
Relig: Evangelical	41%	(316)	45%	(347)	14%	(105)	768
Relig: Non-Evang. Catholics	35%	(133)	49%	(186)	16%	(63)	382
Relig: All Christian	39%	(450)	46%	(533)	15%	(167)	1150
Relig: All Non-Christian	38%	(106)	44%	(121)	18%	(51)	278
Community: Urban	51%	(266)	37%	(192)	12%	(60)	518
Community: Suburban	38%	(391)	45%	(462)	16%	(168)	1021
Community: Rural	38%	(249)	46%	(306)	16%	(108)	664
Employ: Private Sector	47%	(279)	40%	(239)	13%	(77)	595
Employ: Government	51%	(76)	39%	(57)	10%	(14)	147
Employ: Self-Employed	45%	(90)	40%	(80)	15%	(30)	200
Employ: Homemaker	38%	(59)	46%	(73)	16%	(26)	158
Employ: Student	48%	(48)	35%	(36)	16%	(16)	100
Employ: Retired	24%	(129)	59%	(315)	17%	(89)	533
Employ: Unemployed	52%	(129)	30%	(74)	18%	(45)	248
Employ: Other	43%	(97)	39%	(87)	18%	(39)	222
Military HH: Yes	42%	(190)	46%	(207)	12%	(55)	452
Military HH: No	41%	(717)	43%	(753)	16%	(281)	1751
RD/WT: Right Direction	41%	(350)	43%	(366)	16%	(135)	851
RD/WT: Wrong Track	41%	(557)	44%	(594)	15%	(202)	1352

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**Table HR3\_4:** Are you a fan of each of the following?

## DC Comics

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	41%	(907)	44%	(960)	15%	(336)	2203
Trump Job Approve	38%	(349)	47%	(433)	15%	(137)	918
Trump Job Disapprove	45%	(525)	41%	(484)	14%	(159)	1168
Trump Job Strongly Approve	37%	(191)	47%	(244)	15%	(79)	514
Trump Job Somewhat Approve	39%	(158)	47%	(189)	14%	(58)	405
Trump Job Somewhat Disapprove	52%	(144)	36%	(101)	12%	(32)	277
Trump Job Strongly Disapprove	43%	(381)	43%	(383)	14%	(127)	892
#1 Issue: Economy	48%	(300)	37%	(235)	15%	(96)	631
#1 Issue: Security	32%	(143)	52%	(232)	17%	(75)	450
#1 Issue: Health Care	46%	(159)	41%	(143)	13%	(44)	346
#1 Issue: Medicare / Social Security	37%	(114)	46%	(141)	17%	(54)	308
#1 Issue: Women's Issues	39%	(46)	48%	(57)	12%	(15)	118
#1 Issue: Education	44%	(56)	39%	(49)	17%	(21)	127
#1 Issue: Energy	44%	(49)	43%	(47)	14%	(15)	111
#1 Issue: Other	35%	(39)	50%	(56)	15%	(17)	112
2018 House Vote: Democrat	44%	(353)	43%	(347)	13%	(106)	805
2018 House Vote: Republican	37%	(262)	48%	(337)	15%	(103)	702
2018 House Vote: Someone else	41%	(41)	45%	(45)	14%	(14)	100
2018 House Vote: Didn't Vote	42%	(251)	39%	(229)	19%	(113)	592
2016 Vote: Hillary Clinton	44%	(300)	43%	(293)	13%	(89)	682
2016 Vote: Donald Trump	36%	(256)	48%	(339)	15%	(108)	703
2016 Vote: Someone else	47%	(83)	37%	(65)	16%	(27)	176
2016 Vote: Didn't Vote	42%	(263)	41%	(256)	17%	(110)	629
Voted in 2014: Yes	39%	(563)	46%	(662)	15%	(208)	1433
Voted in 2014: No	45%	(344)	39%	(298)	17%	(128)	770
2012 Vote: Barack Obama	44%	(371)	43%	(358)	13%	(109)	838
2012 Vote: Mitt Romney	35%	(195)	50%	(280)	15%	(84)	559
2012 Vote: Other	34%	(36)	45%	(48)	21%	(22)	105
2012 Vote: Didn't Vote	43%	(303)	39%	(273)	17%	(121)	697

Continued on next page

**Table HR3\_4: Are you a fan of each of the following?**

DC Comics

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	41% (907)	44% (960)	15% (336)	2203
4-Region: Northeast	42% (164)	42% (163)	17% (66)	393
4-Region: Midwest	39% (197)	45% (228)	16% (81)	506
4-Region: South	41% (340)	44% (362)	15% (121)	823
4-Region: West	43% (206)	43% (206)	14% (69)	481
TV shows: Every day	45% (491)	41% (454)	14% (155)	1100
TV shows: Several times per week	43% (236)	41% (222)	16% (88)	546
TV shows: About once per week	42% (57)	44% (60)	14% (18)	136
TV shows: Several times per month	34% (37)	50% (55)	15% (16)	108
TV shows: About once per month	24% (18)	59% (44)	17% (13)	75
TV shows: Less often than once per month	34% (30)	48% (43)	18% (17)	90
TV shows: Never	25% (37)	56% (83)	20% (29)	149
Movies: Every day	55% (219)	32% (126)	13% (51)	395
Movies: Several times per week	51% (302)	36% (213)	13% (76)	591
Movies: About once per week	41% (164)	44% (175)	15% (62)	401
Movies: Several times per month	33% (85)	49% (128)	18% (46)	259
Movies: About once per month	34% (64)	48% (90)	18% (35)	188
Movies: Less often than once per month	19% (36)	61% (114)	20% (37)	187
Movies: Never	21% (37)	63% (114)	17% (30)	182
Sports: Every day	61% (94)	25% (38)	14% (22)	153
Sports: Several times per week	51% (174)	37% (124)	12% (41)	340
Sports: About once per week	44% (122)	40% (112)	16% (45)	279
Sports: Several times per month	35% (73)	50% (104)	14% (30)	207
Sports: About once per month	39% (73)	44% (83)	17% (32)	189
Sports: Less often than once per month	42% (155)	44% (164)	13% (50)	369
Sports: Never	32% (215)	50% (335)	17% (116)	666
Cable: I currently subscribe	40% (423)	45% (476)	16% (167)	1065
Cable: I subscribed in the past	46% (367)	43% (345)	12% (94)	805
Cable: I have never subscribed	35% (118)	42% (139)	23% (76)	333

Continued on next page

**Table HR3\_4: Are you a fan of each of the following?**  
 DC Comics

Demographic	Yes	No	Don't Know / No Opinion	Total N
Adults	41% (907)	44% (960)	15% (336)	2203
Satellite television: I currently subscribe	42% (224)	43% (227)	15% (82)	533
Satellite television: I subscribed in the past	43% (269)	44% (275)	13% (80)	624
Satellite television: I have never subscribed	40% (414)	44% (458)	17% (174)	1046
Streaming service: I currently subscribe	48% (612)	39% (496)	12% (158)	1266
Streaming service: I subscribed in the past	44% (91)	41% (84)	15% (32)	207
Streaming service: I have never subscribed	28% (204)	52% (380)	20% (147)	730
Film: An avid fan	60% (450)	29% (217)	11% (80)	747
Film: A casual fan	34% (414)	49% (590)	17% (199)	1203
Film: Not a fan	17% (43)	60% (152)	23% (58)	253
Television: An avid fan	47% (484)	40% (416)	13% (137)	1038
Television: A casual fan	37% (385)	47% (484)	16% (168)	1037
Television: Not a fan	29% (38)	47% (60)	24% (31)	128
Music: An avid fan	48% (574)	38% (457)	14% (164)	1195
Music: A casual fan	34% (312)	49% (450)	16% (149)	910
Music: Not a fan	21% (21)	55% (53)	24% (23)	97
Fashion: An avid fan	46% (155)	40% (133)	14% (46)	333
Fashion: A casual fan	45% (408)	40% (365)	15% (140)	914
Fashion: Not a fan	36% (344)	48% (462)	16% (150)	956
Yes	40% (454)	45% (517)	15% (169)	1141
No	43% (452)	42% (442)	16% (167)	1062

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:** *In the past year, have you seen a superhero movie in theaters?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	44%	(979)	53%	(1161)	3%	(63)	2203
Gender: Male	47%	(484)	51%	(522)	2%	(24)	1031
Gender: Female	42%	(495)	54%	(639)	3%	(39)	1172
Age: 18-29	66%	(259)	31%	(121)	3%	(10)	390
Age: 30-44	56%	(278)	41%	(203)	3%	(17)	498
Age: 45-54	47%	(192)	50%	(204)	4%	(15)	411
Age: 55-64	34%	(132)	64%	(249)	3%	(11)	391
Age: 65+	23%	(119)	75%	(384)	2%	(10)	513
Generation Z: 18-21	72%	(109)	22%	(34)	6%	(9)	152
Millennial: Age 22-37	62%	(311)	36%	(178)	2%	(9)	498
Generation X: Age 38-53	48%	(293)	49%	(296)	3%	(20)	609
Boomers: Age 54-72	30%	(244)	67%	(555)	3%	(24)	824
PID: Dem (no lean)	48%	(355)	49%	(357)	3%	(23)	734
PID: Ind (no lean)	44%	(343)	52%	(411)	4%	(34)	788
PID: Rep (no lean)	41%	(281)	58%	(394)	1%	(7)	681
PID/Gender: Dem Men	51%	(163)	46%	(145)	3%	(9)	316
PID/Gender: Dem Women	46%	(192)	51%	(212)	3%	(14)	417
PID/Gender: Ind Men	47%	(165)	49%	(172)	3%	(12)	349
PID/Gender: Ind Women	41%	(178)	54%	(239)	5%	(22)	439
PID/Gender: Rep Men	43%	(156)	56%	(206)	1%	(3)	365
PID/Gender: Rep Women	39%	(125)	60%	(188)	1%	(3)	316
Ideo: Liberal (1-3)	49%	(335)	47%	(321)	3%	(22)	678
Ideo: Moderate (4)	44%	(211)	54%	(261)	2%	(9)	481
Ideo: Conservative (5-7)	42%	(312)	57%	(430)	1%	(6)	748
Educ: < College	43%	(590)	54%	(749)	3%	(47)	1386
Educ: Bachelors degree	46%	(238)	52%	(273)	2%	(10)	521
Educ: Post-grad	51%	(151)	47%	(139)	2%	(6)	296
Income: Under 50k	42%	(535)	54%	(692)	4%	(50)	1277
Income: 50k-100k	48%	(309)	51%	(329)	1%	(6)	645
Income: 100k+	48%	(134)	50%	(140)	2%	(7)	281

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**Table HR4:** *In the past year, have you seen a superhero movie in theaters?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	44%	(979)	53%	(1161)	3%	(63)	2203
Ethnicity: White	41%	(730)	56%	(1005)	3%	(47)	1782
Ethnicity: Hispanic	61%	(129)	37%	(78)	3%	(6)	213
Ethnicity: Afr. Am.	59%	(164)	37%	(104)	4%	(11)	279
Ethnicity: Other	60%	(85)	36%	(52)	3%	(5)	142
Relig: Protestant	39%	(212)	60%	(324)	1%	(6)	542
Relig: Roman Catholic	44%	(179)	53%	(212)	3%	(13)	404
Relig: Something Else	48%	(98)	51%	(104)	1%	(2)	204
Relig: Jewish	33%	(17)	65%	(35)	2%	(1)	53
Relig: Evangelical	45%	(342)	54%	(412)	2%	(14)	768
Relig: Non-Evang. Catholics	39%	(147)	60%	(228)	2%	(7)	382
Relig: All Christian	43%	(489)	56%	(640)	2%	(21)	1150
Relig: All Non-Christian	46%	(128)	49%	(135)	5%	(15)	278
Community: Urban	51%	(265)	45%	(232)	4%	(22)	518
Community: Suburban	44%	(453)	53%	(546)	2%	(22)	1021
Community: Rural	39%	(261)	58%	(383)	3%	(19)	664
Employ: Private Sector	54%	(323)	44%	(259)	2%	(12)	595
Employ: Government	57%	(84)	41%	(61)	2%	(2)	147
Employ: Self-Employed	54%	(107)	45%	(89)	2%	(3)	200
Employ: Homemaker	42%	(66)	56%	(88)	3%	(4)	158
Employ: Student	69%	(70)	29%	(29)	2%	(2)	100
Employ: Retired	24%	(129)	73%	(390)	3%	(14)	533
Employ: Unemployed	42%	(103)	53%	(132)	5%	(12)	248
Employ: Other	44%	(97)	51%	(113)	5%	(12)	222
Military HH: Yes	43%	(196)	54%	(244)	3%	(13)	452
Military HH: No	45%	(783)	52%	(917)	3%	(50)	1751
RD/WT: Right Direction	42%	(357)	56%	(476)	2%	(18)	851
RD/WT: Wrong Track	46%	(622)	51%	(685)	3%	(45)	1352
Trump Job Approve	40%	(370)	58%	(534)	2%	(14)	918
Trump Job Disapprove	48%	(562)	49%	(576)	3%	(30)	1168

Continued on next page

**Table HR4:** *In the past year, have you seen a superhero movie in theaters?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	44%	(979)	53%	(1161)	3%	(63)	2203
Trump Job Strongly Approve	38%	(198)	60%	(307)	2%	(10)	514
Trump Job Somewhat Approve	43%	(173)	56%	(227)	1%	(5)	405
Trump Job Somewhat Disapprove	50%	(137)	48%	(133)	2%	(7)	277
Trump Job Strongly Disapprove	48%	(425)	50%	(444)	3%	(23)	892
#1 Issue: Economy	50%	(314)	48%	(304)	2%	(13)	631
#1 Issue: Security	38%	(171)	58%	(261)	4%	(18)	450
#1 Issue: Health Care	51%	(177)	45%	(156)	4%	(13)	346
#1 Issue: Medicare / Social Security	26%	(81)	71%	(219)	2%	(7)	308
#1 Issue: Women's Issues	53%	(63)	46%	(55)	1%	(1)	118
#1 Issue: Education	54%	(69)	44%	(56)	2%	(3)	127
#1 Issue: Energy	59%	(66)	40%	(45)	1%	(1)	111
#1 Issue: Other	34%	(38)	59%	(67)	6%	(7)	112
2018 House Vote: Democrat	48%	(385)	50%	(400)	2%	(20)	805
2018 House Vote: Republican	39%	(271)	60%	(422)	1%	(8)	702
2018 House Vote: Someone else	53%	(53)	45%	(45)	2%	(2)	100
2018 House Vote: Didnt Vote	45%	(268)	49%	(292)	6%	(33)	592
2016 Vote: Hillary Clinton	49%	(334)	48%	(329)	3%	(19)	682
2016 Vote: Donald Trump	36%	(250)	63%	(446)	1%	(7)	703
2016 Vote: Someone else	52%	(92)	45%	(79)	3%	(5)	176
2016 Vote: Didnt Vote	47%	(297)	48%	(300)	5%	(32)	629
Voted in 2014: Yes	42%	(604)	56%	(798)	2%	(31)	1433
Voted in 2014: No	49%	(375)	47%	(363)	4%	(32)	770
2012 Vote: Barack Obama	45%	(378)	52%	(434)	3%	(26)	838
2012 Vote: Mitt Romney	38%	(213)	61%	(342)	1%	(4)	559
2012 Vote: Other	39%	(41)	58%	(62)	3%	(3)	105
2012 Vote: Didn't Vote	50%	(346)	46%	(322)	4%	(30)	697
4-Region: Northeast	41%	(163)	56%	(220)	3%	(10)	393
4-Region: Midwest	43%	(215)	54%	(271)	4%	(19)	506
4-Region: South	41%	(337)	57%	(465)	2%	(20)	823
4-Region: West	55%	(264)	42%	(204)	3%	(14)	481

Continued on next page

**Table HR4:** *In the past year, have you seen a superhero movie in theaters?*

Demographic	Yes		No		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	
Adults	44%	(979)	53%	(1161)	3%	(63)	2203
TV shows: Every day	47%	(518)	51%	(562)	2%	(20)	1100
TV shows: Several times per week	48%	(262)	50%	(275)	2%	(9)	546
TV shows: About once per week	50%	(68)	46%	(62)	4%	(5)	136
TV shows: Several times per month	39%	(42)	58%	(63)	3%	(3)	108
TV shows: About once per month	33%	(24)	63%	(47)	5%	(3)	75
TV shows: Less often than once per month	38%	(34)	54%	(48)	8%	(7)	90
TV shows: Never	20%	(30)	70%	(104)	10%	(14)	149
Movies: Every day	57%	(226)	40%	(160)	2%	(9)	395
Movies: Several times per week	53%	(312)	45%	(266)	2%	(12)	591
Movies: About once per week	48%	(191)	51%	(203)	2%	(6)	401
Movies: Several times per month	44%	(113)	54%	(141)	2%	(5)	259
Movies: About once per month	38%	(72)	60%	(112)	2%	(4)	188
Movies: Less often than once per month	21%	(39)	75%	(141)	4%	(7)	187
Movies: Never	14%	(25)	76%	(137)	11%	(20)	182
Sports: Every day	58%	(90)	39%	(60)	3%	(4)	153
Sports: Several times per week	52%	(176)	47%	(160)	1%	(4)	340
Sports: About once per week	50%	(141)	49%	(137)	1%	(2)	279
Sports: Several times per month	42%	(87)	56%	(116)	2%	(5)	207
Sports: About once per month	42%	(79)	57%	(107)	2%	(3)	189
Sports: Less often than once per month	47%	(174)	50%	(186)	2%	(8)	369
Sports: Never	35%	(233)	59%	(396)	6%	(37)	666
Cable: I currently subscribe	45%	(476)	53%	(560)	3%	(30)	1065
Cable: I subscribed in the past	47%	(379)	52%	(417)	1%	(9)	805
Cable: I have never subscribed	37%	(125)	55%	(184)	7%	(24)	333
Satellite television: I currently subscribe	47%	(248)	52%	(275)	2%	(10)	533
Satellite television: I subscribed in the past	50%	(312)	47%	(295)	3%	(17)	624
Satellite television: I have never subscribed	40%	(419)	56%	(591)	4%	(37)	1046
Streaming service: I currently subscribe	55%	(691)	44%	(554)	2%	(20)	1266
Streaming service: I subscribed in the past	51%	(105)	44%	(92)	5%	(10)	207
Streaming service: I have never subscribed	25%	(182)	70%	(515)	5%	(33)	730

Continued on next page

**Table HR4:** *In the past year, have you seen a superhero movie in theaters?*

<b>Demographic</b>	<b>Yes</b>		<b>No</b>		<b>Don't Know / No Opinion</b>		<b>Total N</b>
Adults	44%	(979)	53%	(1161)	3%	(63)	2203
Film: An avid fan	64%	(480)	34%	(251)	2%	(16)	747
Film: A casual fan	37%	(443)	61%	(732)	2%	(28)	1203
Film: Not a fan	22%	(57)	70%	(177)	8%	(19)	253
Television: An avid fan	48%	(500)	50%	(518)	2%	(21)	1038
Television: A casual fan	42%	(437)	55%	(573)	3%	(27)	1037
Television: Not a fan	33%	(42)	55%	(71)	12%	(15)	128
Music: An avid fan	50%	(600)	47%	(563)	3%	(32)	1195
Music: A casual fan	38%	(350)	59%	(538)	2%	(22)	910
Music: Not a fan	30%	(29)	62%	(60)	9%	(9)	97
Fashion: An avid fan	56%	(188)	41%	(135)	3%	(10)	333
Fashion: A casual fan	47%	(431)	50%	(461)	3%	(23)	914
Fashion: Not a fan	38%	(360)	59%	(565)	3%	(30)	956
Yes	44%	(506)	53%	(606)	3%	(30)	1141
No	45%	(474)	52%	(556)	3%	(33)	1062

*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 comes closest to your view, even if none are exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(858)	19%	(413)	10%	(211)	22%	(488)	11%	(233)	2203
Gender: Male	43%	(444)	19%	(192)	7%	(70)	20%	(211)	11%	(114)	1031
Gender: Female	35%	(414)	19%	(222)	12%	(141)	24%	(277)	10%	(119)	1172
Age: 18-29	55%	(215)	23%	(89)	8%	(31)	8%	(33)	6%	(22)	390
Age: 30-44	53%	(264)	22%	(111)	8%	(42)	10%	(51)	6%	(30)	498
Age: 45-54	42%	(174)	18%	(75)	10%	(40)	18%	(76)	11%	(46)	411
Age: 55-64	29%	(112)	18%	(70)	13%	(50)	26%	(101)	15%	(57)	391
Age: 65+	18%	(93)	13%	(68)	9%	(48)	44%	(226)	15%	(78)	513
Generation Z: 18-21	58%	(88)	20%	(30)	8%	(12)	8%	(11)	7%	(11)	152
Millennial: Age 22-37	55%	(275)	24%	(117)	7%	(37)	9%	(44)	5%	(25)	498
Generation X: Age 38-53	45%	(274)	20%	(122)	10%	(58)	16%	(97)	10%	(59)	609
Boomers: Age 54-72	25%	(205)	16%	(131)	12%	(95)	33%	(272)	15%	(120)	824
PID: Dem (no lean)	42%	(312)	17%	(126)	9%	(68)	22%	(162)	9%	(66)	734
PID: Ind (no lean)	38%	(303)	22%	(172)	10%	(76)	19%	(148)	11%	(88)	788
PID: Rep (no lean)	36%	(244)	17%	(115)	10%	(66)	26%	(177)	12%	(78)	681
PID/Gender: Dem Men	51%	(161)	16%	(50)	4%	(14)	21%	(66)	8%	(26)	316
PID/Gender: Dem Women	36%	(151)	18%	(76)	13%	(55)	23%	(96)	10%	(40)	417
PID/Gender: Ind Men	40%	(140)	22%	(79)	8%	(28)	17%	(61)	12%	(42)	349
PID/Gender: Ind Women	37%	(163)	21%	(94)	11%	(48)	20%	(88)	11%	(47)	439
PID/Gender: Rep Men	39%	(144)	17%	(63)	8%	(28)	23%	(85)	13%	(46)	365
PID/Gender: Rep Women	32%	(100)	17%	(52)	12%	(38)	29%	(93)	10%	(32)	316
Ideo: Liberal (1-3)	41%	(278)	21%	(140)	10%	(70)	20%	(139)	8%	(51)	678
Ideo: Moderate (4)	40%	(194)	18%	(85)	10%	(47)	23%	(112)	9%	(43)	481
Ideo: Conservative (5-7)	37%	(275)	19%	(141)	10%	(73)	24%	(180)	11%	(79)	748

Continued on next page

**Table HR5:** Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Don't Know / No Opinion		Total N
Adults	39%	(858)	19%	(413)	10%	(211)	22%	(488)	11%	(233)	2203
Educ: < College	41%	(573)	17%	(238)	8%	(114)	21%	(297)	12%	(165)	1386
Educ: Bachelors degree	35%	(180)	23%	(119)	11%	(59)	22%	(114)	10%	(50)	521
Educ: Post-grad	36%	(105)	19%	(57)	13%	(38)	26%	(77)	6%	(19)	296
Income: Under 50k	38%	(491)	19%	(245)	8%	(104)	21%	(268)	13%	(169)	1277
Income: 50k-100k	41%	(266)	18%	(113)	10%	(68)	24%	(155)	7%	(43)	645
Income: 100k+	36%	(102)	19%	(55)	14%	(39)	23%	(65)	8%	(21)	281
Ethnicity: White	36%	(635)	19%	(336)	10%	(185)	24%	(436)	11%	(191)	1782
Ethnicity: Hispanic	55%	(118)	24%	(51)	8%	(17)	6%	(13)	7%	(14)	213
Ethnicity: Afr. Am.	53%	(148)	17%	(48)	5%	(13)	14%	(39)	11%	(31)	279
Ethnicity: Other	53%	(75)	21%	(30)	9%	(13)	9%	(13)	8%	(12)	142
Relig: Protestant	33%	(177)	17%	(94)	12%	(63)	28%	(150)	11%	(58)	542
Relig: Roman Catholic	42%	(169)	14%	(58)	10%	(41)	23%	(91)	11%	(44)	404
Relig: Something Else	43%	(88)	20%	(41)	7%	(14)	19%	(38)	11%	(23)	204
Relig: Jewish	27%	(14)	17%	(9)	12%	(6)	36%	(19)	7%	(4)	53
Relig: Evangelical	39%	(298)	18%	(135)	10%	(79)	24%	(182)	10%	(73)	768
Relig: Non-Evang. Catholics	35%	(135)	15%	(59)	10%	(38)	26%	(97)	14%	(52)	382
Relig: All Christian	38%	(434)	17%	(194)	10%	(117)	24%	(280)	11%	(126)	1150
Relig: All Non-Christian	39%	(109)	20%	(55)	8%	(22)	22%	(60)	12%	(32)	278
Community: Urban	46%	(237)	20%	(104)	8%	(43)	16%	(85)	9%	(49)	518
Community: Suburban	37%	(375)	19%	(192)	11%	(109)	24%	(242)	10%	(103)	1021
Community: Rural	37%	(246)	18%	(117)	9%	(59)	24%	(161)	12%	(81)	664

Continued on next page

**Table HR5:** Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(858)	19%	(413)	10%	(211)	22%	(488)	11%	(233)	2203
Employ: Private Sector	46%	(272)	21%	(124)	9%	(56)	18%	(108)	6%	(35)	595
Employ: Government	49%	(72)	19%	(28)	13%	(19)	11%	(17)	8%	(12)	147
Employ: Self-Employed	42%	(83)	22%	(44)	10%	(19)	18%	(36)	8%	(17)	200
Employ: Homemaker	46%	(73)	15%	(23)	9%	(14)	21%	(33)	9%	(15)	158
Employ: Student	54%	(54)	23%	(23)	9%	(9)	7%	(7)	7%	(7)	100
Employ: Retired	18%	(97)	15%	(80)	9%	(48)	41%	(216)	17%	(91)	533
Employ: Unemployed	47%	(116)	19%	(46)	9%	(23)	14%	(36)	11%	(26)	248
Employ: Other	41%	(91)	20%	(45)	10%	(23)	16%	(35)	13%	(29)	222
Military HH: Yes	38%	(171)	19%	(84)	9%	(39)	23%	(103)	12%	(54)	452
Military HH: No	39%	(687)	19%	(329)	10%	(171)	22%	(384)	10%	(179)	1751
RD/WT: Right Direction	37%	(314)	17%	(147)	11%	(92)	22%	(190)	13%	(108)	851
RD/WT: Wrong Track	40%	(544)	20%	(266)	9%	(119)	22%	(298)	9%	(125)	1352
Trump Job Approve	37%	(336)	18%	(164)	10%	(92)	24%	(221)	12%	(106)	918
Trump Job Disapprove	42%	(486)	20%	(237)	9%	(111)	21%	(246)	8%	(89)	1168
Trump Job Strongly Approve	35%	(179)	17%	(86)	9%	(44)	29%	(148)	11%	(57)	514
Trump Job Somewhat Approve	39%	(157)	19%	(78)	12%	(48)	18%	(73)	12%	(49)	405
Trump Job Somewhat Disapprove	43%	(120)	24%	(66)	9%	(26)	14%	(39)	9%	(26)	277
Trump Job Strongly Disapprove	41%	(367)	19%	(170)	9%	(85)	23%	(207)	7%	(63)	892
#1 Issue: Economy	46%	(290)	19%	(119)	10%	(64)	14%	(90)	11%	(67)	631
#1 Issue: Security	32%	(142)	17%	(79)	9%	(40)	30%	(137)	11%	(52)	450
#1 Issue: Health Care	41%	(142)	20%	(70)	12%	(42)	21%	(71)	6%	(21)	346
#1 Issue: Medicare / Social Security	28%	(85)	15%	(46)	6%	(19)	37%	(113)	15%	(46)	308
#1 Issue: Women's Issues	40%	(47)	29%	(34)	11%	(13)	16%	(19)	4%	(5)	118
#1 Issue: Education	52%	(66)	16%	(21)	11%	(14)	12%	(15)	8%	(11)	127
#1 Issue: Energy	44%	(49)	21%	(23)	11%	(12)	17%	(19)	7%	(8)	111
#1 Issue: Other	32%	(36)	20%	(23)	6%	(7)	21%	(23)	20%	(23)	112

Continued on next page

**Table HR5:** Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(858)	19%	(413)	10%	(211)	22%	(488)	11%	(233)	2203
2018 House Vote: Democrat	41%	(327)	19%	(154)	9%	(75)	23%	(186)	8%	(63)	805
2018 House Vote: Republican	32%	(224)	20%	(139)	10%	(72)	27%	(186)	11%	(80)	702
2018 House Vote: Someone else	51%	(51)	10%	(10)	9%	(9)	20%	(21)	10%	(10)	100
2018 House Vote: Didn't Vote	43%	(254)	19%	(111)	9%	(53)	16%	(94)	14%	(81)	592
2016 Vote: Hillary Clinton	42%	(284)	18%	(123)	10%	(66)	23%	(155)	8%	(54)	682
2016 Vote: Donald Trump	32%	(228)	18%	(124)	9%	(67)	28%	(195)	13%	(90)	703
2016 Vote: Someone else	43%	(75)	23%	(40)	11%	(19)	16%	(28)	8%	(14)	176
2016 Vote: Didn't Vote	42%	(266)	20%	(126)	9%	(58)	17%	(105)	12%	(76)	629
Voted in 2014: Yes	36%	(518)	18%	(256)	10%	(138)	25%	(364)	11%	(157)	1433
Voted in 2014: No	44%	(340)	20%	(157)	9%	(73)	16%	(123)	10%	(76)	770
2012 Vote: Barack Obama	40%	(331)	18%	(155)	10%	(82)	23%	(193)	9%	(77)	838
2012 Vote: Mitt Romney	31%	(175)	18%	(100)	10%	(54)	29%	(161)	12%	(70)	559
2012 Vote: Other	32%	(34)	24%	(25)	10%	(11)	22%	(23)	12%	(12)	105
2012 Vote: Didn't Vote	46%	(318)	19%	(132)	9%	(64)	16%	(109)	11%	(74)	697
4-Region: Northeast	39%	(153)	17%	(68)	7%	(29)	26%	(102)	10%	(40)	393
4-Region: Midwest	38%	(194)	17%	(88)	9%	(48)	22%	(110)	13%	(66)	506
4-Region: South	36%	(298)	20%	(161)	10%	(78)	24%	(194)	11%	(91)	823
4-Region: West	44%	(213)	20%	(96)	11%	(55)	17%	(82)	7%	(35)	481
TV shows: Every day	42%	(467)	19%	(212)	8%	(88)	21%	(228)	10%	(105)	1100
TV shows: Several times per week	42%	(229)	20%	(112)	10%	(55)	20%	(109)	8%	(41)	546
TV shows: About once per week	36%	(49)	20%	(27)	15%	(21)	21%	(28)	8%	(10)	136
TV shows: Several times per month	32%	(35)	14%	(15)	10%	(11)	27%	(29)	17%	(18)	108
TV shows: About once per month	28%	(21)	13%	(9)	16%	(12)	27%	(20)	16%	(12)	75
TV shows: Less often than once per month	28%	(25)	21%	(19)	16%	(14)	21%	(19)	14%	(12)	90
TV shows: Never	22%	(33)	12%	(18)	7%	(10)	36%	(54)	22%	(33)	149

Continued on next page



**Table HR5:** Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(858)	19%	(413)	10%	(211)	22%	(488)	11%	(233)	2203
Movies: Every day	57%	(224)	16%	(63)	6%	(23)	13%	(52)	8%	(33)	395
Movies: Several times per week	46%	(274)	21%	(125)	9%	(51)	16%	(92)	8%	(49)	591
Movies: About once per week	38%	(153)	23%	(92)	12%	(49)	19%	(77)	7%	(30)	401
Movies: Several times per month	35%	(90)	23%	(59)	13%	(33)	20%	(53)	9%	(24)	259
Movies: About once per month	33%	(63)	14%	(26)	15%	(28)	27%	(52)	11%	(21)	188
Movies: Less often than once per month	16%	(29)	15%	(27)	9%	(16)	41%	(77)	20%	(37)	187
Movies: Never	13%	(25)	12%	(21)	6%	(11)	47%	(86)	22%	(40)	182
Sports: Every day	56%	(86)	15%	(24)	7%	(11)	12%	(19)	9%	(13)	153
Sports: Several times per week	49%	(167)	19%	(65)	5%	(17)	20%	(69)	6%	(21)	340
Sports: About once per week	40%	(112)	23%	(64)	11%	(31)	19%	(52)	8%	(21)	279
Sports: Several times per month	39%	(81)	19%	(39)	11%	(23)	23%	(47)	8%	(17)	207
Sports: About once per month	39%	(74)	22%	(42)	8%	(15)	22%	(42)	9%	(17)	189
Sports: Less often than once per month	39%	(143)	17%	(61)	11%	(41)	21%	(78)	12%	(44)	369
Sports: Never	29%	(195)	18%	(119)	11%	(72)	27%	(182)	15%	(98)	666
Cable: I currently subscribe	39%	(416)	17%	(184)	10%	(104)	25%	(265)	9%	(96)	1065
Cable: I subscribed in the past	40%	(323)	21%	(173)	9%	(76)	19%	(154)	10%	(79)	805
Cable: I have never subscribed	36%	(120)	17%	(56)	9%	(30)	21%	(68)	17%	(58)	333
Satellite television: I currently subscribe	43%	(230)	17%	(90)	10%	(56)	19%	(101)	10%	(55)	533
Satellite television: I subscribed in the past	43%	(269)	21%	(131)	9%	(54)	19%	(116)	9%	(54)	624
Satellite television: I have never subscribed	34%	(359)	18%	(192)	10%	(100)	26%	(270)	12%	(124)	1046
Streaming service: I currently subscribe	48%	(608)	20%	(259)	9%	(115)	16%	(208)	6%	(76)	1266
Streaming service: I subscribed in the past	38%	(79)	24%	(49)	13%	(26)	15%	(31)	11%	(22)	207
Streaming service: I have never subscribed	23%	(172)	14%	(106)	9%	(69)	34%	(250)	18%	(135)	730
Film: An avid fan	58%	(437)	19%	(140)	7%	(55)	11%	(80)	5%	(36)	747
Film: A casual fan	32%	(382)	20%	(240)	11%	(132)	25%	(297)	13%	(152)	1203
Film: Not a fan	16%	(40)	13%	(33)	9%	(24)	44%	(111)	18%	(45)	253

Continued on next page

**Table HR5:** Which of the following statements comes closest to your view, even if none are exactly right?

Demographic	I enjoy superhero movies and will continue to see them in theaters		I enjoy superhero movies, but I'm getting a little tired of so many of them		I don't enjoy superhero movies, but I still go see some films occasionally		I don't enjoy superhero movies and I don't see them in theaters		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	39%	(858)	19%	(413)	10%	(211)	22%	(488)	11%	(233)	2203
Television: An avid fan	45%	(466)	17%	(180)	8%	(85)	20%	(212)	9%	(95)	1038
Television: A casual fan	35%	(367)	20%	(203)	11%	(113)	24%	(244)	11%	(110)	1037
Television: Not a fan	20%	(26)	23%	(30)	10%	(13)	25%	(32)	22%	(28)	128
Music: An avid fan	47%	(562)	18%	(218)	9%	(113)	16%	(192)	9%	(110)	1195
Music: A casual fan	30%	(277)	20%	(184)	10%	(89)	29%	(260)	11%	(100)	910
Music: Not a fan	20%	(20)	11%	(11)	9%	(9)	37%	(36)	23%	(22)	97
Fashion: An avid fan	53%	(178)	16%	(53)	8%	(27)	17%	(56)	6%	(19)	333
Fashion: A casual fan	41%	(373)	22%	(198)	10%	(87)	19%	(170)	9%	(86)	914
Fashion: Not a fan	32%	(307)	17%	(162)	10%	(97)	27%	(261)	13%	(128)	956
Yes	39%	(441)	19%	(215)	10%	(118)	22%	(251)	10%	(115)	1141
No	39%	(417)	19%	(198)	9%	(92)	22%	(236)	11%	(118)	1062

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: How familiar are you with Marvel's 'Avengers' movie franchise?**

Demographic	Very familiar	Somewhat familiar	Not too familiar	Not at all familiar	Don't Know / No Opinion	Total N
Adults	31% (689)	28% (618)	15% (339)	22% (487)	3% (71)	2203
Gender: Male	37% (377)	27% (278)	13% (138)	21% (212)	2% (25)	1031
Gender: Female	27% (312)	29% (339)	17% (200)	23% (275)	4% (45)	1172
Age: 18-29	49% (190)	30% (117)	13% (52)	5% (21)	3% (11)	390
Age: 30-44	44% (217)	33% (162)	13% (65)	9% (43)	2% (11)	498
Age: 45-54	32% (133)	34% (138)	17% (69)	14% (60)	3% (12)	411
Age: 55-64	22% (87)	26% (103)	19% (75)	28% (111)	4% (15)	391
Age: 65+	12% (61)	19% (98)	15% (78)	49% (253)	4% (22)	513
Generation Z: 18-21	47% (71)	29% (43)	14% (21)	6% (9)	5% (7)	152
Millennial: Age 22-37	47% (235)	33% (167)	12% (59)	6% (30)	1% (7)	498
Generation X: Age 38-53	36% (221)	33% (198)	16% (99)	12% (73)	3% (18)	609
Boomers: Age 54-72	19% (153)	23% (190)	17% (142)	37% (304)	4% (35)	824
PID: Dem (no lean)	32% (236)	29% (212)	14% (102)	22% (162)	3% (22)	734
PID: Ind (no lean)	33% (258)	30% (233)	16% (126)	18% (140)	4% (30)	788
PID: Rep (no lean)	29% (195)	25% (172)	16% (111)	27% (186)	3% (18)	681
PID/Gender: Dem Men	40% (126)	25% (80)	13% (40)	20% (63)	3% (8)	316
PID/Gender: Dem Women	26% (110)	32% (132)	15% (62)	24% (98)	3% (14)	417
PID/Gender: Ind Men	36% (127)	31% (110)	13% (44)	17% (58)	3% (10)	349
PID/Gender: Ind Women	30% (131)	28% (123)	19% (82)	19% (82)	5% (21)	439
PID/Gender: Rep Men	34% (124)	24% (89)	15% (55)	25% (91)	2% (8)	365
PID/Gender: Rep Women	22% (71)	26% (84)	18% (56)	30% (95)	3% (10)	316
Ideo: Liberal (1-3)	36% (241)	27% (181)	14% (98)	19% (130)	4% (28)	678
Ideo: Moderate (4)	28% (136)	31% (149)	16% (77)	23% (111)	2% (8)	481
Ideo: Conservative (5-7)	28% (209)	29% (220)	16% (123)	24% (179)	2% (17)	748
Educ: < College	31% (436)	28% (391)	14% (196)	23% (312)	4% (51)	1386
Educ: Bachelors degree	30% (156)	29% (152)	19% (100)	20% (103)	2% (11)	521
Educ: Post-grad	33% (97)	25% (75)	15% (43)	24% (72)	3% (8)	296
Income: Under 50k	31% (394)	28% (356)	16% (200)	22% (280)	4% (47)	1277
Income: 50k-100k	32% (205)	30% (191)	15% (95)	22% (139)	2% (14)	645
Income: 100k+	32% (89)	25% (70)	16% (44)	24% (68)	3% (10)	281

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**Table HR6: How familiar are you with Marvel's 'Avengers' movie franchise?**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not at all familiar		Don't Know / No Opinion		Total N
Adults	31%	(689)	28%	(618)	15%	(339)	22%	(487)	3%	(71)	2203
Ethnicity: White	29%	(511)	28%	(499)	16%	(288)	24%	(429)	3%	(54)	1782
Ethnicity: Hispanic	45%	(96)	32%	(68)	15%	(32)	6%	(13)	2%	(4)	213
Ethnicity: Afr. Am.	41%	(116)	28%	(77)	13%	(36)	14%	(39)	4%	(11)	279
Ethnicity: Other	43%	(61)	29%	(42)	10%	(14)	14%	(19)	4%	(5)	142
Relig: Protestant	23%	(127)	27%	(145)	17%	(94)	30%	(160)	3%	(15)	542
Relig: Roman Catholic	30%	(120)	31%	(123)	14%	(57)	23%	(92)	3%	(12)	404
Relig: Something Else	37%	(75)	29%	(58)	15%	(31)	19%	(39)	1%	(2)	204
Relig: Jewish	25%	(13)	20%	(11)	16%	(8)	37%	(19)	2%	(1)	53
Relig: Evangelical	29%	(226)	28%	(218)	16%	(121)	25%	(190)	2%	(13)	768
Relig: Non-Evang. Catholics	25%	(96)	29%	(109)	16%	(60)	26%	(101)	4%	(16)	382
Relig: All Christian	28%	(321)	28%	(327)	16%	(181)	25%	(291)	3%	(29)	1150
Relig: All Non-Christian	31%	(86)	29%	(79)	18%	(49)	19%	(54)	3%	(9)	278
Community: Urban	37%	(190)	30%	(158)	12%	(65)	18%	(93)	2%	(13)	518
Community: Suburban	30%	(310)	28%	(289)	16%	(166)	22%	(220)	4%	(36)	1021
Community: Rural	28%	(188)	26%	(171)	16%	(108)	26%	(174)	3%	(22)	664
Employ: Private Sector	39%	(230)	29%	(174)	16%	(93)	14%	(85)	2%	(12)	595
Employ: Government	38%	(56)	33%	(49)	15%	(22)	13%	(19)	1%	(1)	147
Employ: Self-Employed	33%	(65)	28%	(55)	14%	(28)	24%	(47)	2%	(5)	200
Employ: Homemaker	33%	(52)	32%	(51)	17%	(27)	16%	(26)	2%	(3)	158
Employ: Student	52%	(52)	30%	(30)	11%	(11)	4%	(4)	4%	(4)	100
Employ: Retired	13%	(69)	22%	(117)	15%	(81)	44%	(236)	5%	(29)	533
Employ: Unemployed	39%	(97)	28%	(68)	16%	(39)	14%	(36)	3%	(8)	248
Employ: Other	30%	(67)	33%	(73)	17%	(38)	15%	(34)	4%	(9)	222
Military HH: Yes	31%	(139)	27%	(124)	13%	(57)	27%	(122)	3%	(12)	452
Military HH: No	31%	(550)	28%	(494)	16%	(282)	21%	(366)	3%	(59)	1751
RD/WT: Right Direction	29%	(246)	28%	(236)	16%	(139)	24%	(203)	3%	(27)	851
RD/WT: Wrong Track	33%	(443)	28%	(382)	15%	(200)	21%	(284)	3%	(43)	1352
Trump Job Approve	28%	(253)	29%	(267)	16%	(148)	25%	(227)	3%	(24)	918
Trump Job Disapprove	35%	(407)	28%	(325)	15%	(177)	20%	(230)	3%	(29)	1168

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**Table HR6: How familiar are you with Marvel's 'Avengers' movie franchise?**

Demographic	Somewhat familiar		Not too familiar		Not at all familiar		Don't Know / No Opinion		Total N		
	Very familiar										
Adults	31%	(689)	28%	(618)	15%	(339)	22%	(487)	3%	(71)	2203
Trump Job Strongly Approve	28%	(146)	26%	(135)	13%	(68)	29%	(150)	3%	(16)	514
Trump Job Somewhat Approve	26%	(107)	33%	(132)	20%	(80)	19%	(78)	2%	(7)	405
Trump Job Somewhat Disapprove	34%	(94)	29%	(81)	19%	(53)	16%	(45)	1%	(4)	277
Trump Job Strongly Disapprove	35%	(313)	27%	(244)	14%	(124)	21%	(185)	3%	(25)	892
#1 Issue: Economy	37%	(231)	32%	(203)	16%	(98)	14%	(89)	2%	(11)	631
#1 Issue: Security	25%	(113)	27%	(120)	15%	(68)	28%	(128)	5%	(21)	450
#1 Issue: Health Care	31%	(108)	30%	(102)	16%	(57)	21%	(72)	2%	(6)	346
#1 Issue: Medicare / Social Security	19%	(59)	22%	(68)	17%	(52)	37%	(115)	4%	(13)	308
#1 Issue: Women's Issues	39%	(46)	23%	(28)	17%	(20)	17%	(20)	3%	(4)	118
#1 Issue: Education	42%	(54)	32%	(41)	10%	(13)	14%	(17)	2%	(3)	127
#1 Issue: Energy	37%	(41)	27%	(30)	12%	(13)	22%	(24)	2%	(3)	111
#1 Issue: Other	32%	(36)	24%	(26)	17%	(19)	19%	(21)	9%	(10)	112
2018 House Vote: Democrat	34%	(270)	28%	(223)	13%	(108)	23%	(186)	2%	(18)	805
2018 House Vote: Republican	26%	(183)	29%	(202)	16%	(114)	26%	(184)	3%	(19)	702
2018 House Vote: Someone else	33%	(33)	28%	(28)	17%	(17)	19%	(19)	3%	(3)	100
2018 House Vote: Didnt Vote	34%	(202)	28%	(164)	17%	(100)	16%	(96)	5%	(30)	592
2016 Vote: Hillary Clinton	33%	(227)	28%	(189)	13%	(90)	23%	(156)	3%	(20)	682
2016 Vote: Donald Trump	26%	(184)	27%	(192)	16%	(115)	27%	(193)	3%	(19)	703
2016 Vote: Someone else	34%	(60)	33%	(58)	14%	(24)	17%	(29)	3%	(5)	176
2016 Vote: Didnt Vote	34%	(214)	28%	(178)	17%	(105)	17%	(106)	4%	(26)	629
Voted in 2014: Yes	28%	(408)	28%	(396)	15%	(213)	26%	(370)	3%	(46)	1433
Voted in 2014: No	36%	(281)	29%	(221)	16%	(126)	15%	(118)	3%	(25)	770
2012 Vote: Barack Obama	31%	(264)	28%	(232)	15%	(124)	23%	(193)	3%	(26)	838
2012 Vote: Mitt Romney	24%	(136)	28%	(156)	16%	(91)	29%	(164)	2%	(14)	559
2012 Vote: Other	26%	(27)	30%	(31)	19%	(20)	21%	(22)	5%	(5)	105
2012 Vote: Didn't Vote	38%	(262)	28%	(198)	15%	(104)	15%	(107)	4%	(26)	697
4-Region: Northeast	32%	(124)	26%	(103)	17%	(65)	22%	(86)	4%	(15)	393
4-Region: Midwest	29%	(148)	30%	(153)	15%	(76)	22%	(114)	3%	(16)	506
4-Region: South	31%	(258)	26%	(214)	15%	(127)	24%	(198)	3%	(25)	823
4-Region: West	33%	(158)	31%	(148)	15%	(70)	19%	(90)	3%	(15)	481

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**Table HR6: How familiar are you with Marvel's 'Avengers' movie franchise?**

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not at all familiar		Don't Know / No Opinion		Total N
Adults	31%	(689)	28%	(618)	15%	(339)	22%	(487)	3%	(71)	2203
TV shows: Every day	35%	(384)	27%	(302)	16%	(174)	20%	(215)	2%	(25)	1100
TV shows: Several times per week	34%	(184)	31%	(167)	15%	(79)	19%	(103)	2%	(11)	546
TV shows: About once per week	27%	(37)	33%	(45)	14%	(19)	24%	(33)	1%	(1)	136
TV shows: Several times per month	26%	(28)	24%	(26)	15%	(16)	29%	(32)	6%	(6)	108
TV shows: About once per month	17%	(13)	35%	(26)	14%	(11)	28%	(21)	6%	(5)	75
TV shows: Less often than once per month	26%	(24)	25%	(23)	18%	(16)	25%	(23)	6%	(5)	90
TV shows: Never	13%	(19)	19%	(29)	16%	(23)	41%	(61)	11%	(17)	149
Movies: Every day	48%	(189)	26%	(101)	10%	(40)	15%	(59)	2%	(6)	395
Movies: Several times per week	37%	(217)	33%	(193)	12%	(72)	17%	(98)	2%	(11)	591
Movies: About once per week	34%	(135)	30%	(121)	17%	(69)	16%	(66)	2%	(10)	401
Movies: Several times per month	25%	(65)	33%	(84)	19%	(50)	21%	(53)	2%	(6)	259
Movies: About once per month	25%	(47)	20%	(38)	23%	(44)	29%	(54)	3%	(5)	188
Movies: Less often than once per month	11%	(20)	24%	(45)	19%	(36)	38%	(71)	8%	(14)	187
Movies: Never	8%	(15)	19%	(35)	15%	(27)	48%	(87)	10%	(18)	182
Sports: Every day	40%	(61)	27%	(41)	14%	(21)	16%	(25)	3%	(5)	153
Sports: Several times per week	40%	(137)	29%	(98)	10%	(34)	19%	(63)	2%	(7)	340
Sports: About once per week	33%	(93)	35%	(98)	16%	(44)	15%	(41)	1%	(4)	279
Sports: Several times per month	28%	(58)	24%	(50)	25%	(51)	21%	(44)	2%	(5)	207
Sports: About once per month	29%	(55)	33%	(61)	12%	(23)	25%	(47)	1%	(3)	189
Sports: Less often than once per month	29%	(107)	28%	(105)	18%	(68)	20%	(75)	4%	(14)	369
Sports: Never	27%	(178)	25%	(164)	15%	(99)	29%	(193)	5%	(33)	666
Cable: I currently subscribe	31%	(335)	27%	(288)	15%	(163)	23%	(246)	3%	(33)	1065
Cable: I subscribed in the past	33%	(262)	30%	(240)	16%	(127)	20%	(160)	2%	(17)	805
Cable: I have never subscribed	28%	(92)	27%	(89)	15%	(49)	25%	(82)	6%	(21)	333
Satellite television: I currently subscribe	31%	(165)	29%	(154)	14%	(77)	23%	(124)	2%	(13)	533
Satellite television: I subscribed in the past	33%	(208)	31%	(196)	14%	(89)	18%	(114)	3%	(17)	624
Satellite television: I have never subscribed	30%	(315)	26%	(268)	17%	(173)	24%	(249)	4%	(41)	1046
Streaming service: I currently subscribe	40%	(509)	31%	(392)	13%	(170)	13%	(169)	2%	(25)	1266
Streaming service: I subscribed in the past	31%	(64)	34%	(70)	21%	(43)	12%	(25)	3%	(6)	207
Streaming service: I have never subscribed	16%	(116)	21%	(156)	17%	(126)	40%	(293)	5%	(40)	730

Continued on next page

**Table HR6:** How familiar are you with Marvel's 'Avengers' movie franchise?

Demographic	Very familiar		Somewhat familiar		Not too familiar		Not at all familiar		Don't Know / No Opinion		Total N
Adults	31%	(689)	28%	(618)	15%	(339)	22%	(487)	3%	(71)	2203
Film: An avid fan	51%	(382)	27%	(205)	11%	(78)	9%	(70)	1%	(11)	747
Film: A casual fan	23%	(272)	31%	(374)	18%	(214)	26%	(308)	3%	(35)	1203
Film: Not a fan	14%	(34)	15%	(38)	18%	(47)	43%	(110)	10%	(24)	253
Television: An avid fan	36%	(376)	27%	(281)	15%	(155)	19%	(201)	2%	(23)	1038
Television: A casual fan	28%	(286)	30%	(309)	16%	(162)	24%	(249)	3%	(31)	1037
Television: Not a fan	21%	(27)	21%	(27)	17%	(21)	29%	(37)	13%	(16)	128
Music: An avid fan	38%	(460)	30%	(357)	14%	(162)	15%	(182)	3%	(34)	1195
Music: A casual fan	23%	(212)	28%	(251)	18%	(164)	29%	(260)	3%	(23)	910
Music: Not a fan	17%	(17)	10%	(10)	14%	(13)	46%	(45)	13%	(13)	97
Fashion: An avid fan	39%	(131)	29%	(97)	14%	(47)	15%	(51)	2%	(7)	333
Fashion: A casual fan	33%	(299)	31%	(287)	15%	(139)	18%	(163)	3%	(26)	914
Fashion: Not a fan	27%	(258)	24%	(234)	16%	(153)	29%	(273)	4%	(37)	956
Yes	30%	(343)	29%	(327)	16%	(179)	23%	(260)	3%	(31)	1141
No	33%	(346)	27%	(290)	15%	(160)	21%	(227)	4%	(39)	1062

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: What kind of fan are you of Marvel's 'Avengers' movie franchise?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(502)	39%	(848)	39%	(853)	2203
Gender: Male	28%	(287)	38%	(392)	34%	(352)	1031
Gender: Female	18%	(214)	39%	(456)	43%	(501)	1172
Age: 18-29	34%	(133)	47%	(185)	18%	(72)	390
Age: 30-44	32%	(159)	44%	(221)	24%	(118)	498
Age: 45-54	25%	(102)	42%	(174)	33%	(135)	411
Age: 55-64	17%	(66)	35%	(139)	48%	(187)	391
Age: 65+	8%	(42)	25%	(130)	67%	(341)	513
Generation Z: 18-21	34%	(52)	46%	(70)	19%	(29)	152
Millennial: Age 22-37	34%	(171)	47%	(232)	19%	(95)	498
Generation X: Age 38-53	26%	(160)	43%	(259)	31%	(189)	609
Boomers: Age 54-72	13%	(109)	32%	(261)	55%	(454)	824
PID: Dem (no lean)	25%	(181)	37%	(275)	38%	(278)	734
PID: Ind (no lean)	21%	(168)	43%	(339)	36%	(280)	788
PID: Rep (no lean)	22%	(152)	34%	(234)	43%	(295)	681
PID/Gender: Dem Men	32%	(101)	37%	(116)	31%	(100)	316
PID/Gender: Dem Women	19%	(81)	38%	(158)	43%	(178)	417
PID/Gender: Ind Men	24%	(86)	44%	(155)	31%	(108)	349
PID/Gender: Ind Women	19%	(83)	42%	(184)	39%	(172)	439
PID/Gender: Rep Men	28%	(101)	33%	(120)	39%	(144)	365
PID/Gender: Rep Women	16%	(51)	36%	(114)	48%	(151)	316
Ideo: Liberal (1-3)	26%	(177)	38%	(255)	36%	(246)	678
Ideo: Moderate (4)	21%	(102)	42%	(203)	37%	(176)	481
Ideo: Conservative (5-7)	21%	(157)	37%	(279)	42%	(312)	748
Educ: < College	24%	(328)	39%	(539)	37%	(519)	1386
Educ: Bachelors degree	20%	(103)	40%	(211)	40%	(207)	521
Educ: Post-grad	24%	(71)	33%	(99)	43%	(127)	296
Income: Under 50k	22%	(283)	40%	(511)	38%	(482)	1277
Income: 50k-100k	23%	(149)	37%	(239)	40%	(256)	645
Income: 100k+	24%	(69)	35%	(98)	41%	(115)	281
Ethnicity: White	20%	(364)	38%	(670)	42%	(748)	1782

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**Table HR7: What kind of fan are you of Marvel's 'Avengers' movie franchise?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(502)	39%	(848)	39%	(853)	2203
Ethnicity: Hispanic	34%	(73)	50%	(106)	16%	(34)	213
Ethnicity: Afr. Am.	31%	(86)	44%	(123)	25%	(70)	279
Ethnicity: Other	36%	(51)	39%	(56)	24%	(34)	142
Relig: Protestant	18%	(99)	34%	(186)	47%	(256)	542
Relig: Roman Catholic	23%	(92)	39%	(159)	38%	(153)	404
Relig: Something Else	28%	(56)	41%	(84)	31%	(64)	204
Relig: Jewish	16%	(9)	37%	(20)	47%	(25)	53
Relig: Evangelical	22%	(170)	39%	(297)	39%	(301)	768
Relig: Non-Evang. Catholics	20%	(78)	35%	(132)	45%	(171)	382
Relig: All Christian	22%	(248)	37%	(429)	41%	(473)	1150
Relig: All Non-Christian	24%	(66)	40%	(110)	37%	(102)	278
Community: Urban	28%	(145)	41%	(214)	31%	(159)	518
Community: Suburban	21%	(215)	39%	(399)	40%	(408)	1021
Community: Rural	21%	(142)	35%	(235)	43%	(287)	664
Employ: Private Sector	29%	(173)	41%	(241)	30%	(181)	595
Employ: Government	29%	(42)	43%	(63)	28%	(42)	147
Employ: Self-Employed	23%	(46)	39%	(78)	38%	(75)	200
Employ: Homemaker	24%	(38)	43%	(68)	33%	(52)	158
Employ: Student	33%	(33)	46%	(46)	21%	(21)	100
Employ: Retired	10%	(51)	27%	(146)	63%	(336)	533
Employ: Unemployed	29%	(71)	44%	(110)	27%	(66)	248
Employ: Other	21%	(46)	43%	(96)	36%	(80)	222
Military HH: Yes	23%	(105)	37%	(167)	40%	(181)	452
Military HH: No	23%	(397)	39%	(681)	38%	(672)	1751
RD/WT: Right Direction	23%	(193)	36%	(310)	41%	(348)	851
RD/WT: Wrong Track	23%	(309)	40%	(538)	37%	(505)	1352
Trump Job Approve	21%	(196)	37%	(342)	41%	(380)	918
Trump Job Disapprove	24%	(280)	40%	(472)	36%	(416)	1168
Trump Job Strongly Approve	22%	(115)	34%	(174)	44%	(225)	514
Trump Job Somewhat Approve	20%	(81)	42%	(168)	38%	(155)	405
Trump Job Somewhat Disapprove	23%	(65)	47%	(130)	30%	(83)	277
Trump Job Strongly Disapprove	24%	(216)	38%	(342)	37%	(334)	892

Continued on next page

**Table HR7: What kind of fan are you of Marvel's 'Avengers' movie franchise?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(502)	39%	(848)	39%	(853)	2203
#1 Issue: Economy	27%	(172)	42%	(264)	31%	(195)	631
#1 Issue: Security	17%	(75)	35%	(159)	48%	(216)	450
#1 Issue: Health Care	22%	(77)	42%	(146)	36%	(124)	346
#1 Issue: Medicare / Social Security	16%	(49)	31%	(96)	53%	(163)	308
#1 Issue: Women's Issues	23%	(28)	44%	(52)	33%	(39)	118
#1 Issue: Education	29%	(37)	41%	(53)	29%	(37)	127
#1 Issue: Energy	32%	(35)	38%	(43)	30%	(33)	111
#1 Issue: Other	25%	(28)	32%	(36)	42%	(47)	112
2018 House Vote: Democrat	24%	(193)	39%	(312)	37%	(299)	805
2018 House Vote: Republican	19%	(133)	37%	(262)	44%	(307)	702
2018 House Vote: Someone else	24%	(24)	41%	(41)	35%	(36)	100
2018 House Vote: Didn't Vote	25%	(150)	39%	(233)	35%	(209)	592
2016 Vote: Hillary Clinton	25%	(169)	38%	(256)	38%	(256)	682
2016 Vote: Donald Trump	19%	(132)	37%	(260)	44%	(311)	703
2016 Vote: Someone else	21%	(38)	44%	(78)	35%	(61)	176
2016 Vote: Didn't Vote	25%	(159)	40%	(252)	35%	(219)	629
Voted in 2014: Yes	21%	(296)	37%	(526)	43%	(611)	1433
Voted in 2014: No	27%	(205)	42%	(322)	31%	(243)	770
2012 Vote: Barack Obama	23%	(192)	39%	(325)	38%	(321)	838
2012 Vote: Mitt Romney	18%	(99)	34%	(193)	48%	(267)	559
2012 Vote: Other	18%	(19)	40%	(42)	42%	(44)	105
2012 Vote: Didn't Vote	27%	(191)	41%	(287)	31%	(219)	697
4-Region: Northeast	25%	(96)	34%	(134)	41%	(162)	393
4-Region: Midwest	22%	(109)	40%	(201)	39%	(196)	506
4-Region: South	22%	(185)	37%	(306)	40%	(331)	823
4-Region: West	23%	(111)	43%	(207)	34%	(164)	481

Continued on next page

**Table HR7: What kind of fan are you of Marvel's 'Avengers' movie franchise?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(502)	39%	(848)	39%	(853)	2203
TV shows: Every day	27%	(292)	37%	(410)	36%	(398)	1100
TV shows: Several times per week	23%	(125)	42%	(231)	35%	(190)	546
TV shows: About once per week	21%	(29)	42%	(56)	37%	(51)	136
TV shows: Several times per month	16%	(18)	36%	(39)	48%	(52)	108
TV shows: About once per month	16%	(12)	39%	(29)	45%	(34)	75
TV shows: Less often than once per month	13%	(12)	44%	(39)	43%	(39)	90
TV shows: Never	9%	(14)	29%	(44)	61%	(91)	149
Movies: Every day	39%	(156)	38%	(149)	23%	(91)	395
Movies: Several times per week	26%	(151)	44%	(259)	31%	(180)	591
Movies: About once per week	24%	(95)	43%	(173)	33%	(133)	401
Movies: Several times per month	19%	(49)	37%	(95)	44%	(114)	259
Movies: About once per month	16%	(30)	37%	(70)	46%	(87)	188
Movies: Less often than once per month	5%	(9)	35%	(65)	61%	(114)	187
Movies: Never	7%	(12)	21%	(37)	73%	(133)	182
Sports: Every day	40%	(61)	37%	(56)	24%	(36)	153
Sports: Several times per week	31%	(104)	39%	(133)	30%	(102)	340
Sports: About once per week	24%	(67)	43%	(121)	33%	(91)	279
Sports: Several times per month	21%	(44)	36%	(75)	42%	(88)	207
Sports: About once per month	20%	(39)	39%	(74)	40%	(76)	189
Sports: Less often than once per month	22%	(81)	39%	(143)	39%	(144)	369
Sports: Never	16%	(105)	37%	(245)	47%	(316)	666
Cable: I currently subscribe	23%	(247)	36%	(380)	41%	(439)	1065
Cable: I subscribed in the past	24%	(190)	42%	(335)	35%	(280)	805
Cable: I have never subscribed	19%	(65)	40%	(133)	40%	(135)	333
Satellite television: I currently subscribe	24%	(126)	36%	(193)	40%	(213)	533
Satellite television: I subscribed in the past	26%	(162)	41%	(254)	33%	(208)	624
Satellite television: I have never subscribed	20%	(214)	38%	(401)	41%	(432)	1046
Streaming service: I currently subscribe	29%	(368)	42%	(527)	29%	(371)	1266
Streaming service: I subscribed in the past	24%	(50)	46%	(96)	29%	(61)	207
Streaming service: I have never subscribed	12%	(84)	31%	(225)	58%	(421)	730

Continued on next page

**Table HR7: What kind of fan are you of Marvel's 'Avengers' movie franchise?**

Demographic	An avid fan		A casual fan		Not a fan		Total N
Adults	23%	(502)	39%	(848)	39%	(853)	2203
Film: An avid fan	42%	(313)	38%	(282)	20%	(151)	747
Film: A casual fan	14%	(165)	43%	(513)	44%	(525)	1203
Film: Not a fan	9%	(23)	21%	(53)	70%	(176)	253
Television: An avid fan	29%	(305)	36%	(373)	35%	(360)	1038
Television: A casual fan	17%	(176)	42%	(434)	41%	(427)	1037
Television: Not a fan	16%	(21)	32%	(42)	52%	(66)	128
Music: An avid fan	30%	(359)	38%	(457)	32%	(380)	1195
Music: A casual fan	14%	(128)	40%	(368)	45%	(414)	910
Music: Not a fan	15%	(15)	24%	(24)	61%	(59)	97
Fashion: An avid fan	34%	(114)	36%	(120)	30%	(100)	333
Fashion: A casual fan	23%	(214)	42%	(388)	34%	(312)	914
Fashion: Not a fan	18%	(174)	36%	(340)	46%	(441)	956
Yes	23%	(260)	38%	(431)	39%	(450)	1141
No	23%	(241)	39%	(417)	38%	(403)	1062

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: How likely are you to see the upcoming movie, 'Captain Marvel'?**

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	25%	(560)	25%	(542)	14%	(313)	30%	(664)	6%	(124)	2203
Gender: Male	30%	(304)	25%	(257)	13%	(135)	27%	(274)	6%	(61)	1031
Gender: Female	22%	(255)	24%	(285)	15%	(178)	33%	(390)	5%	(64)	1172
Age: 18-29	35%	(137)	30%	(119)	16%	(62)	15%	(57)	4%	(15)	390
Age: 30-44	37%	(185)	29%	(147)	12%	(58)	16%	(80)	6%	(28)	498
Age: 45-54	30%	(123)	26%	(106)	15%	(62)	24%	(97)	6%	(23)	411
Age: 55-64	18%	(69)	20%	(77)	18%	(70)	37%	(145)	8%	(30)	391
Age: 65+	9%	(45)	18%	(94)	12%	(61)	55%	(284)	5%	(28)	513
Generation Z: 18-21	34%	(52)	27%	(41)	17%	(26)	15%	(23)	6%	(9)	152
Millennial: Age 22-37	37%	(186)	31%	(154)	14%	(70)	14%	(71)	3%	(17)	498
Generation X: Age 38-53	32%	(197)	28%	(169)	13%	(77)	22%	(132)	6%	(35)	609
Boomers: Age 54-72	14%	(116)	19%	(159)	15%	(127)	45%	(369)	6%	(53)	824
PID: Dem (no lean)	27%	(201)	26%	(188)	13%	(93)	29%	(214)	5%	(37)	734
PID: Ind (no lean)	25%	(201)	25%	(197)	16%	(125)	27%	(210)	7%	(55)	788
PID: Rep (no lean)	23%	(158)	23%	(157)	14%	(94)	35%	(240)	5%	(32)	681
PID/Gender: Dem Men	34%	(109)	27%	(87)	7%	(23)	25%	(80)	6%	(18)	316
PID/Gender: Dem Women	22%	(93)	24%	(102)	17%	(70)	32%	(133)	5%	(20)	417
PID/Gender: Ind Men	27%	(96)	25%	(88)	16%	(55)	24%	(84)	7%	(25)	349
PID/Gender: Ind Women	24%	(105)	25%	(108)	16%	(70)	29%	(126)	7%	(29)	439
PID/Gender: Rep Men	27%	(100)	22%	(82)	16%	(57)	30%	(109)	5%	(18)	365
PID/Gender: Rep Women	18%	(57)	24%	(75)	12%	(38)	42%	(131)	5%	(15)	316
Ideo: Liberal (1-3)	29%	(199)	24%	(165)	13%	(88)	28%	(188)	5%	(37)	678
Ideo: Moderate (4)	25%	(118)	29%	(139)	13%	(64)	28%	(133)	5%	(26)	481
Ideo: Conservative (5-7)	23%	(172)	22%	(166)	16%	(123)	34%	(255)	4%	(32)	748
Educ: < College	26%	(364)	24%	(332)	14%	(192)	29%	(404)	7%	(93)	1386
Educ: Bachelors degree	24%	(124)	26%	(137)	15%	(77)	31%	(160)	4%	(22)	521
Educ: Post-grad	24%	(72)	25%	(73)	15%	(43)	34%	(100)	3%	(9)	296
Income: Under 50k	24%	(307)	26%	(328)	15%	(188)	29%	(374)	6%	(80)	1277
Income: 50k-100k	28%	(180)	24%	(152)	13%	(81)	32%	(204)	4%	(27)	645
Income: 100k+	26%	(73)	22%	(62)	15%	(44)	30%	(85)	6%	(17)	281

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**Table HR8: How likely are you to see the upcoming movie, 'Captain Marvel'?**

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	25%	(560)	25%	(542)	14%	(313)	30%	(664)	6%	(124)	2203
Ethnicity: White	23%	(407)	24%	(426)	15%	(262)	33%	(593)	5%	(94)	1782
Ethnicity: Hispanic	39%	(84)	28%	(60)	16%	(34)	12%	(26)	4%	(9)	213
Ethnicity: Afr. Am.	35%	(98)	30%	(84)	11%	(31)	17%	(47)	7%	(19)	279
Ethnicity: Other	39%	(55)	22%	(32)	14%	(20)	17%	(24)	8%	(11)	142
Relig: Protestant	19%	(101)	22%	(120)	17%	(92)	38%	(205)	4%	(23)	542
Relig: Roman Catholic	27%	(108)	23%	(93)	14%	(58)	30%	(120)	6%	(25)	404
Relig: Something Else	32%	(65)	26%	(52)	14%	(29)	24%	(50)	4%	(8)	204
Relig: Jewish	16%	(8)	32%	(17)	7%	(3)	38%	(20)	8%	(4)	53
Relig: Evangelical	24%	(182)	24%	(186)	16%	(123)	31%	(239)	5%	(37)	768
Relig: Non-Evang. Catholics	24%	(91)	21%	(79)	15%	(56)	36%	(136)	5%	(20)	382
Relig: All Christian	24%	(274)	23%	(265)	16%	(179)	33%	(375)	5%	(57)	1150
Relig: All Non-Christian	24%	(66)	28%	(78)	17%	(46)	26%	(73)	5%	(15)	278
Community: Urban	31%	(161)	29%	(152)	9%	(47)	25%	(131)	5%	(26)	518
Community: Suburban	23%	(240)	24%	(248)	16%	(166)	31%	(314)	5%	(54)	1021
Community: Rural	24%	(159)	21%	(142)	15%	(100)	33%	(219)	7%	(44)	664
Employ: Private Sector	30%	(178)	28%	(169)	16%	(93)	23%	(135)	3%	(20)	595
Employ: Government	32%	(48)	30%	(44)	14%	(20)	20%	(29)	4%	(6)	147
Employ: Self-Employed	28%	(56)	27%	(55)	9%	(18)	30%	(61)	6%	(12)	200
Employ: Homemaker	31%	(49)	22%	(34)	13%	(20)	28%	(45)	7%	(11)	158
Employ: Student	41%	(41)	22%	(22)	15%	(15)	18%	(18)	4%	(4)	100
Employ: Retired	11%	(58)	17%	(89)	14%	(74)	52%	(277)	6%	(34)	533
Employ: Unemployed	29%	(73)	32%	(80)	15%	(36)	18%	(44)	6%	(14)	248
Employ: Other	26%	(57)	22%	(49)	17%	(37)	25%	(55)	11%	(23)	222
Military HH: Yes	22%	(101)	25%	(114)	14%	(62)	33%	(151)	5%	(24)	452
Military HH: No	26%	(459)	24%	(428)	14%	(251)	29%	(513)	6%	(100)	1751
RD/WT: Right Direction	24%	(207)	23%	(197)	16%	(136)	30%	(258)	6%	(54)	851
RD/WT: Wrong Track	26%	(353)	26%	(345)	13%	(177)	30%	(406)	5%	(70)	1352
Trump Job Approve	23%	(208)	23%	(210)	16%	(148)	33%	(305)	5%	(47)	918
Trump Job Disapprove	28%	(325)	26%	(305)	13%	(156)	28%	(324)	5%	(58)	1168

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**Table HR8: How likely are you to see the upcoming movie, 'Captain Marvel'?**

Demographic	Likelihood						Don't Know / No Opinion		Total N
	Very likely	Somewhat likely	Not too likely	Not at all likely	Don't Know / No Opinion				
Adults	25% (560)	25% (542)	14% (313)	30% (664)	6% (124)			2203	
Trump Job Strongly Approve	24% (122)	20% (103)	14% (70)	36% (185)	7% (35)			514	
Trump Job Somewhat Approve	21% (86)	27% (108)	19% (79)	30% (120)	3% (11)			405	
Trump Job Somewhat Disapprove	29% (79)	28% (78)	18% (49)	19% (53)	6% (17)			277	
Trump Job Strongly Disapprove	28% (246)	25% (227)	12% (107)	30% (271)	5% (41)			892	
#1 Issue: Economy	32% (204)	26% (163)	15% (96)	22% (136)	5% (32)			631	
#1 Issue: Security	19% (87)	21% (94)	13% (61)	39% (175)	8% (34)			450	
#1 Issue: Health Care	25% (85)	29% (100)	14% (48)	27% (93)	6% (21)			346	
#1 Issue: Medicare / Social Security	16% (50)	21% (66)	15% (46)	42% (131)	5% (16)			308	
#1 Issue: Women's Issues	26% (31)	27% (32)	14% (17)	28% (33)	5% (5)			118	
#1 Issue: Education	34% (43)	27% (34)	14% (18)	21% (27)	3% (4)			127	
#1 Issue: Energy	30% (34)	26% (29)	14% (16)	26% (29)	3% (3)			111	
#1 Issue: Other	24% (27)	22% (24)	10% (11)	36% (41)	8% (9)			112	
2018 House Vote: Democrat	28% (226)	26% (208)	12% (99)	30% (242)	4% (30)			805	
2018 House Vote: Republican	20% (143)	22% (157)	16% (115)	35% (246)	6% (40)			702	
2018 House Vote: Someone else	29% (30)	25% (25)	12% (12)	28% (28)	6% (6)			100	
2018 House Vote: Didnt Vote	27% (159)	26% (152)	15% (87)	25% (146)	8% (48)			592	
2016 Vote: Hillary Clinton	29% (197)	25% (174)	12% (83)	30% (204)	4% (24)			682	
2016 Vote: Donald Trump	20% (138)	23% (159)	16% (110)	36% (254)	6% (42)			703	
2016 Vote: Someone else	27% (48)	29% (50)	15% (26)	24% (41)	6% (11)			176	
2016 Vote: Didnt Vote	28% (174)	25% (156)	15% (92)	25% (160)	8% (48)			629	
Voted in 2014: Yes	24% (342)	24% (340)	13% (190)	34% (488)	5% (73)			1433	
Voted in 2014: No	28% (218)	26% (202)	16% (123)	23% (176)	7% (51)			770	
2012 Vote: Barack Obama	27% (225)	25% (213)	12% (104)	31% (257)	5% (39)			838	
2012 Vote: Mitt Romney	20% (110)	21% (116)	16% (88)	38% (214)	6% (31)			559	
2012 Vote: Other	25% (26)	20% (21)	15% (15)	32% (34)	8% (9)			105	
2012 Vote: Didn't Vote	28% (198)	27% (191)	15% (105)	23% (158)	7% (45)			697	
4-Region: Northeast	28% (111)	22% (88)	14% (55)	28% (110)	8% (30)			393	
4-Region: Midwest	25% (125)	22% (113)	14% (69)	32% (164)	7% (34)			506	
4-Region: South	23% (189)	25% (205)	15% (126)	31% (256)	6% (46)			823	
4-Region: West	28% (135)	28% (135)	13% (62)	28% (134)	3% (15)			481	

Continued on next page

**Table HR8: How likely are you to see the upcoming movie, 'Captain Marvel'?**

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	25%	(560)	25%	(542)	14%	(313)	30%	(664)	6%	(124)	2203
TV shows: Every day	29%	(319)	25%	(278)	12%	(136)	29%	(315)	5%	(53)	1100
TV shows: Several times per week	27%	(148)	25%	(139)	18%	(96)	27%	(145)	3%	(18)	546
TV shows: About once per week	22%	(30)	26%	(35)	14%	(19)	32%	(44)	6%	(8)	136
TV shows: Several times per month	15%	(16)	26%	(28)	19%	(20)	33%	(36)	8%	(9)	108
TV shows: About once per month	14%	(11)	25%	(19)	19%	(14)	40%	(30)	3%	(2)	75
TV shows: Less often than once per month	19%	(17)	21%	(19)	18%	(16)	30%	(27)	11%	(10)	90
TV shows: Never	13%	(19)	17%	(25)	8%	(11)	46%	(69)	16%	(24)	149
Movies: Every day	41%	(164)	26%	(103)	6%	(25)	21%	(82)	5%	(21)	395
Movies: Several times per week	31%	(182)	29%	(170)	16%	(93)	22%	(129)	3%	(18)	591
Movies: About once per week	26%	(103)	28%	(110)	17%	(69)	25%	(98)	5%	(20)	401
Movies: Several times per month	18%	(48)	27%	(70)	17%	(43)	34%	(88)	4%	(10)	259
Movies: About once per month	19%	(36)	18%	(34)	20%	(37)	38%	(71)	5%	(10)	188
Movies: Less often than once per month	7%	(14)	18%	(34)	16%	(30)	48%	(90)	10%	(19)	187
Movies: Never	7%	(14)	12%	(21)	9%	(16)	58%	(105)	15%	(26)	182
Sports: Every day	42%	(64)	23%	(35)	11%	(17)	18%	(28)	6%	(9)	153
Sports: Several times per week	36%	(122)	23%	(77)	13%	(44)	25%	(83)	4%	(13)	340
Sports: About once per week	26%	(74)	29%	(82)	17%	(47)	25%	(70)	2%	(7)	279
Sports: Several times per month	22%	(45)	23%	(48)	17%	(35)	35%	(72)	3%	(5)	207
Sports: About once per month	23%	(44)	28%	(53)	14%	(26)	30%	(57)	5%	(9)	189
Sports: Less often than once per month	25%	(93)	25%	(93)	15%	(54)	29%	(107)	6%	(22)	369
Sports: Never	18%	(118)	23%	(154)	14%	(90)	37%	(245)	9%	(59)	666
Cable: I currently subscribe	25%	(269)	24%	(259)	13%	(134)	33%	(352)	5%	(52)	1065
Cable: I subscribed in the past	26%	(213)	25%	(204)	16%	(131)	27%	(217)	5%	(40)	805
Cable: I have never subscribed	23%	(78)	24%	(79)	15%	(49)	29%	(95)	10%	(32)	333
Satellite television: I currently subscribe	27%	(144)	26%	(139)	14%	(72)	28%	(151)	5%	(26)	533
Satellite television: I subscribed in the past	28%	(174)	25%	(159)	17%	(103)	26%	(162)	4%	(26)	624
Satellite television: I have never subscribed	23%	(242)	23%	(244)	13%	(138)	34%	(351)	7%	(72)	1046
Streaming service: I currently subscribe	33%	(423)	26%	(334)	13%	(163)	25%	(310)	3%	(36)	1266
Streaming service: I subscribed in the past	20%	(41)	33%	(69)	23%	(48)	15%	(32)	9%	(18)	207
Streaming service: I have never subscribed	13%	(96)	19%	(139)	14%	(102)	44%	(322)	10%	(71)	730

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**Table HR8:** How likely are you to see the upcoming movie, 'Captain Marvel'?

Demographic	Very likely		Somewhat likely		Not too likely		Not at all likely		Don't Know / No Opinion		Total N
Adults	25%	(560)	25%	(542)	14%	(313)	30%	(664)	6%	(124)	2203
Film: An avid fan	43%	(319)	28%	(209)	10%	(78)	15%	(110)	4%	(32)	747
Film: A casual fan	18%	(217)	25%	(304)	17%	(206)	34%	(412)	5%	(65)	1203
Film: Not a fan	9%	(24)	11%	(29)	12%	(30)	56%	(143)	11%	(28)	253
Television: An avid fan	30%	(316)	25%	(260)	12%	(126)	28%	(287)	5%	(50)	1038
Television: A casual fan	22%	(225)	25%	(261)	17%	(173)	31%	(324)	5%	(55)	1037
Television: Not a fan	15%	(19)	17%	(21)	11%	(15)	42%	(53)	15%	(20)	128
Music: An avid fan	32%	(385)	26%	(305)	14%	(163)	23%	(281)	5%	(62)	1195
Music: A casual fan	18%	(165)	24%	(219)	16%	(144)	37%	(336)	5%	(46)	910
Music: Not a fan	11%	(10)	18%	(18)	6%	(6)	49%	(48)	16%	(16)	97
Fashion: An avid fan	36%	(119)	26%	(87)	12%	(38)	21%	(70)	6%	(19)	333
Fashion: A casual fan	28%	(252)	26%	(242)	15%	(142)	25%	(230)	5%	(49)	914
Fashion: Not a fan	20%	(188)	22%	(213)	14%	(133)	38%	(364)	6%	(57)	956
Yes	26%	(300)	24%	(272)	15%	(166)	30%	(341)	5%	(62)	1141
No	24%	(259)	25%	(270)	14%	(147)	30%	(323)	6%	(62)	1062

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: How are you most likely to see the upcoming Marvel movie 'Captain Marvel'?**

Demographic	See it in theaters on opening weekend		See it in theaters, but not on opening weekend		See it when it's streaming online		See it on a television network broadcast		Don't Know / No Opinion		Total N
Adults	17%	(188)	47%	(513)	26%	(283)	7%	(74)	4%	(43)	1102
Gender: Male	22%	(122)	45%	(252)	23%	(130)	6%	(35)	4%	(22)	562
Gender: Female	12%	(66)	48%	(261)	28%	(153)	7%	(39)	4%	(21)	540
Age: 18-29	21%	(53)	50%	(127)	21%	(54)	3%	(7)	6%	(16)	256
Age: 30-44	24%	(78)	41%	(137)	27%	(89)	4%	(13)	4%	(14)	332
Age: 45-54	16%	(37)	44%	(101)	29%	(67)	9%	(20)	2%	(4)	229
Age: 55-64	10%	(14)	48%	(69)	24%	(35)	14%	(20)	5%	(7)	146
Age: 65+	4%	(5)	56%	(78)	28%	(39)	10%	(14)	2%	(3)	139
Generation Z: 18-21	20%	(18)	49%	(45)	22%	(21)	2%	(2)	7%	(7)	93
Millennial: Age 22-37	23%	(77)	46%	(155)	24%	(80)	3%	(11)	5%	(16)	340
Generation X: Age 38-53	19%	(70)	43%	(156)	29%	(105)	7%	(24)	3%	(11)	365
Boomers: Age 54-72	8%	(22)	52%	(142)	26%	(71)	11%	(30)	4%	(10)	275
PID: Dem (no lean)	21%	(81)	47%	(182)	22%	(86)	6%	(24)	4%	(17)	390
PID: Ind (no lean)	14%	(57)	44%	(174)	30%	(118)	8%	(31)	4%	(18)	397
PID: Rep (no lean)	16%	(51)	50%	(157)	25%	(79)	6%	(19)	3%	(9)	314
PID/Gender: Dem Men	26%	(51)	45%	(88)	20%	(40)	5%	(11)	3%	(6)	195
PID/Gender: Dem Women	15%	(29)	48%	(94)	24%	(46)	7%	(13)	6%	(11)	195
PID/Gender: Ind Men	19%	(36)	42%	(77)	25%	(46)	8%	(15)	6%	(11)	184
PID/Gender: Ind Women	10%	(21)	45%	(97)	34%	(72)	7%	(16)	3%	(7)	213
PID/Gender: Rep Men	20%	(36)	48%	(87)	24%	(44)	5%	(10)	3%	(6)	182
PID/Gender: Rep Women	12%	(15)	53%	(70)	26%	(35)	7%	(9)	2%	(3)	132
Ideo: Liberal (1-3)	22%	(81)	44%	(160)	26%	(95)	4%	(15)	4%	(13)	365
Ideo: Moderate (4)	13%	(35)	51%	(131)	23%	(59)	9%	(22)	4%	(12)	258
Ideo: Conservative (5-7)	15%	(52)	50%	(169)	25%	(84)	8%	(27)	2%	(7)	339
Educ: < College	17%	(117)	44%	(309)	26%	(182)	8%	(54)	5%	(35)	696
Educ: Bachelors degree	12%	(32)	55%	(143)	25%	(66)	5%	(13)	2%	(6)	261
Educ: Post-grad	27%	(39)	43%	(62)	24%	(35)	5%	(7)	1%	(2)	144

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**Table HR9: How are you most likely to see the upcoming Marvel movie 'Captain Marvel'?**

Demographic	See it in theaters on opening weekend		See it in theaters, but not on opening weekend		See it when it's streaming online		See it on a television network broadcast		Don't Know / No Opinion		Total N
Adults	17%	(188)	47%	(513)	26%	(283)	7%	(74)	4%	(43)	1102
Income: Under 50k	16%	(105)	40%	(256)	29%	(184)	9%	(54)	6%	(36)	635
Income: 50k-100k	15%	(50)	58%	(194)	21%	(69)	4%	(13)	2%	(6)	332
Income: 100k+	25%	(33)	47%	(63)	22%	(30)	5%	(7)	1%	(2)	136
Ethnicity: White	15%	(122)	47%	(392)	27%	(224)	8%	(63)	4%	(32)	833
Ethnicity: Hispanic	22%	(32)	48%	(69)	23%	(33)	2%	(3)	5%	(7)	144
Ethnicity: Afr. Am.	25%	(46)	44%	(81)	22%	(41)	4%	(8)	4%	(7)	182
Ethnicity: Other	23%	(20)	46%	(40)	22%	(19)	4%	(3)	5%	(5)	87
Relig: Protestant	15%	(34)	51%	(112)	24%	(53)	8%	(18)	2%	(5)	221
Relig: Roman Catholic	22%	(44)	48%	(95)	22%	(44)	5%	(10)	3%	(7)	200
Relig: Something Else	15%	(18)	46%	(54)	26%	(31)	7%	(8)	5%	(6)	117
Relig: Jewish	15%	(4)	45%	(11)	27%	(7)	13%	(3)	—	(0)	25
Relig: Evangelical	17%	(64)	48%	(176)	24%	(88)	7%	(25)	4%	(16)	369
Relig: Non-Evang. Catholics	19%	(32)	50%	(85)	23%	(40)	7%	(11)	1%	(2)	170
Relig: All Christian	18%	(96)	48%	(261)	24%	(127)	7%	(36)	3%	(18)	539
Relig: All Non-Christian	17%	(24)	40%	(58)	32%	(46)	7%	(10)	4%	(5)	144
Community: Urban	25%	(77)	41%	(130)	25%	(77)	6%	(18)	3%	(10)	313
Community: Suburban	14%	(66)	53%	(260)	23%	(114)	6%	(31)	3%	(16)	487
Community: Rural	15%	(45)	41%	(123)	30%	(92)	8%	(25)	6%	(17)	301
Employ: Private Sector	21%	(72)	51%	(176)	22%	(76)	4%	(13)	3%	(10)	347
Employ: Government	16%	(15)	48%	(45)	27%	(25)	4%	(4)	4%	(4)	92
Employ: Self-Employed	18%	(20)	52%	(57)	21%	(23)	9%	(10)	1%	(1)	110
Employ: Homemaker	17%	(14)	46%	(38)	26%	(22)	7%	(6)	4%	(3)	83
Employ: Student	20%	(12)	47%	(30)	25%	(16)	3%	(2)	6%	(4)	64
Employ: Retired	7%	(10)	49%	(73)	27%	(40)	13%	(19)	4%	(6)	147
Employ: Unemployed	17%	(27)	37%	(57)	30%	(46)	9%	(14)	6%	(9)	153
Employ: Other	17%	(18)	36%	(38)	35%	(37)	6%	(7)	6%	(6)	106
Military HH: Yes	17%	(36)	49%	(105)	24%	(52)	8%	(18)	2%	(5)	215
Military HH: No	17%	(152)	46%	(408)	26%	(232)	6%	(56)	4%	(39)	887

Continued on next page

**Table HR9:** How are you most likely to see the upcoming Marvel movie 'Captain Marvel'?

Demographic	See it in theaters on opening weekend		See it in theaters, but not on opening weekend		See it when it's streaming online		See it on a television network broadcast		Don't Know / No Opinion		Total N
Adults	17%	(188)	47%	(513)	26%	(283)	7%	(74)	4%	(43)	1102
RD/WT: Right Direction	20%	(79)	47%	(188)	22%	(89)	7%	(29)	4%	(18)	403
RD/WT: Wrong Track	16%	(109)	47%	(325)	28%	(194)	6%	(45)	4%	(26)	699
Trump Job Approve	18%	(74)	46%	(192)	25%	(103)	8%	(34)	4%	(15)	419
Trump Job Disapprove	17%	(105)	48%	(301)	26%	(165)	6%	(38)	3%	(21)	630
Trump Job Strongly Approve	20%	(45)	46%	(103)	26%	(57)	5%	(12)	3%	(8)	225
Trump Job Somewhat Approve	15%	(30)	46%	(90)	24%	(46)	11%	(22)	4%	(7)	194
Trump Job Somewhat Disapprove	18%	(28)	46%	(73)	25%	(39)	8%	(12)	3%	(5)	157
Trump Job Strongly Disapprove	16%	(77)	48%	(228)	27%	(127)	5%	(26)	3%	(16)	473
#1 Issue: Economy	18%	(66)	50%	(183)	24%	(88)	6%	(20)	3%	(9)	366
#1 Issue: Security	15%	(27)	49%	(88)	24%	(43)	10%	(18)	2%	(4)	180
#1 Issue: Health Care	14%	(27)	48%	(89)	29%	(53)	7%	(12)	2%	(4)	185
#1 Issue: Medicare / Social Security	13%	(15)	40%	(47)	29%	(33)	13%	(15)	6%	(6)	116
#1 Issue: Women's Issues	9%	(6)	57%	(36)	26%	(16)	1%	(1)	7%	(5)	63
#1 Issue: Education	29%	(22)	36%	(28)	23%	(18)	2%	(2)	10%	(8)	77
#1 Issue: Energy	32%	(20)	41%	(26)	17%	(11)	7%	(4)	4%	(2)	63
#1 Issue: Other	11%	(6)	32%	(16)	43%	(22)	5%	(3)	9%	(5)	52
2018 House Vote: Democrat	19%	(81)	47%	(203)	24%	(102)	8%	(34)	3%	(14)	434
2018 House Vote: Republican	17%	(50)	50%	(150)	25%	(76)	6%	(18)	2%	(6)	300
2018 House Vote: Someone else	15%	(8)	51%	(28)	27%	(14)	—	(0)	7%	(4)	54
2018 House Vote: Didnt Vote	15%	(47)	42%	(132)	29%	(90)	7%	(22)	6%	(20)	311
2016 Vote: Hillary Clinton	18%	(67)	50%	(184)	24%	(89)	5%	(18)	3%	(13)	370
2016 Vote: Donald Trump	15%	(44)	48%	(144)	27%	(79)	7%	(22)	3%	(9)	298
2016 Vote: Someone else	19%	(19)	44%	(43)	28%	(27)	5%	(5)	4%	(4)	98
2016 Vote: Didnt Vote	17%	(55)	43%	(142)	26%	(86)	9%	(30)	5%	(18)	330
Voted in 2014: Yes	17%	(115)	48%	(329)	25%	(170)	7%	(48)	3%	(20)	682
Voted in 2014: No	17%	(73)	44%	(184)	27%	(114)	6%	(26)	6%	(23)	420

Continued on next page

**Table HR9:** How are you most likely to see the upcoming Marvel movie 'Captain Marvel'?

Demographic	See it in theaters on opening weekend		See it in theaters, but not on opening weekend		See it when it's streaming online		See it on a television network broadcast		Don't Know / No Opinion		Total N
Adults	17%	(188)	47%	(513)	26%	(283)	7%	(74)	4%	(43)	1102
2012 Vote: Barack Obama	18%	(81)	45%	(198)	26%	(116)	7%	(29)	3%	(15)	439
2012 Vote: Mitt Romney	16%	(35)	54%	(123)	22%	(50)	6%	(14)	2%	(4)	226
2012 Vote: Other	8%	(4)	55%	(26)	28%	(13)	8%	(4)	2%	(1)	48
2012 Vote: Didn't Vote	18%	(68)	43%	(166)	27%	(104)	7%	(27)	6%	(23)	389
4-Region: Northeast	18%	(35)	48%	(95)	22%	(44)	8%	(15)	4%	(9)	199
4-Region: Midwest	16%	(38)	48%	(114)	24%	(57)	6%	(15)	6%	(14)	239
4-Region: South	18%	(70)	45%	(176)	29%	(115)	6%	(25)	2%	(9)	394
4-Region: West	16%	(44)	48%	(129)	25%	(67)	7%	(18)	4%	(12)	270
TV shows: Every day	19%	(112)	48%	(289)	22%	(133)	7%	(41)	4%	(21)	596
TV shows: Several times per week	18%	(52)	44%	(128)	31%	(88)	4%	(10)	3%	(10)	287
TV shows: About once per week	10%	(7)	40%	(26)	39%	(26)	4%	(3)	6%	(4)	65
TV shows: Several times per month	13%	(6)	46%	(20)	27%	(12)	10%	(4)	3%	(1)	44
TV shows: About once per month	7%	(2)	48%	(14)	31%	(9)	7%	(2)	8%	(2)	29
TV shows: Less often than once per month	13%	(5)	39%	(14)	25%	(9)	19%	(7)	4%	(1)	36
TV shows: Never	12%	(5)	49%	(21)	15%	(7)	14%	(6)	10%	(4)	44
Movies: Every day	26%	(69)	43%	(115)	24%	(64)	5%	(13)	3%	(7)	267
Movies: Several times per week	17%	(61)	49%	(172)	26%	(92)	4%	(15)	3%	(12)	351
Movies: About once per week	12%	(25)	51%	(108)	25%	(53)	8%	(16)	5%	(11)	213
Movies: Several times per month	14%	(16)	43%	(51)	34%	(39)	7%	(8)	2%	(3)	117
Movies: About once per month	19%	(13)	44%	(30)	26%	(18)	9%	(6)	2%	(2)	70
Movies: Less often than once per month	3%	(1)	41%	(20)	26%	(12)	21%	(10)	10%	(5)	48
Movies: Never	8%	(3)	52%	(18)	12%	(4)	16%	(6)	12%	(4)	35
Sports: Every day	37%	(37)	47%	(46)	9%	(9)	4%	(4)	3%	(3)	99
Sports: Several times per week	20%	(39)	55%	(109)	17%	(35)	5%	(9)	4%	(8)	199
Sports: About once per week	14%	(21)	49%	(77)	27%	(41)	7%	(11)	3%	(5)	156
Sports: Several times per month	15%	(14)	50%	(47)	27%	(25)	6%	(6)	2%	(2)	94
Sports: About once per month	18%	(17)	37%	(36)	27%	(26)	13%	(13)	5%	(5)	97
Sports: Less often than once per month	13%	(23)	48%	(89)	30%	(56)	4%	(8)	5%	(9)	185
Sports: Never	14%	(37)	40%	(109)	34%	(92)	8%	(23)	4%	(11)	272

Continued on next page

**Table HR9: How are you most likely to see the upcoming Marvel movie 'Captain Marvel'?**

Demographic	See it in theaters on opening weekend		See it in theaters, but not on opening weekend		See it when it's streaming online		See it on a television network broadcast		Don't Know / No Opinion		Total N
Adults	17%	(188)	47%	(513)	26%	(283)	7%	(74)	4%	(43)	1102
Cable: I currently subscribe	19%	(102)	50%	(262)	19%	(102)	7%	(39)	4%	(22)	528
Cable: I subscribed in the past	15%	(62)	45%	(186)	32%	(135)	5%	(19)	4%	(16)	417
Cable: I have never subscribed	15%	(23)	42%	(66)	30%	(46)	10%	(16)	4%	(6)	157
Satellite television: I currently subscribe	18%	(51)	48%	(136)	22%	(63)	9%	(25)	3%	(9)	284
Satellite television: I subscribed in the past	19%	(62)	46%	(152)	28%	(93)	5%	(15)	3%	(10)	333
Satellite television: I have never subscribed	15%	(75)	46%	(225)	26%	(127)	7%	(34)	5%	(24)	485
Streaming service: I currently subscribe	19%	(140)	47%	(358)	29%	(217)	3%	(21)	3%	(19)	757
Streaming service: I subscribed in the past	15%	(16)	42%	(46)	34%	(37)	6%	(6)	3%	(4)	110
Streaming service: I have never subscribed	13%	(31)	46%	(109)	12%	(29)	20%	(46)	9%	(21)	236
Film: An avid fan	23%	(120)	48%	(254)	23%	(123)	3%	(15)	3%	(15)	528
Film: A casual fan	10%	(54)	46%	(238)	29%	(150)	10%	(54)	5%	(25)	521
Film: Not a fan	26%	(14)	39%	(21)	19%	(10)	9%	(5)	6%	(3)	53
Television: An avid fan	20%	(114)	49%	(280)	22%	(125)	7%	(39)	3%	(16)	575
Television: A casual fan	14%	(68)	44%	(216)	31%	(149)	6%	(30)	5%	(24)	486
Television: Not a fan	14%	(6)	42%	(17)	23%	(9)	12%	(5)	9%	(3)	41
Music: An avid fan	19%	(134)	47%	(327)	24%	(165)	5%	(36)	4%	(27)	690
Music: A casual fan	13%	(49)	46%	(178)	28%	(109)	9%	(33)	4%	(15)	384
Music: Not a fan	20%	(5)	28%	(8)	31%	(9)	16%	(4)	5%	(1)	28
Fashion: An avid fan	31%	(63)	43%	(90)	19%	(40)	3%	(7)	3%	(6)	206
Fashion: A casual fan	14%	(68)	50%	(245)	26%	(130)	6%	(31)	4%	(20)	494
Fashion: Not a fan	14%	(57)	44%	(179)	28%	(114)	9%	(36)	4%	(17)	402
Yes	17%	(96)	46%	(262)	27%	(157)	7%	(39)	3%	(18)	572
No	17%	(92)	47%	(251)	24%	(126)	7%	(35)	5%	(26)	529

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:** As you may know, 'Captain Marvel' will be the first Disney movie exclusively streamed on the upcoming streaming service Disney+. Knowing what you know now, how likely are you to subscribe to Disney+ when it launches later this year?

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(196)	19%	(428)	19%	(425)	44%	(963)	9%	(191)	2203
Gender: Male	11%	(109)	16%	(169)	21%	(216)	43%	(445)	9%	(92)	1031
Gender: Female	7%	(87)	22%	(259)	18%	(209)	44%	(518)	8%	(99)	1172
Age: 18-29	14%	(55)	31%	(120)	25%	(97)	23%	(92)	7%	(27)	390
Age: 30-44	16%	(82)	29%	(144)	17%	(87)	28%	(140)	9%	(45)	498
Age: 45-54	10%	(41)	18%	(72)	20%	(83)	41%	(170)	11%	(44)	411
Age: 55-64	3%	(13)	11%	(42)	20%	(79)	55%	(213)	11%	(44)	391
Age: 65+	1%	(6)	10%	(50)	15%	(79)	68%	(348)	6%	(30)	513
Generation Z: 18-21	11%	(16)	29%	(44)	25%	(37)	24%	(37)	12%	(18)	152
Millennial: Age 22-37	17%	(87)	31%	(154)	21%	(107)	24%	(120)	6%	(30)	498
Generation X: Age 38-53	12%	(72)	22%	(132)	19%	(114)	37%	(226)	10%	(64)	609
Boomers: Age 54-72	3%	(21)	11%	(90)	18%	(145)	61%	(499)	8%	(69)	824
PID: Dem (no lean)	12%	(85)	20%	(146)	18%	(135)	42%	(311)	8%	(57)	734
PID: Ind (no lean)	8%	(67)	20%	(155)	21%	(164)	40%	(315)	11%	(88)	788
PID: Rep (no lean)	6%	(44)	19%	(127)	19%	(127)	50%	(338)	7%	(46)	681
PID/Gender: Dem Men	17%	(53)	17%	(54)	18%	(56)	39%	(125)	9%	(28)	316
PID/Gender: Dem Women	8%	(32)	22%	(92)	19%	(79)	45%	(186)	7%	(29)	417
PID/Gender: Ind Men	9%	(30)	14%	(50)	23%	(81)	43%	(151)	11%	(37)	349
PID/Gender: Ind Women	8%	(37)	24%	(105)	19%	(83)	37%	(163)	12%	(51)	439
PID/Gender: Rep Men	7%	(25)	18%	(65)	22%	(79)	46%	(169)	7%	(27)	365
PID/Gender: Rep Women	6%	(19)	20%	(62)	15%	(48)	53%	(169)	6%	(19)	316
Ideo: Liberal (1-3)	13%	(86)	21%	(139)	17%	(118)	42%	(285)	7%	(49)	678
Ideo: Moderate (4)	8%	(40)	21%	(102)	20%	(96)	42%	(200)	9%	(43)	481
Ideo: Conservative (5-7)	6%	(42)	17%	(126)	20%	(153)	50%	(378)	7%	(50)	748
Educ: < College	10%	(136)	21%	(287)	19%	(270)	40%	(558)	10%	(135)	1386
Educ: Bachelors degree	6%	(30)	19%	(101)	18%	(92)	49%	(257)	8%	(41)	521
Educ: Post-grad	10%	(30)	13%	(40)	22%	(64)	50%	(148)	5%	(15)	296

Continued on next page

**Table HR10:** As you may know, 'Captain Marvel' will be the first Disney movie exclusively streamed on the upcoming streaming service Disney+. Knowing what you know now, how likely are you to subscribe to Disney+ when it launches later this year?

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(196)	19%	(428)	19%	(425)	44%	(963)	9%	(191)	2203
Income: Under 50k	9%	(120)	20%	(258)	20%	(252)	41%	(526)	9%	(121)	1277
Income: 50k-100k	7%	(48)	19%	(125)	19%	(119)	48%	(307)	7%	(45)	645
Income: 100k+	10%	(28)	16%	(45)	19%	(54)	46%	(130)	9%	(25)	281
Ethnicity: White	7%	(118)	18%	(322)	20%	(353)	47%	(839)	8%	(149)	1782
Ethnicity: Hispanic	16%	(35)	33%	(71)	22%	(46)	22%	(46)	7%	(15)	213
Ethnicity: Afr. Am.	21%	(59)	26%	(72)	15%	(43)	27%	(77)	10%	(28)	279
Ethnicity: Other	13%	(19)	24%	(34)	21%	(29)	33%	(47)	9%	(13)	142
Relig: Protestant	5%	(28)	14%	(77)	18%	(95)	56%	(304)	7%	(38)	542
Relig: Roman Catholic	12%	(47)	18%	(71)	19%	(78)	42%	(168)	10%	(40)	404
Relig: Something Else	11%	(22)	22%	(44)	21%	(42)	37%	(76)	10%	(20)	204
Relig: Jewish	6%	(3)	14%	(7)	17%	(9)	53%	(28)	11%	(6)	53
Relig: Evangelical	9%	(70)	17%	(134)	19%	(145)	46%	(354)	8%	(65)	768
Relig: Non-Evang. Catholics	7%	(26)	15%	(59)	18%	(70)	51%	(194)	9%	(33)	382
Relig: All Christian	8%	(97)	17%	(192)	19%	(215)	48%	(548)	8%	(98)	1150
Relig: All Non-Christian	12%	(33)	25%	(71)	16%	(45)	38%	(105)	9%	(24)	278
Community: Urban	14%	(74)	23%	(117)	20%	(102)	35%	(181)	9%	(44)	518
Community: Suburban	7%	(67)	17%	(175)	20%	(207)	48%	(493)	8%	(80)	1021
Community: Rural	8%	(55)	20%	(136)	18%	(116)	44%	(289)	10%	(67)	664
Employ: Private Sector	11%	(63)	22%	(133)	20%	(120)	39%	(232)	8%	(47)	595
Employ: Government	8%	(12)	22%	(33)	21%	(30)	42%	(61)	8%	(11)	147
Employ: Self-Employed	12%	(24)	20%	(40)	19%	(38)	42%	(83)	7%	(14)	200
Employ: Homemaker	11%	(17)	27%	(43)	16%	(26)	38%	(61)	7%	(12)	158
Employ: Student	11%	(11)	27%	(28)	26%	(26)	29%	(29)	7%	(7)	100
Employ: Retired	2%	(9)	10%	(54)	17%	(91)	64%	(341)	7%	(38)	533
Employ: Unemployed	16%	(39)	23%	(56)	21%	(51)	30%	(75)	11%	(26)	248
Employ: Other	10%	(21)	19%	(42)	20%	(44)	36%	(80)	16%	(35)	222
Military HH: Yes	8%	(37)	17%	(77)	19%	(86)	47%	(214)	8%	(38)	452
Military HH: No	9%	(159)	20%	(350)	19%	(339)	43%	(749)	9%	(153)	1751
RD/WT: Right Direction	9%	(73)	18%	(154)	20%	(168)	45%	(381)	9%	(75)	851
RD/WT: Wrong Track	9%	(123)	20%	(274)	19%	(258)	43%	(581)	9%	(116)	1352

Continued on next page



**Table HR10:** As you may know, 'Captain Marvel' will be the first Disney movie exclusively streamed on the upcoming streaming service Disney+. Knowing what you know now, how likely are you to subscribe to Disney+ when it launches later this year?

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(196)	19%	(428)	19%	(425)	44%	(963)	9%	(191)	2203
Trump Job Approve	7%	(67)	17%	(159)	19%	(175)	48%	(443)	8%	(74)	918
Trump Job Disapprove	10%	(119)	21%	(248)	20%	(229)	42%	(487)	7%	(86)	1168
Trump Job Strongly Approve	8%	(40)	14%	(72)	18%	(92)	52%	(266)	8%	(43)	514
Trump Job Somewhat Approve	7%	(27)	21%	(86)	21%	(83)	44%	(177)	8%	(31)	405
Trump Job Somewhat Disapprove	13%	(35)	27%	(74)	23%	(65)	31%	(86)	6%	(18)	277
Trump Job Strongly Disapprove	9%	(84)	20%	(174)	18%	(164)	45%	(402)	8%	(68)	892
#1 Issue: Economy	11%	(67)	25%	(159)	22%	(136)	36%	(226)	7%	(43)	631
#1 Issue: Security	7%	(33)	13%	(58)	20%	(89)	51%	(231)	9%	(38)	450
#1 Issue: Health Care	7%	(25)	21%	(74)	20%	(71)	42%	(144)	9%	(32)	346
#1 Issue: Medicare / Social Security	5%	(15)	10%	(32)	14%	(43)	60%	(183)	11%	(33)	308
#1 Issue: Women's Issues	8%	(9)	25%	(29)	19%	(22)	39%	(46)	9%	(11)	118
#1 Issue: Education	18%	(23)	26%	(33)	19%	(24)	29%	(37)	8%	(10)	127
#1 Issue: Energy	14%	(15)	26%	(29)	20%	(22)	32%	(36)	9%	(10)	111
#1 Issue: Other	7%	(8)	12%	(13)	16%	(18)	53%	(59)	12%	(13)	112
2018 House Vote: Democrat	10%	(81)	19%	(156)	19%	(153)	45%	(360)	7%	(55)	805
2018 House Vote: Republican	5%	(37)	17%	(118)	19%	(132)	51%	(360)	8%	(56)	702
2018 House Vote: Someone else	12%	(12)	20%	(20)	17%	(17)	42%	(42)	10%	(10)	100
2018 House Vote: Didnt Vote	11%	(65)	23%	(135)	21%	(124)	33%	(198)	12%	(71)	592
2016 Vote: Hillary Clinton	10%	(66)	20%	(138)	17%	(115)	45%	(310)	8%	(52)	682
2016 Vote: Donald Trump	5%	(36)	16%	(111)	19%	(137)	52%	(367)	7%	(51)	703
2016 Vote: Someone else	8%	(14)	22%	(38)	20%	(36)	42%	(74)	8%	(14)	176
2016 Vote: Didnt Vote	12%	(77)	22%	(137)	22%	(137)	33%	(206)	11%	(72)	629
Voted in 2014: Yes	8%	(109)	17%	(244)	18%	(253)	50%	(714)	8%	(113)	1433
Voted in 2014: No	11%	(87)	24%	(184)	22%	(173)	32%	(249)	10%	(77)	770
2012 Vote: Barack Obama	10%	(83)	19%	(161)	17%	(144)	46%	(384)	8%	(66)	838
2012 Vote: Mitt Romney	4%	(23)	15%	(84)	18%	(103)	56%	(313)	7%	(37)	559
2012 Vote: Other	4%	(4)	11%	(11)	22%	(23)	54%	(57)	10%	(11)	105
2012 Vote: Didn't Vote	12%	(86)	25%	(171)	22%	(155)	30%	(209)	11%	(77)	697

Continued on next page

**Table HR10:** As you may know, 'Captain Marvel' will be the first Disney movie exclusively streamed on the upcoming streaming service Disney+. Knowing what you know now, how likely are you to subscribe to Disney+ when it launches later this year?

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
Adults	9%	(196)	19%	(428)	19%	(425)	44%	(963)	9%	(191)	2203
4-Region: Northeast	11%	(43)	17%	(67)	19%	(75)	42%	(163)	11%	(45)	393
4-Region: Midwest	8%	(41)	16%	(83)	20%	(103)	45%	(230)	10%	(50)	506
4-Region: South	9%	(73)	21%	(172)	17%	(142)	44%	(365)	9%	(70)	823
4-Region: West	8%	(39)	22%	(106)	22%	(106)	43%	(205)	5%	(26)	481
TV shows: Every day	11%	(122)	20%	(222)	18%	(203)	43%	(469)	8%	(84)	1100
TV shows: Several times per week	10%	(53)	22%	(119)	21%	(112)	41%	(221)	7%	(40)	546
TV shows: About once per week	7%	(9)	13%	(17)	29%	(39)	41%	(56)	11%	(15)	136
TV shows: Several times per month	6%	(6)	20%	(22)	19%	(20)	46%	(50)	8%	(9)	108
TV shows: About once per month	3%	(2)	23%	(17)	22%	(16)	48%	(35)	5%	(4)	75
TV shows: Less often than once per month	2%	(2)	17%	(15)	19%	(17)	47%	(42)	15%	(14)	90
TV shows: Never	1%	(2)	10%	(15)	12%	(18)	59%	(88)	17%	(25)	149
Movies: Every day	19%	(74)	31%	(123)	14%	(56)	27%	(108)	9%	(34)	395
Movies: Several times per week	10%	(58)	23%	(134)	24%	(140)	35%	(207)	9%	(50)	591
Movies: About once per week	6%	(25)	19%	(74)	24%	(95)	43%	(170)	9%	(36)	401
Movies: Several times per month	8%	(20)	16%	(41)	22%	(58)	50%	(130)	4%	(10)	259
Movies: About once per month	7%	(14)	16%	(30)	17%	(32)	53%	(100)	6%	(12)	188
Movies: Less often than once per month	1%	(3)	10%	(18)	16%	(29)	61%	(115)	12%	(22)	187
Movies: Never	1%	(1)	4%	(7)	8%	(15)	72%	(132)	15%	(27)	182
Sports: Every day	22%	(33)	25%	(38)	19%	(29)	29%	(45)	5%	(8)	153
Sports: Several times per week	12%	(40)	24%	(82)	19%	(65)	38%	(129)	7%	(24)	340
Sports: About once per week	8%	(21)	19%	(54)	26%	(72)	41%	(113)	7%	(19)	279
Sports: Several times per month	7%	(14)	21%	(44)	24%	(51)	41%	(85)	7%	(14)	207
Sports: About once per month	10%	(18)	20%	(39)	18%	(35)	45%	(86)	6%	(12)	189
Sports: Less often than once per month	7%	(27)	21%	(76)	19%	(71)	43%	(160)	9%	(34)	369
Sports: Never	6%	(42)	14%	(96)	15%	(103)	52%	(345)	12%	(80)	666
Cable: I currently subscribe	11%	(113)	18%	(190)	17%	(182)	46%	(489)	9%	(92)	1065
Cable: I subscribed in the past	8%	(62)	21%	(172)	23%	(183)	41%	(326)	8%	(61)	805
Cable: I have never subscribed	6%	(21)	20%	(65)	18%	(61)	44%	(147)	11%	(38)	333

Continued on next page

**Table HR10:** As you may know, 'Captain Marvel' will be the first Disney movie exclusively streamed on the upcoming streaming service Disney+. Knowing what you know now, how likely are you to subscribe to Disney+ when it launches later this year?

Demographic	Very likely		Somewhat likely		Not very likely		Not likely at all		Don't know / No opinion		Total N
	%	(N)	%	(N)	%	(N)	%	(N)	%	(N)	
Adults	9%	(196)	19%	(428)	19%	(425)	44%	(963)	9%	(191)	2203
Satellite television: I currently subscribe	11%	(58)	21%	(110)	20%	(109)	40%	(215)	8%	(42)	533
Satellite television: I subscribed in the past	10%	(60)	22%	(138)	21%	(128)	40%	(247)	8%	(49)	624
Satellite television: I have never subscribed	7%	(78)	17%	(180)	18%	(188)	48%	(501)	10%	(100)	1046
Streaming service: I currently subscribe	12%	(147)	24%	(299)	21%	(263)	37%	(475)	6%	(82)	1266
Streaming service: I subscribed in the past	9%	(19)	30%	(62)	26%	(53)	27%	(56)	8%	(17)	207
Streaming service: I have never subscribed	4%	(30)	9%	(67)	15%	(109)	59%	(432)	13%	(92)	730
Film: An avid fan	17%	(129)	26%	(193)	21%	(155)	28%	(212)	8%	(58)	747
Film: A casual fan	5%	(57)	17%	(204)	20%	(245)	50%	(597)	8%	(100)	1203
Film: Not a fan	4%	(10)	12%	(31)	10%	(25)	61%	(154)	13%	(34)	253
Television: An avid fan	12%	(126)	23%	(238)	18%	(191)	39%	(406)	7%	(77)	1038
Television: A casual fan	6%	(66)	17%	(171)	21%	(221)	47%	(491)	9%	(88)	1037
Television: Not a fan	3%	(4)	15%	(19)	11%	(14)	52%	(66)	20%	(26)	128
Music: An avid fan	13%	(156)	23%	(273)	20%	(237)	36%	(430)	8%	(99)	1195
Music: A casual fan	4%	(37)	16%	(148)	19%	(175)	52%	(476)	8%	(75)	910
Music: Not a fan	4%	(3)	7%	(7)	14%	(13)	59%	(57)	17%	(16)	97
Fashion: An avid fan	21%	(69)	30%	(101)	14%	(46)	27%	(90)	8%	(28)	333
Fashion: A casual fan	8%	(75)	24%	(216)	21%	(192)	39%	(360)	8%	(72)	914
Fashion: Not a fan	5%	(53)	12%	(111)	20%	(187)	54%	(513)	10%	(91)	956
Yes	9%	(105)	21%	(238)	19%	(218)	42%	(482)	9%	(98)	1141
No	9%	(91)	18%	(190)	20%	(207)	45%	(481)	9%	(92)	1062

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	390	18%
	Age: 30-44	498	23%
	Age: 45-54	411	19%
	Age: 55-64	391	18%
	Age: 65+	513	23%
	N	2203	
demAgeGeneration	Generation Z: 18-21	152	7%
	Millennial: Age 22-37	498	23%
	Generation X: Age 38-53	609	28%
	Boomers: Age 54-72	824	37%
	N	2082	
xpid3	PID: Dem (no lean)	734	33%
	PID: Ind (no lean)	788	36%
	PID: Rep (no lean)	681	31%
	N	2203	
xpidGender	PID/Gender: Dem Men	316	14%
	PID/Gender: Dem Women	417	19%
	PID/Gender: Ind Men	349	16%
	PID/Gender: Ind Women	439	20%
	PID/Gender: Rep Men	365	17%
	PID/Gender: Rep Women	316	14%
	N	2203	
xdemIdeo3	Ideo: Liberal (1-3)	678	31%
	Ideo: Moderate (4)	481	22%
	Ideo: Conservative (5-7)	748	34%
	N	1907	
xeduc3	Educ: < College	1386	63%
	Educ: Bachelors degree	521	24%
	Educ: Post-grad	296	13%
	N	2203	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1277	58%
	Income: 50k-100k	645	29%
	Income: 100k+	281	13%
	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	542	25%
	Relig: Roman Catholic	404	18%
	Relig: Something Else	204	9%
	N	1150	
xreligion1	Relig: Jewish	53	2%
xreligion2	Relig: Evangelical	768	35%
	Relig: Non-Evang. Catholics	382	17%
	N	1150	
xreligion3	Relig: All Christian	1150	52%
	Relig: All Non-Christian	278	13%
	N	1428	
xdemUsr	Community: Urban	518	24%
	Community: Suburban	1021	46%
	Community: Rural	664	30%
	N	2203	
xdemEmploy	Employ: Private Sector	595	27%
	Employ: Government	147	7%
	Employ: Self-Employed	200	9%
	Employ: Homemaker	158	7%
	Employ: Student	100	5%
	Employ: Retired	533	24%
	Employ: Unemployed	248	11%
	Employ: Other	222	10%
	N	2203	
xdemMilHH1	Military HH: Yes	452	21%
	Military HH: No	1751	79%
	N	2203	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xnr1	RD/WT: Right Direction	851	39%
	RD/WT: Wrong Track	1352	61%
	N	2203	
Trump_Approve	Trump Job Approve	918	42%
	Trump Job Disapprove	1168	53%
	N	2087	
Trump_Approve2	Trump Job Strongly Approve	514	23%
	Trump Job Somewhat Approve	405	18%
	Trump Job Somewhat Disapprove	277	13%
	Trump Job Strongly Disapprove	892	40%
	N	2087	
xnr3	#1 Issue: Economy	631	29%
	#1 Issue: Security	450	20%
	#1 Issue: Health Care	346	16%
	#1 Issue: Medicare / Social Security	308	14%
	#1 Issue: Women's Issues	118	5%
	#1 Issue: Education	127	6%
	#1 Issue: Energy	111	5%
	#1 Issue: Other	112	5%
	N	2203	
xsubVote18O	2018 House Vote: Democrat	805	37%
	2018 House Vote: Republican	702	32%
	2018 House Vote: Someone else	100	5%
	2018 House Vote: Didnt Vote	592	27%
	N	2199	
xsubVote16O	2016 Vote: Hillary Clinton	682	31%
	2016 Vote: Donald Trump	703	32%
	2016 Vote: Someone else	176	8%
	2016 Vote: Didnt Vote	629	29%
	N	2190	
xsubVote14O	Voted in 2014: Yes	1433	65%
	Voted in 2014: No	770	35%
	N	2203	
xsubVote12O	2012 Vote: Barack Obama	838	38%
	2012 Vote: Mitt Romney	559	25%
	2012 Vote: Other	105	5%
	2012 Vote: Didn't Vote	697	32%
	N	2201	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
xreg4	4-Region: Northeast	393	18%
	4-Region: Midwest	506	23%
	4-Region: South	823	37%
	4-Region: West	481	22%
	N	2203	
HRdem1_1	TV shows: Every day	1100	50%
	TV shows: Several times per week	546	25%
	TV shows: About once per week	136	6%
	TV shows: Several times per month	108	5%
	TV shows: About once per month	75	3%
	TV shows: Less often than once per month	90	4%
	TV shows: Never	149	7%
	N	2203	
HRdem1_2	Movies: Every day	395	18%
	Movies: Several times per week	591	27%
	Movies: About once per week	401	18%
	Movies: Several times per month	259	12%
	Movies: About once per month	188	9%
	Movies: Less often than once per month	187	8%
	Movies: Never	182	8%
	N	2203	
HRdem1_3	Sports: Every day	153	7%
	Sports: Several times per week	340	15%
	Sports: About once per week	279	13%
	Sports: Several times per month	207	9%
	Sports: About once per month	189	9%
	Sports: Less often than once per month	369	17%
	Sports: Never	666	30%
	N	2203	
HRdem2_1	Cable: I currently subscribe	1065	48%
	Cable: I subscribed in the past	805	37%
	Cable: I have never subscribed	333	15%
	N	2203	
HRdem2_2	Satellite television: I currently subscribe	533	24%
	Satellite television: I subscribed in the past	624	28%
	Satellite television: I have never subscribed	1046	48%
	N	2203	

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**Summary Statistics of Survey Respondent Demographics**

Demographic	Group	Frequency	Percentage
HRdem2_3	Streaming service: I currently subscribe	1266	57%
	Streaming service: I subscribed in the past	207	9%
	Streaming service: I have never subscribed	730	33%
	N	2203	
HRdem3_1	Film: An avid fan	747	34%
	Film: A casual fan	1203	55%
	Film: Not a fan	253	11%
	N	2203	
HRdem3_2	Television: An avid fan	1038	47%
	Television: A casual fan	1037	47%
	Television: Not a fan	128	6%
	N	2203	
HRdem3_3	Music: An avid fan	1195	54%
	Music: A casual fan	910	41%
	Music: Not a fan	97	4%
	N	2203	
HRdem3_4	Fashion: An avid fan	333	15%
	Fashion: A casual fan	914	41%
	Fashion: Not a fan	956	43%
	N	2203	
demKidsnew	Yes	1141	52%
	No	1062	48%
	N	2203	

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



The logo consists of a stylized 'M' shape formed by two overlapping chevron-like shapes pointing downwards.

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